

Dress-A-Mould

ZERO WASTE CUTTING PATTERN

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I. INTRODUCTION

History of Sustainable Fashion

The history of sustainable started at World War II where middle until low class people, uusually woman and kids, were “under control” to having clothes rationing to saving lots of fabric usage, which is not even a good quality fabric, to share to other people to prevent having too many clothes in each individual. (The Jakarta Post 2020).

Meanwhile at 1960s, hippie movement was a trend and everyone was wearing a sustainable tie dye with natural colours, which bring back sustainable fashion after the World War II. While on 1970s and 1980s punk and goth movement are dominating fashion, which often "recycling" old fashion stuff and wear vintage collection. Besides that, on April 22, 1970, is also the first World's Day, which people really appreciating nature back then on that era (Gonzalez 2015). In 1980s, anti-fur movement in fashion is trending, which leads to sustainable against animal cruelty and in 1990s eco-fashion movement was a trend, which using sustainable items as fashion like what Esprit sold items back then. (Rauturier 2020).

A few years later at 21st century, many big brands are decided to go sustainable like Levi's Wellthread collection, Care Tag of our planet, Water<Less & Waste<Less movement. Prada and Puma are also going fur free brands, and Stella McCartney create her 100% vegan brand.

And now on the pandemic season, many fast fashion company are closing until lots of small business are open, which is the era where small business started to rise. They sell mostly handmade and having sustainable products since it's very easy to get and the business itself can work anywhere, including at home. In Indonesia, due to the pandemic, the demand of small local products are increasing, which mostly focused on tie dye, which using natural colourings like Batik, since the material is cheap, lightweight and natural friendly, which also suitable to wear at home too. Besides that, since the economy of Indonesia is decreasing, these small business help the country's economy too.

The word “sustainability fashion” itself is not only nature related, but can be the fashion that can help the future in a better way. For the example, a fashion that can increase the economy in one country when it's on crisis (example: World War II). So in conclusion, sustainable fashion is a part of ethic fashion.

I. INTRODUCTION

Definition of Sustainable Fashion

According to Cambridge dictionary, sustainability for all context means a new idea or alternative for a product or a concept to create less or no damage to the environment that can last longer (Cambridge 2020). There are many ways to create sustainable products by using vegan materials (which is saving animals), recycling (which can stay longer), using less pollution and waste, and many others.

Meanwhile sustainability in fashion industry means fashion with eco-friendly materials and minimum waste that can waste longer like common garments in present days while also creating a minimum waste effort that can be long and durable enough so it can be recycled later.

The most important part in fashion sustainability is about eco-friendly and less pollution, followed by cruelty free & vegan. Sustainability is very important in fashion with variant reasons, but mostly about saving earth, and some of them about recycling and thrifting. In present days, many people support sustainable products especially in this pandemic, since it is safe and also helping small business (The Jakarta Post 2020).

So in conclusion, sustainability was always associated with something that is eco-friendly in many context (like recycling, saving animals and minimum waste) and comfortable.



