

# **Process Portfolio**

## **Alternative Spirals**

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# Research

## Our Expectations

In our first meeting as a team, we discussed what we want from this project; what we know and what is our expertise to contribute to team.

Then, We came up with key themes that we all agree on.

**Inspire**

**Educate**

**Imperfection**

**Behaviours**

**Slow Trend**

**Localize**

Based on these themes and our expectations we created 4 project directions

**Clothings and products that age with you**

**Make "long lasting" cool**

**Tell a story through the product**

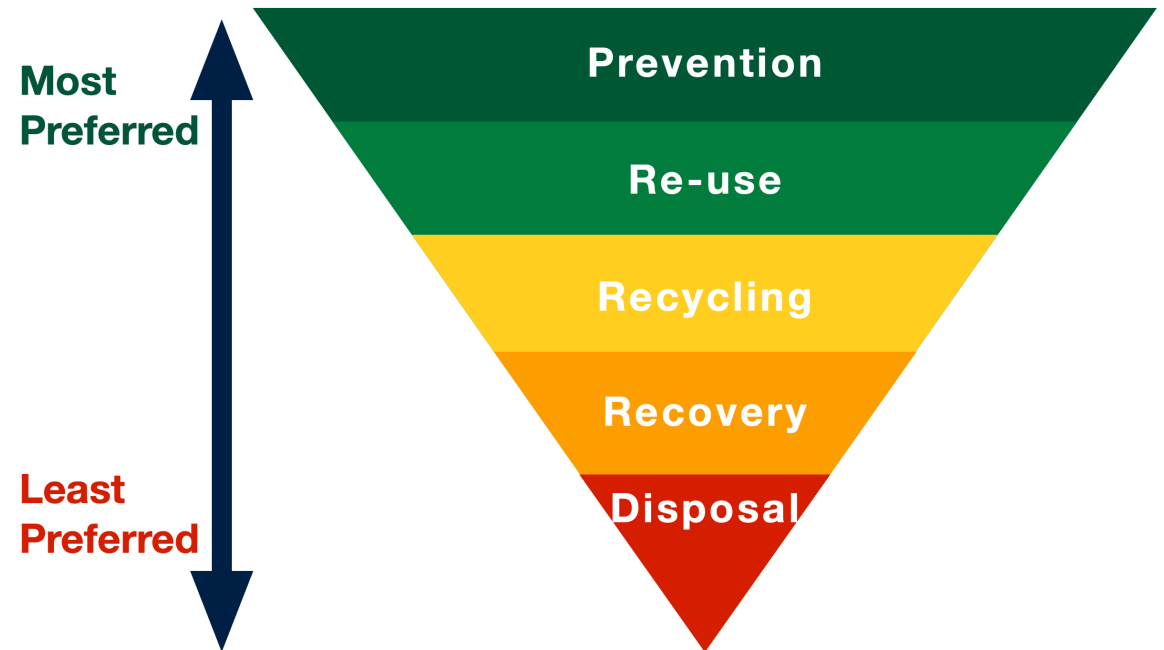
**Engage & educate people by inspiration**

# Literature Research

## Why People Conform to Fast Fashion?

Since we wanted to tackle fast fashion trends. We wanted to learn why people dispose their clothing frequently. One article showed that people dispose of their clothes for many reasons, with the two most commonly reported reasons being wear and tear upon the garment and poor fit.

Same article also mentioned that the paramount point on the circular hierarchy is source reduction and reuse, in other words, prevention or reuse of waste. Various ways to reuse garments can include renting, swapping, borrowing and trading.





