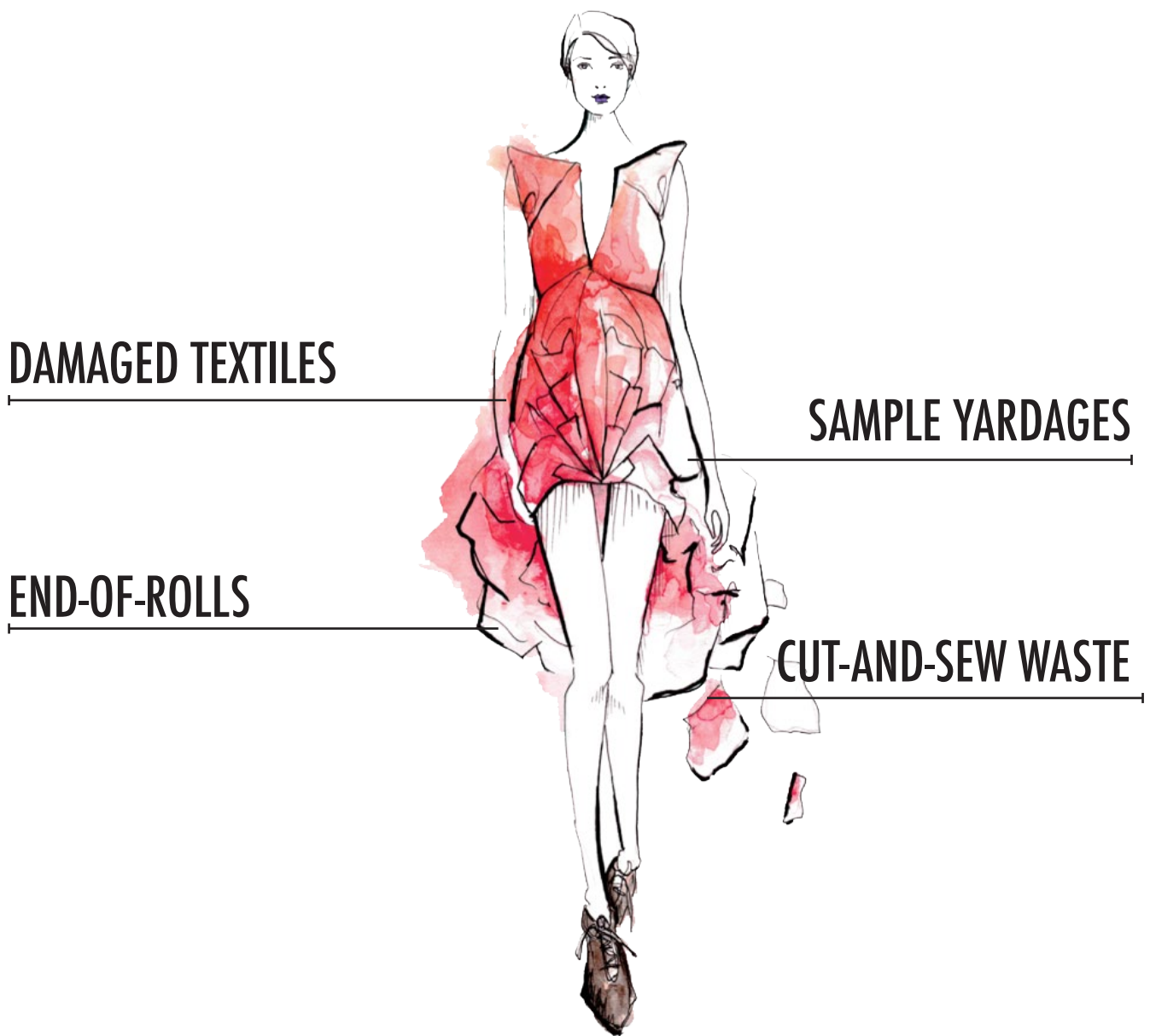


The EcoChic Design Award

UP-CYCLING DESIGN TECHNIQUE



ORGANISED BY



REDRESS



Up-cycled outfits in the finale at 'Redress on the Runway'.

WHAT IS IT?

Up-cycling is the recycling of a material into a product of *higher* quality.

WHY DO IT?

Millions of tonnes of textiles are wasted every year during textile and garment production, before the clothes have even reached the consumer. It is estimated that approximately 15 percent of textiles intended for clothing ends up on the cutting room floor.¹ This means that many textiles intended for clothes become cut-and-sew or end-of-role textile waste.

When textiles are wasted so too are the resources, both natural and human labour resources, which were invested and imbedded into the textiles. By up-cycling textile waste, you can prolong the textile's lifecycle, slow down unnecessary textile production and reduce the demand on natural resources.