I. INTRODUCTION

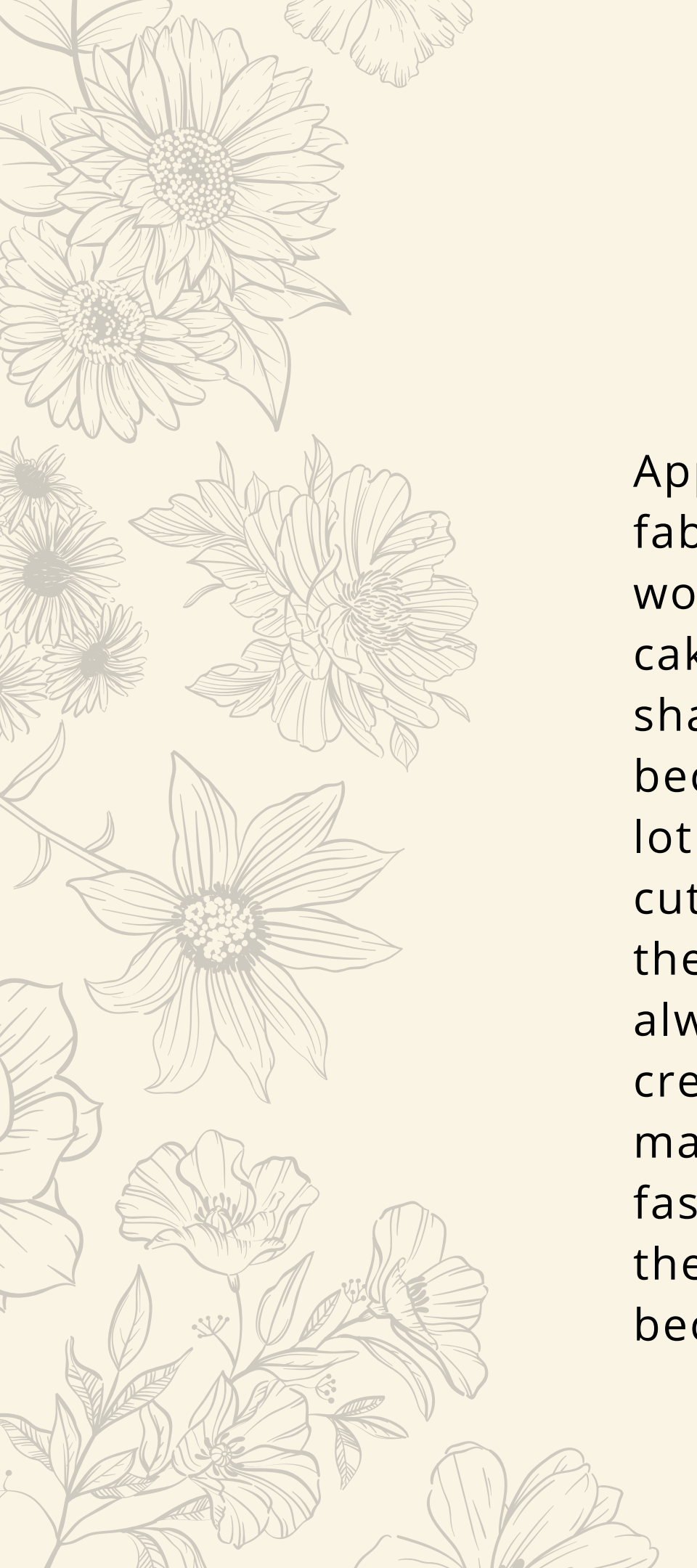
Project Idea

According to Charisma, a fashion designer and a chairman of the Indonesia Fashion Chamber, people will make sustainable fashion not only as a trends, instead of a lifestyle already after the pandemic because it's very comfortable and nature friendly (The Jakarta Post 2020).

There are a lot of way to make the fashion sustainable. For the example, like zero-waste cutting by reuse leftover materials. According to both Alison Gwilt and Timo Rissanen on 2011, these kinds of sustainable creating "new" fashion style. Kate Fletcher and Lynda Grose in 2012 found out that not only nature friendly, sustainable fashion also does help increasing the country's economy. Also many secondhand or thrift shop helps sustainable fashion too. So does reusing and recycling clothes, similar like non-plastic trash, which are Alexandra Palmer and Hazel Clark's idea. Imported secondhand items to be sell at the other market would help sustainable a lot and raising money too.

Apparently, sustainable fashion is not only using after production's leftover and recycle or reuse it, meanwhile pre-manufacture and production's process can be count sustainable too by choosing the right material and friendly price, which makes the clothes also last longer, according to Hazel Clark and Kate Fletcher in 2010. They called this movement as a "slow fashion." According to Scaturro in 2008, in the future, technologies can help in sustainable fashion too to make designing and recycling more easier.



A decorative floral pattern in the top-left corner of the page, featuring various types of flowers and leaves in a light gray line-art style.