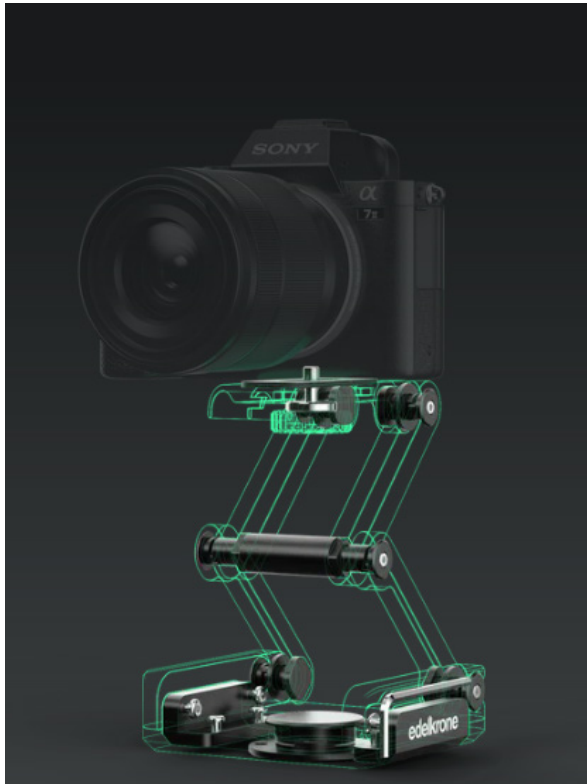
## Why People Don't Repair and Reuse?

Even if Re-using is most preferred point, why people don't re-use? According to many researchers fast fashion, poor quality garments, low-cost clothing, and impulsive shopping behaviours can discourage consumers from repairing their old garments and may instead encourage them to throw them out.

Based on Jain and Diddi's research 3 main keypoints to not re-using and repairings are:

- Perceived time requirement
  - Cost of repair
  - Required skill amount

# Market Research



Edelkrone3D is a series run by Edelkrone where the product is sold as a 3D model and only the hardware is shipped. Reducing carbon footprint



Lost Species Day  
An annually made event where extinct animal species are commemorated through a ceremony



Aerocene is a movement for eco-social justice, adrift on air, floating free from fossil fuels, towards an ethical re-alliance with the spheres of atmos, bios and cosmos relation.



FairPhone  
an Amsterdam based electronics  
company that creates repairable  
and upgradable phones



Day & Age  
Made to Order clothing series  
that are durable, thoughtful and  
environmentally friendly



Fixing Factory  
Fixing Factory is a community  
based workshop that repairs  
and exchanges people old elec-  
tronic devices

# The Rationale

Based on our Literature and Market Research we asked 3 HMW Questions

How might we tackle the waste produced by the fast fashion industry?

How might we make the companies more responsible?

How might we encourage people to reuse their clothing?

# Process

## Expected Outcome

After our research, we started to plan our project outcome

**A Clothing Family that  
comes with After-sales  
and Afterlife Services**

### Design

Prototype pieces  
and final product

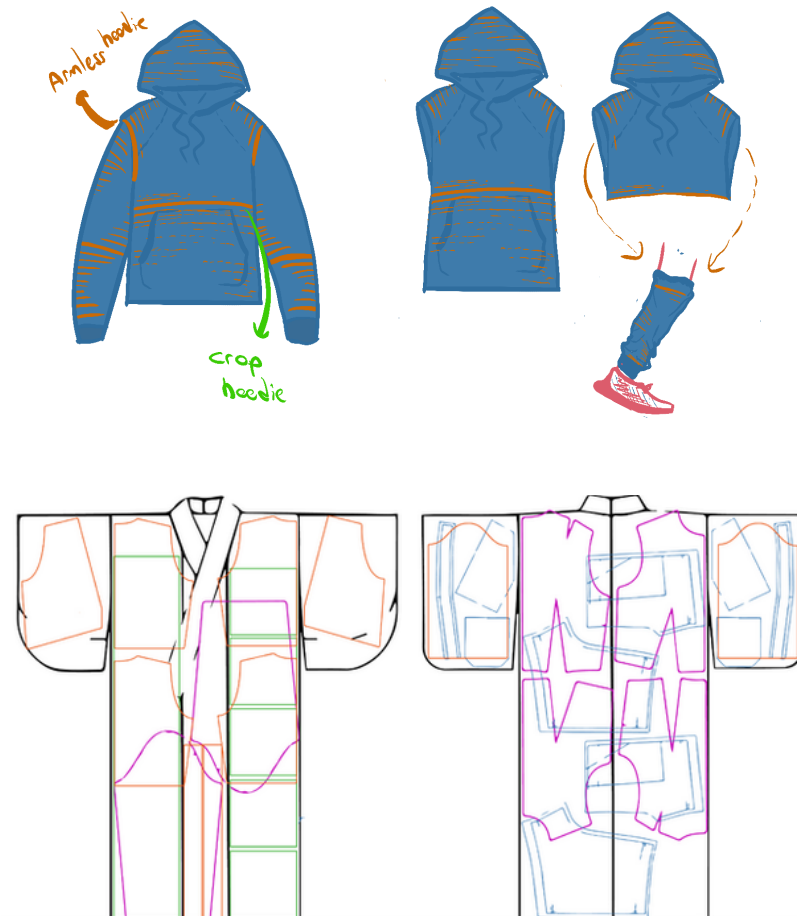
### Company Blueprint

Outline for material  
sourcing/production/dis-  
tribution. How we would  
continue given more  
time.