In addition, by up-cycling damaged and redundant textile waste materials, you can give these waste materials additional value as products of higher quality. This prevents them from being downcycled or discarded.

¹ Timo Rissanen, 'From 15% to 0: Investigating the creation of fashion without the creation of fabric waste' Presenter, Kreativ Institut for Design og Teknologi, 2005

2 SOURCE

Look at your own textile waste streams or those of the wider fashion industry to source cut-and-sew waste, end-of-rolls, sample yardages or damaged textiles. Look for quality textiles, whatever the size, shape or style.

Using end-of-roll textiles allows you to work with larger pieces of textiles and to make more reproducible designs, yet still allowing for each individual piece to be subtly unique. Using cut-and-sew waste will allow your imagination to grow.

EXPERT'S TIP

— *Nin Castle, Co-founder & Creative Director of Goodone* —

Be aware of the quality of the textiles that you use. Ensure that the textile waste you use is good enough for what you wish to make. If you are putting your time and energy into up-cycling textiles, you want to make sure their quality is good.



Janko Lam, The EcoChic Design Award Hong Kong 2011 Winner, used surplus factory textiles stock to create this Cheongsam style up-cycled dress.



Image credit Victim Fashion Street
Mei Hui Liu of Victim Fashion Street used a patchwork method of different types of vintage textiles together with her own studio off-cuts to create this unique garment.

3 --- NOW DESIGN

If you are working with cut-and-sew waste look at your textiles and...experiment! Puzzle the pieces together and let the textiles form your pattern. Or you can layer the cut-and-sew waste textiles to create volume. If you want to make reproducible designs, then work with colour blocking and patterns that can work with various types of textile combinations.

If you are working with a larger piece of textile waste, such as end-of-roll textiles, simply work with the dimensions of the textile.

EXPERT'S TIP

— *Nin Castle, Co-founder & Creative Director of Goodone* —

It's really important to have the design as the pinnacle because if you don't have the design, no one's going to want it. Designs should be informed by the use of recycled materials, not restrained by it.



Kelvin Wan, The EcoChic Most Promising Student Award Hong Kong 2012 Winner, used a patchwork method of surplus factory waste to create this up-cycled outfit.

4 FINALLY... MAKE !

Start patchworking, draping, interlacing or layering your textiles to create your up-cycled garment. Textile waste can often come in irregular shapes with uneven edges, so ensure quality finishing so that your finished garment does not look ripped or broken.

EXPERT'S TIP

— Orsola de Castro, Co-founder of From Somewhere and Co-founder and Curator of Estethica —

If you want a garment to look exquisite, even if it might be made from textile scraps, then make sure all finishing and detailing are perfect.



Eric Wong, The EcoChic Design Award Hong Kong 2011 Finalist, draped end-of-roll textiles to create this up-cycled dress.



Herlina Wijaya, The EcoChic Design Award China 2012 Finalist, layered cut-and-sew and end-of-roll textile waste that was sourced from her own production waste to create this up-cycled dress.

ORSOLA DE CASTRO

ON UP-CYCLING DESIGN

Co-founder of From Somewhere and Co-founder and Curator of Estethica
www.fromsomewhere.co.uk



Image credit From Somewhere

“Up-cycling is a design solution to an environmental problem.”

I've been using up-cycling design techniques in my sustainable fashion brand for over 15 years and am now happily known as 'The rubbish collector extraordinaire'. Up-cycling is an innovative method of recycling textile waste into products of higher quality, for example by up-cycling textile swatches, production off-cuts and end-of-roll textiles to create higher quality garments. Up-cycling ultimately slows down unnecessary virgin textile production. Up-cycling is an artisanal approach to textile waste that requires creativity without any industrial intervention and it is an innovative, design-led and inherently environmentally-friendly solution to textile waste. Up-cycling needs to be differentiated from recycling or down-cycling, where textiles are recycled but often into a product of lower quality.

Today, the fashion industry is increasingly over-producing garments and textiles. What is being thrown away is often beautiful and usable for designers who can approach such waste materials in a creative way. I believe that about 80 percent of textiles being thrown away are reusable.