I. INTRODUCTION

Project Idea

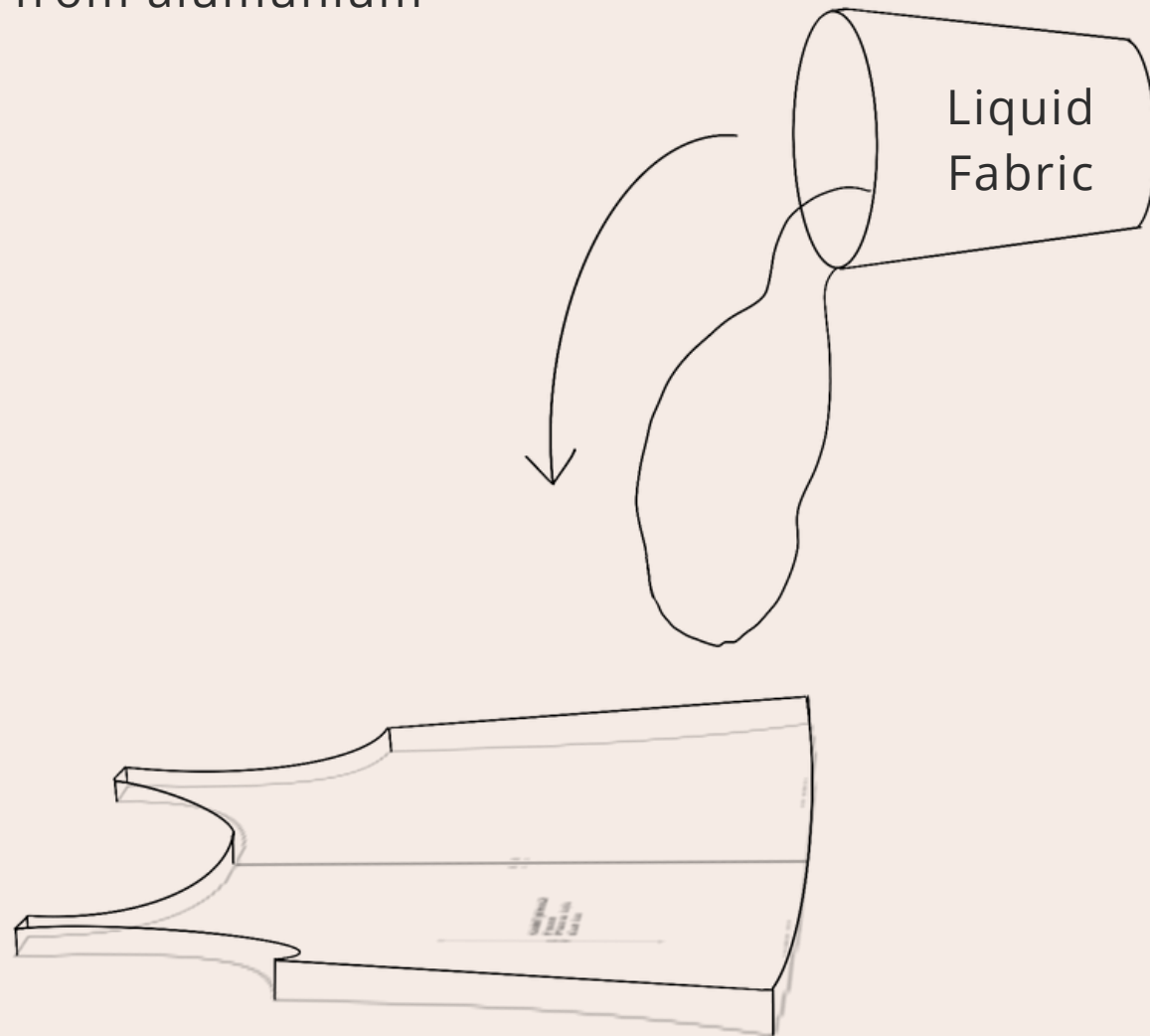
Apparently for my own idea, I've found many people experimenting with sustainable fabric which created from "water" which later turned into a dry fabric. The progress is work by pouring the liquid which turned into a thin fabric later into a cookie, jelly or cake shaper or cutter, and it will dry by itself there. The shape will following the shaper, which shaped like a cutting pattern. The reason why I'm choosing this idea is because of the steps from creating the master copy until cutting the pattern is taking a lot of time. First, we create the master copy, then we trace the master copy to create cutting pattern, after that we cut all of that with a scissors for paper, after that we pin the pattern into the fabric, and in the end we cut the fabric with scissors for fabrics. I always find that technique is very tiring and time consuming. Besides that, it always creating a lot of unused fabrics due to "follow the grain line" rules and that small but many leftovers usually getting thrown away. With this new idea, there will be much way faster and have zero leftovers, so after these steps people will jump immediately into the sewing process. Besides that, it's also nature friendly and suitable for vegan because it can be an alternative for common fabrics, plastic and leather.