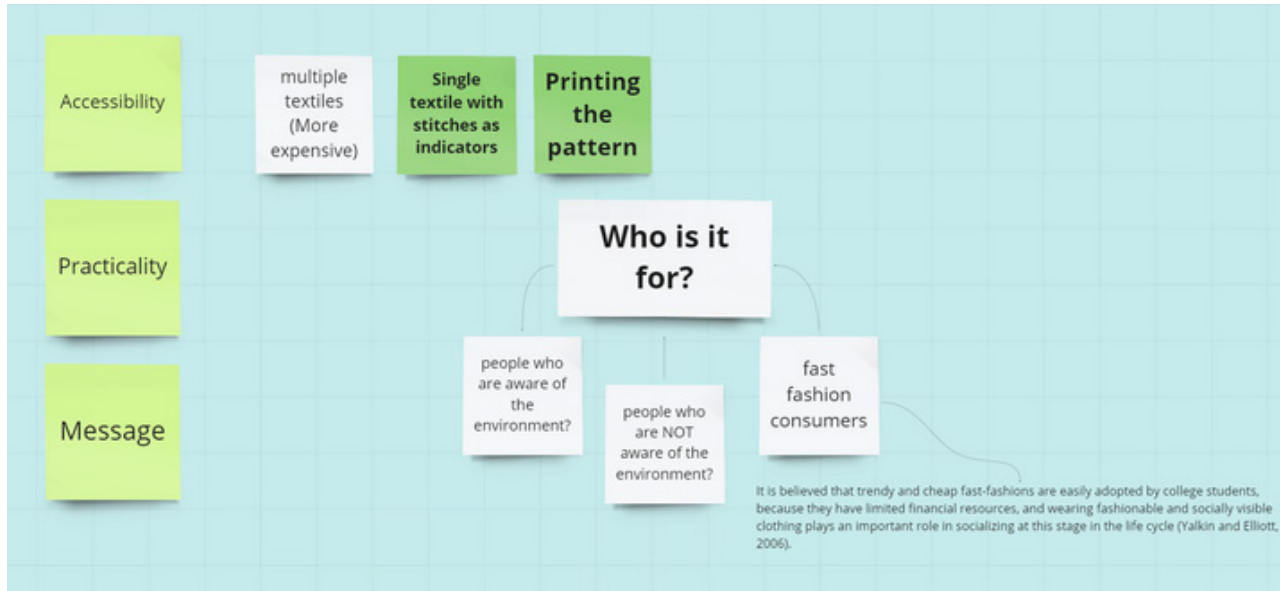
Design for pro-  
posed website  
that would sup-  
port users in the  
after-sales and af-  
ter-life use of the  
garment



Create pattern design of a second or third garment onto the cloths as embellishment.

