

Sustainable Fashion

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Abstract: Presently sustainability of fashion within the worldwide is the major considerable issue. The much-talked concern is for the favor of fashion's sustainability round the world. Many organizations and style aware personalities have come forward to uphold the further extension of the campaign of good environment for tomorrows. On the opposite hand, fashion for the morality or ethical issues is one among the key concepts for the humanity and sustainability point of view. During this paper concerned brands are focused on the basis of their present activities related fashion from the manufacturing to the marketing process.

Keywords: Fashion sustainability, opposite hand, marketing process.

1. Introduction

Fashion is dynamic day by day the impact of throwing out such a lot of venture is making consequences for the surroundings. To avoid this, we tend to do analysis on property fashion. There square measure varied varieties of property fashion square measure there like ecofriendly fashion, vegan, slow fashion etc., during this we tend to take upcycled fashion. Upcycled fashion is AN act of reusing and repurposing textiles, materials, and clothes to recreate new appearance. As a result, venture is given a replacement look, and new life, instead of adding to waste in an exceedingly lowland. Whereas doing upcycling fashion cost are going to be low, we will cut back waste within the kind of venture and material, protective natural resources.

2. Scope of the Project

The scope of this project is to recreate or(redesign) upcycled clothes. By taking waste embroidered fabric swatches we are going to create a new vintage upcycled embroidered multi patch lehenga. So, it can be easily accepted by Gen Z women, because we are giving a new life to waste fabric its sustainable, need low cost and we can reuse it again and it give a new grand look to the fabric.

- Taking creativity and upcycling to next generation.
- Mostly Gen Z women's wear different kinds of dresses and they don't like to repeat it again, by doing this kind of upcycling they can reuse their dresses and create a new look.
- Because of this we can avoid landfilling's and save our environment.

1) Feasibility Analysis

As we are doing a vintage upcycled embroidered multi patch lehenga. I researched and found that many brands are already doing a upcycled fashion. They are making fabrics from waste.

Eg.: Doodle age: They are making upcycled, recycled fabrics from wastes.

Manish mulhotra- Making patch work lehenga for Alia Bhatt (As it is a design project there is no involvement of any science related concepts).

3. Methodology Proposed

Here with I have attached the methodology proposed that has been carried throughout our Project.

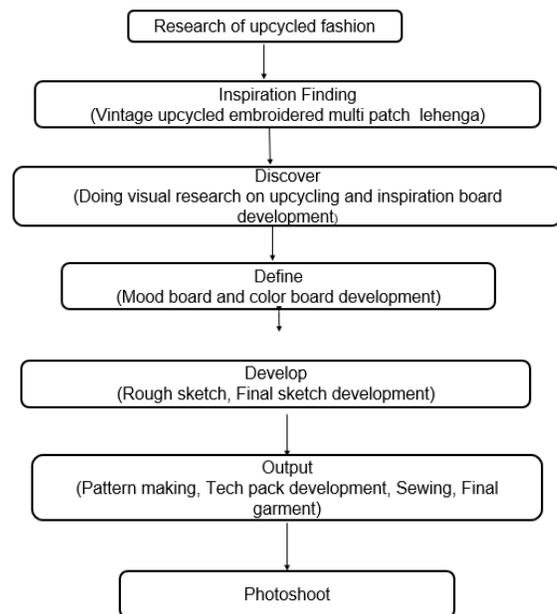


Fig. 1. Flowchart



Fig. 2. Mood Board

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Fig. 3. Colour board



Fig. 5. Hand sketches

Fabrics used:

- Cotton
- Polyester



Fig. 4.

4. Conclusion

By using sustainable fashion, we can able to recycle the Waste part of the garment or an embroidery part of the garment to a new garment.

References

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