I. INTRODUCTION

Project Idea

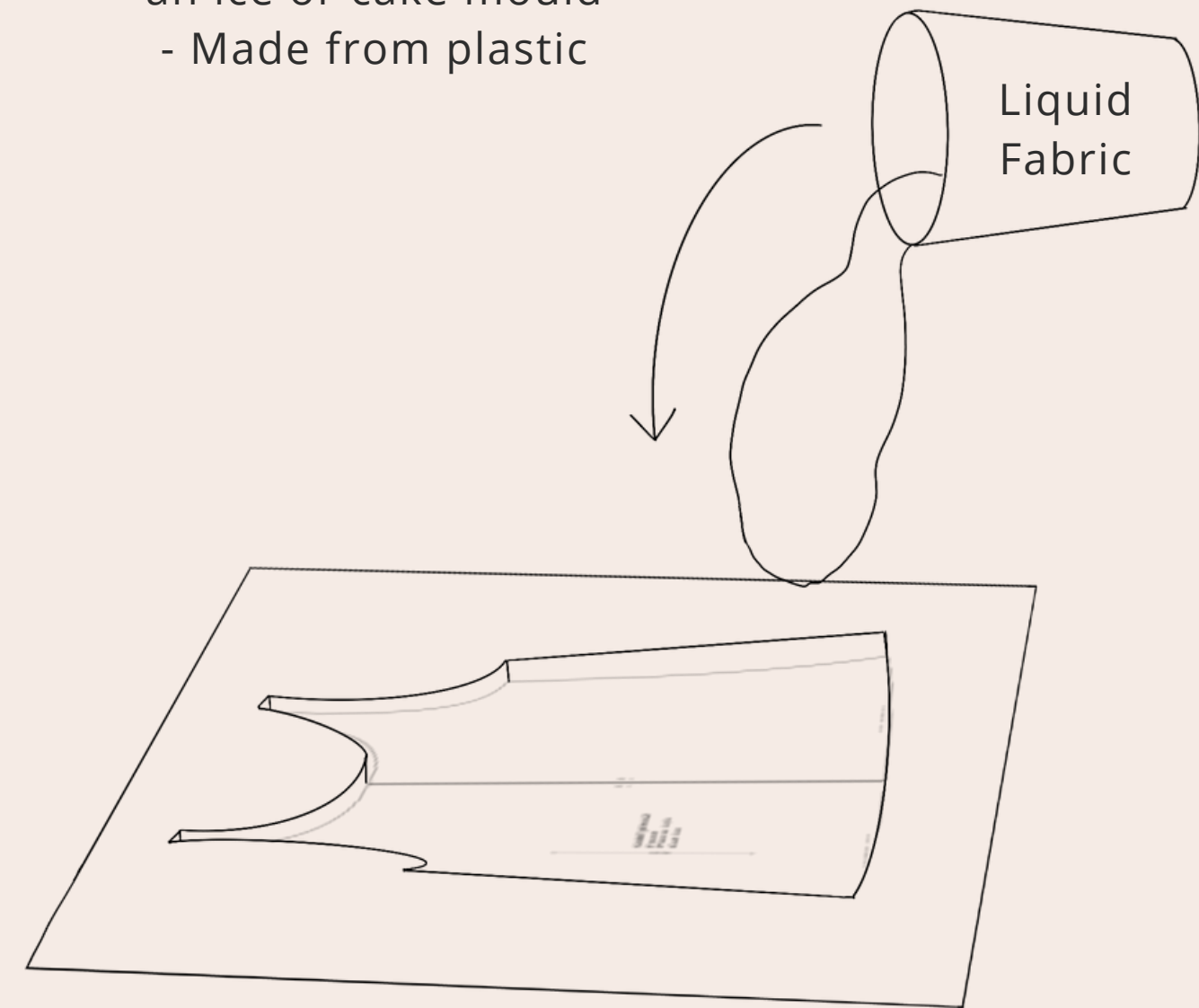
Idea I:

- Using a shaper which similar like a cake pan
- Made from alumunium



Idea II:

- Using a mould, similar like an ice or cake mould
- Made from plastic



II. SECONDARY RESEARCH

Project Research

There are actually some fabrics that are created from liquids, for the example: latex. Latex fabric is a very common fabric that getting used for many people wear in some occasion with different hobbies: drag race, strip, cosplay, gymnastics and many others. The process of creating the latex fabric itself are mostly confidential, but usually their fabrics always getting done at a big factory.