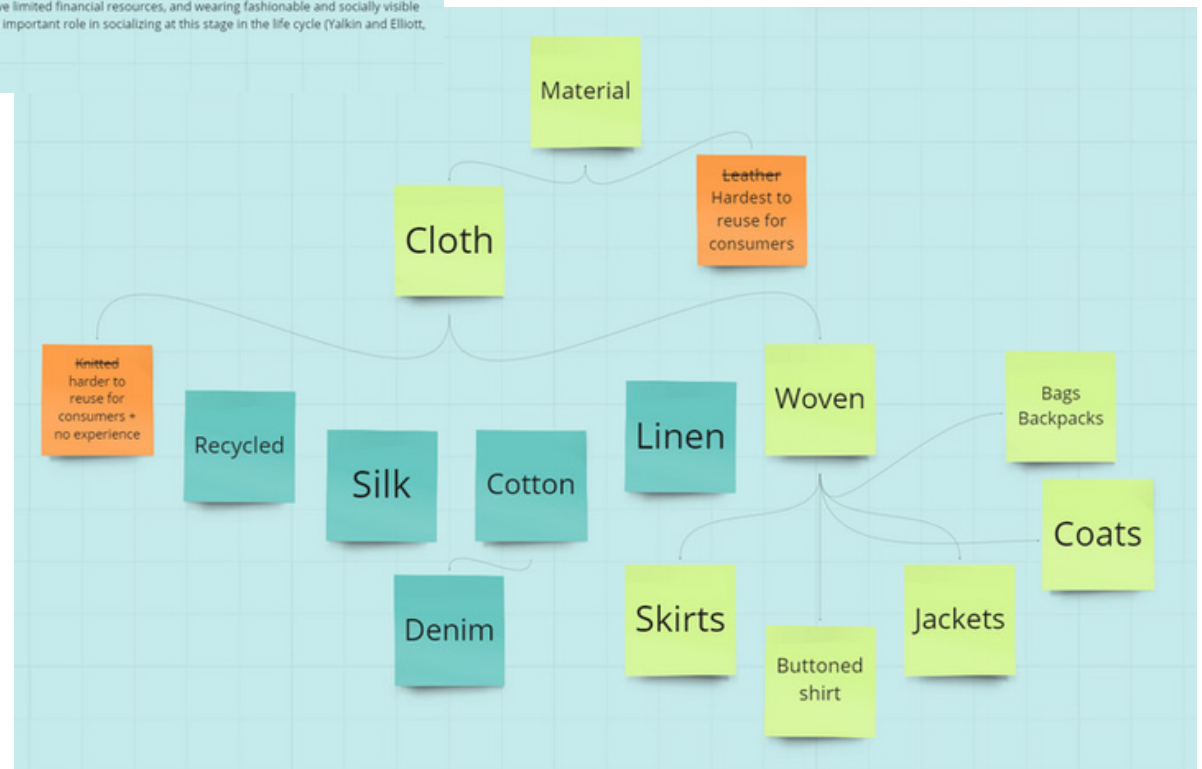


# How Would We Make It?

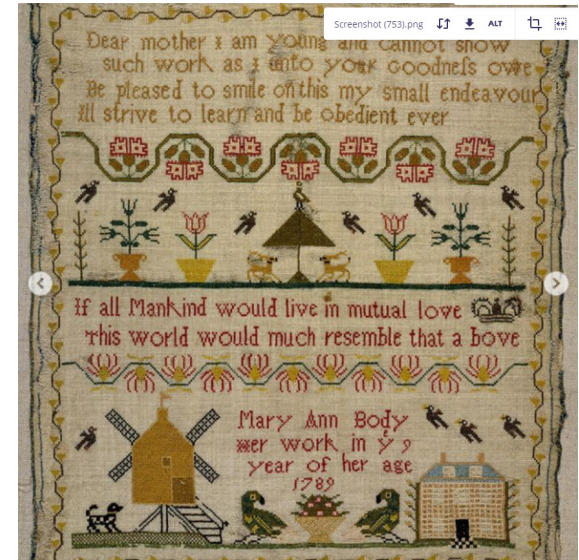
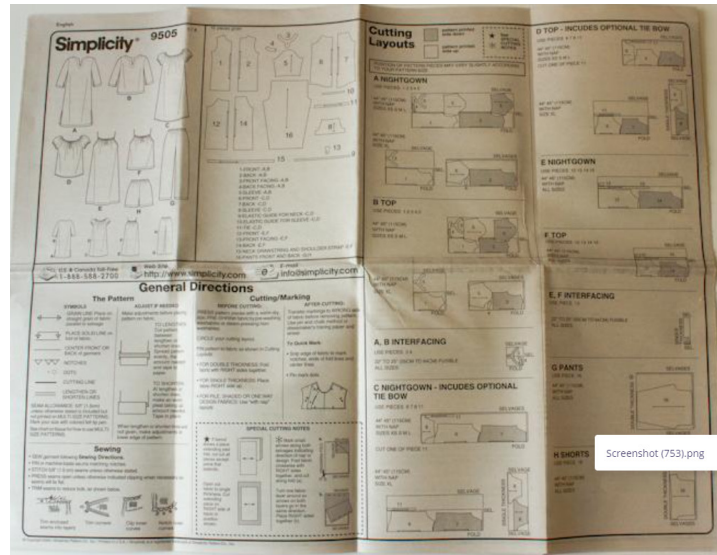