Image credit From Somewhere

MY TOP TIPS TO UP-CYCLING DESIGN

- 1. Always know what is on offer before you start designing**
- 2. Follow your own waste stream**
- 3. No scrap is too small**
- 4. Ugly can be beautiful too**
- 5. Finishing is the key to good design**

Mine and my partner Filippo Ricci's pioneering sustainable fashion brand, From Somewhere, has been up-cycling textile waste since 1997. All of our collections are made using luxury pre-consumer textile waste, such as swatches, production off-cuts and end-of-rolls. Our up-cycled garments are reproducible in large numbers, whilst still retaining elements of the unique. For example, our groundbreaking collaboration with Speedo, the world's leading swimsuit brand, represented up-cycling in its highest form. Here we created a limited-edition capsule collection using up-cycled surplus material from Speedo's 'LZR Racer' swimsuit, which we then retailed in London's high-end department store, Selfridges. We also designed a best-selling up-cycled collection for Tesco Clothing by up-cycling Tesco's very own leftover textile stock. These collections are just two examples that demonstrate that up-cycling can be commercially viable and available to the mass market.

LEARN MORE

WATCH THIS...

The EcoChic Design Award 2013 Up-cycling Tutorial

YouTube http://youtu.be/U_f_MNIUC54

Youku http://v.youku.com/v_show/id_XNTQ3MzY1NDQ4.html

The EcoChic Design Award 2012 Up-cycling Tutorial with Orsola de Castro

YouTube http://youtu.be/b7n8AVUE_dg

Youku http://v.youku.com/v_show/id_XMzY4NTE3MjA0.html

Redressing the Fashion Industry: Orsola de Castro at TEDxLondonBusinessSchool 2013

YouTube <http://youtu.be/1mbqwOK9kNM>

READ THIS...

Design Is The Problem: The Future Of Design Must Be Sustainable by Nathan Shedroff

Eco-Chic: The Fashion Paradox by Sandy Black

Eco Fashion by Sass Brown and Geoffrey B. Small

Fashion & Sustainability: Design for Change by Kate Fletcher and Lynda Grose

How Can Fashion Designers Make Clothes Less Disposable?

www.ecouterre.com/how-can-fashion-designers-make-clothes-less-disposable

Remake It: Clothes: The Essential Guide to Resourceful Fashion: With over 500 tricks, tips and inspirational designs by Henrietta Thompson

Shaping Sustainable Fashion: Changing The Way We Make And Use Clothes by Alison Gwilt and Timo Rissanen

Sustainable Fashion And Textiles: Design Journeys by Kate Fletcher

The Sustainable Fashion Handbook by Sandy Black

Trash to Trend, Using Upcycling in Fashion Design by Reet Aus

http://reetaus.com/files/Reet_Aus_doctoral_thesis.pdf

BE INSPIRED BY...

Ada Zanditon www.adazanditon.com

Christopher Raeburn www.christopherraeburn.co.uk

Freitag www.freitag.ch

From Somewhere www.fromsomewhere.co.uk

Goodone www.goodone.co.uk

LLB www.l-l-b.no

Lu Flux www.luflux.com

Luis Valenzuela www.luisvalenzuelausa.com

Maison Martin Margiela www.maisonmartinmargiela.com

Piece x Piece www.pxp-sf.com

Rags2riches www.rags2riches.ph

Victim Fashion Street www.victimfashionst.com

Worn Again www.wornagain.co.uk

LEARN THE LANGUAGE...

Closed loop design is when a product is designed to have another function after its use thereby eliminating all waste. In this way, a used product's output becomes the input for a new product or function.

Clothing banks are garment recycling stations put up in a community, often by a charitable organisation, where consumers are able to recycle their used clothing.

Cradle to cradle refers to a closed loop design process, which is free of waste. When a product is no longer useful, it becomes material for another product.

Cut-and-sew waste is excess textile from the cutting and sewing phase of garment manufacturing. It is often considered waste and is discarded due to its uneven and small formats.

Down-cycling is to recycle a material into something of lower quality.

Life cycle is the resource extraction, manufacture, distribution, use, disposal and recycling of a product.

Post-consumer waste is waste collected after the consumer has disposed of it.

Pre-consumer waste is manufacturing waste that has not reach the consumer.

Recyclable is a material that can be reused at a similar level of quality.

Recycled is when a waste material or product has been reused and turned into a new usable material or product.

Reduce, reuse, recycle are the so called 3R's that classify waste management, according to their order of importance. Reduce your consumption and usage, reuse items again and recycle materials.

Secondhand is a product that is acquired after it has been used by someone else and is not new.

Supply chain are the resources and steps involved in moving a product from raw material to consumer.

Sustainability is a lasting system, process, that meets the current needs while preserving for the future.

Sustainable fashion is clothing that is produced with respect to the environment and social impacts throughout its lifespan.

Sustainable textile is a textile that is produced with minimal environmental impact.

Textile recycling reusing or reprocessing used clothing, fibrous material and/or textile scraps from the manufacturing process.

Textile swatches are leftover textile sample swatches.

Textile waste is a material that is deemed unusable for its original purpose by the owner.

Up-cycling is the recycling of a material into a product of higher quality.