However, many people been trying to experiment with another sustainable liquid fabric like using bacteria like Suzanne Lee's experiment, wine which was experimented by Bioalloy, or milk by Anke Domaske (Bucci 2014). But these fabrics are still on experiment process and I didn't own any property or permission from these people to experiment with their ideas, so I'm just going with latex fabric, which is already used very common in many occasion and can be used for public.

Besides these hobbies, latex are often being used for everyday life too: mattress. Latex mattress are often being produced at factory, but the difference is the result is very thick compared to fabric, since mattress is used for people to sleep. Meanwhile for fabric latex, the result is going to be very thin. So the process of creating latex fabric is exactly the same from mattress, which is from rubbers from trees and after that we mixed together and add any colourings, and then it was poured on a huge rectangle or square pan, after that it was waited until dry and after that that's finished.

However, sewing a latex fabric is different compared to sewing common fabrics, latex's texture is similiar like a balloon so it can't be sewn, or it will be explode. Instead of sewing, latex was glued from seam to seam to create the garment.



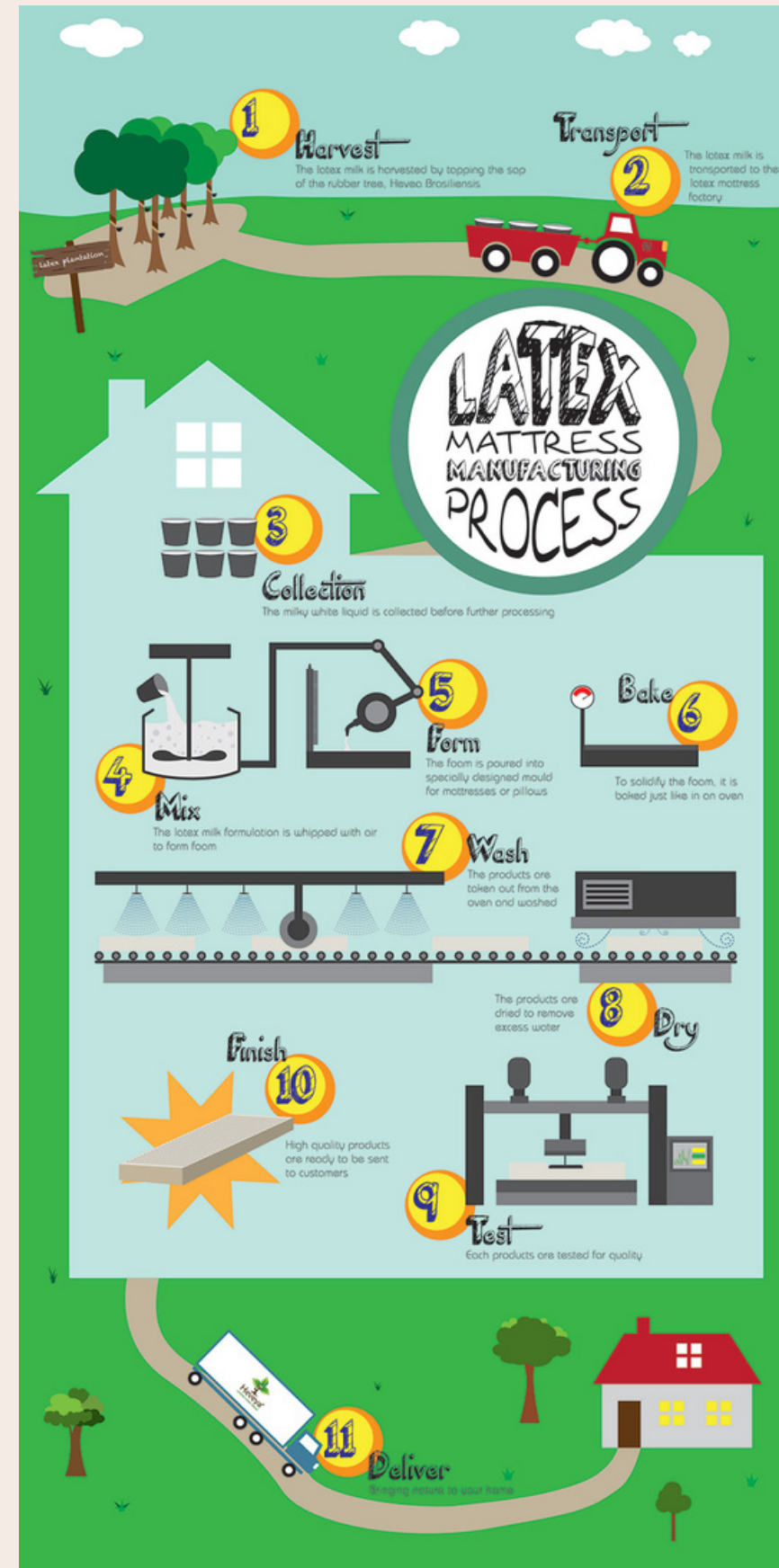
II. SECONDARY RESEARCH

Project Research

After I found out apparently latex are made from liquid and was spread into a big mould, I can make conclusion that my idea work, however, it requires an experiment to proving my idea is working. For experiment, I'm using a mould and a chocolate, since chocolate have a similar heavy technique like a liquid latex. And apparently it's working really well, but it needs multiple attempts in moulding to create the perfect mould, so it's very similar like how people creating resin accessories with a mould, but this time, it's with latex.

Because of this technique, I have another idea to create a latex but with glitters and dry flowers on the inside, like how people creating resin. However, many designers did ever experiment using laces inside the latex to create the pattern or printing. But for my projects, printing is not going to work well since it's required a common shaped pan like square or rectangular. But with putting laces or flowers inside the latex while the latex is drying is the perfect idea since it's permanent while printing isn't permanent if the latex is often used enough or didn't get a proper care. Besides that, latex is also really need to handle with care, it can't be washed with detergent etc, it only suitable to wash with warm water only.

Right picture: The process of creating mattress fabric at the factory (Heveya.com 2020)