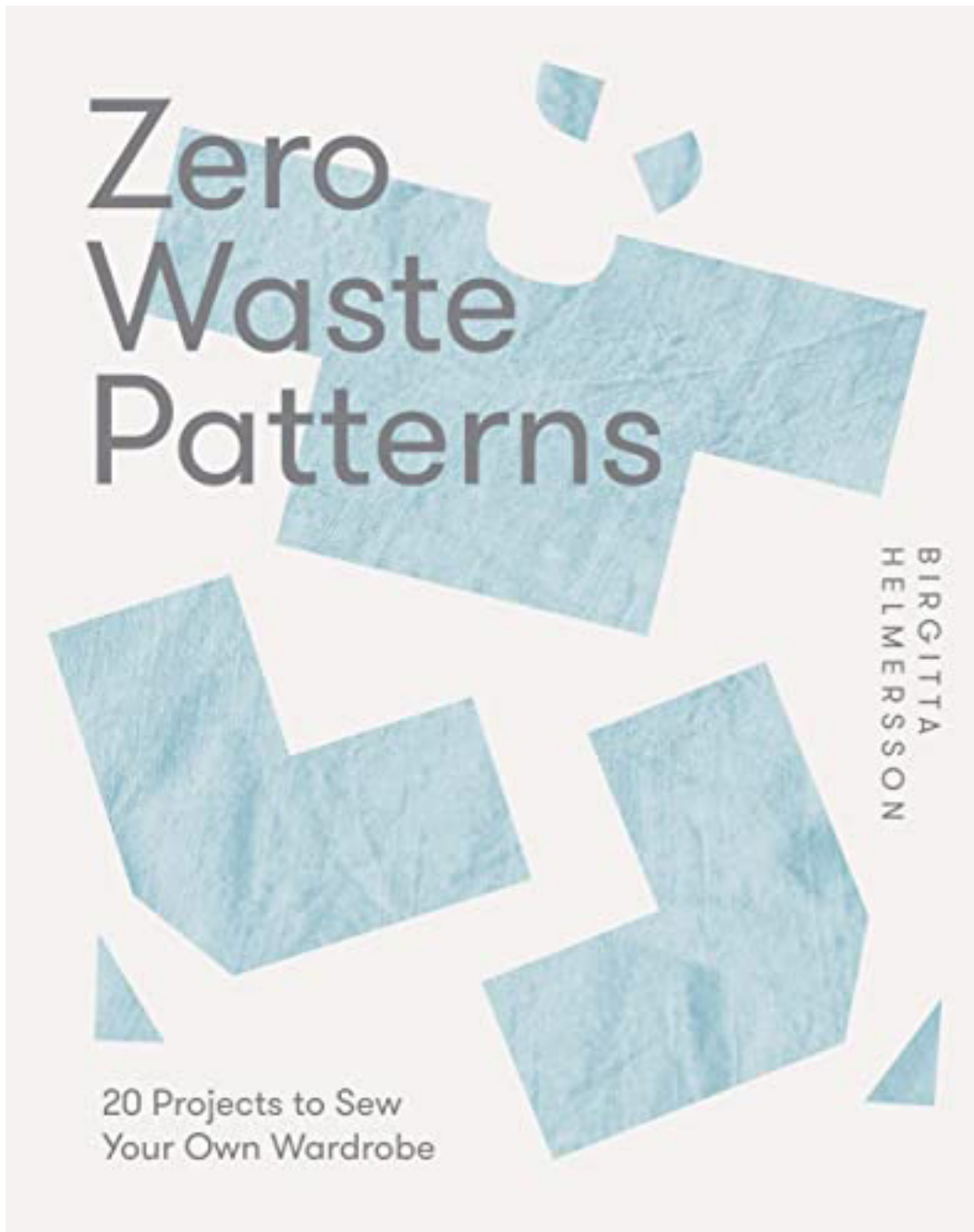
To decide on the design, we needed to decide what user group are we designing for

After deciding on the user group, We thought about material and manufacturing range to start our sustainability goal from the start. Then we decided to go with woven linen.



# Inspirations





### **Zero Waste Patterns**

We used the Tee pattern and sewing guides in this book as our tutorial and design reference.

# Trials



# Making & Photoshoot