II. SECONDARY RESEARCH

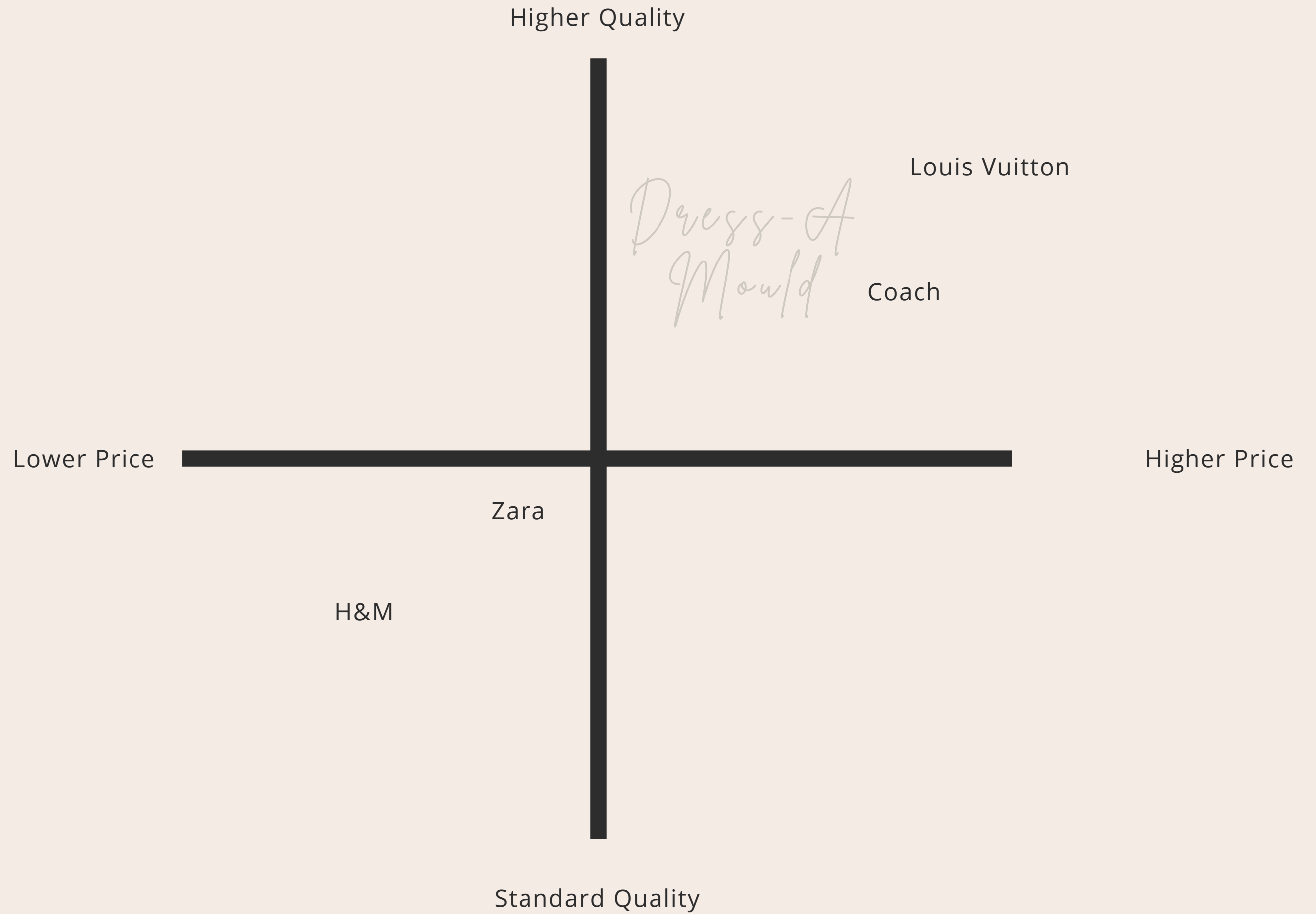
Market and Costumer Research

Due to the high budget to create latex and the materials, the target market is going to be high class women, and the price range is started from \$72 USD for bags. The styles will be suitable for millennials generation for women, which is for people around 28-35 years old, most likely the one who have married and worked already so they have enough money to spend on the items.

The strength of my company is we're having new ideas, innovative, zero waste and nature friendly which have a sustainability concept, which also makes people really curious too. But at the same time, latex is a material that is very difficult to wear in the first place, which makes it as our weakness, however, we have plans to make latex to be easier to wear which we only created some items only so far like loose skirts or bags so it would be comfortable and easy to wear too.

The opportunity for our project is since latex is quite uncommon for people without those hobbies that often using latex, we can introducing latex to many people that there is the way to create this fabric sustainable, so does to people who often wear latex so people will get interested. However, due latex is considered as an expensive materials for fabrics, the high budget is going to be the threat for us, since we always wanted to pay our work equally.





III. BUSINESS STRATEGY

Promotion

For gaining everyone's attention in the first place, in the first place I'm going to create a couture runway in a high budget and inviting many celebrities and influencer to come to my events. After it gained attention from medias, I'm going to endorse the items to those celebrities and influencers to let them tell the audience that this item is sustainable yet pretty and fashionable, so people would be interested. Even though latex is an expensive material, I'm also make sure that I'm not going to sell the items with a luxury price, but I indeed sell these items with a high but reasonable price so it's still affordable for most people.

My focus would be people from UK first since latex is very common fabric there, after it gained success from UK, I would sell it to my homeland, Indonesia, considering I never saw, or rarely find any people in Indonesia wearing latex. So besides that, I could introduce latex to many people there.



IV. CONCLUSION

From this project, I can learn that by doing lots and variants of research, you finally have lots of new ideas. For example I didn't know that I suddenly thinking doing latex like a resin accessories, after I found out some people put laces inside the latex. Also besides that, I also learn to be brave to try something new - I need to take a risk, because that's how many people teach me how to be a success person in the end.

Also it does relate to my career intention since my goal is always wanted to create a sustainable fashion in an innovative way, also I wanted to create a company where I can pay my workers equally, since I always love to share with others.

However, I need to learn to manage my time schedule and learn to be more focus. Because I personally feels like I'm so perfectionist and often spending too much time in some moment, I need to be more focus so I could reach the perfect goal.



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