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Module 2

UNIT 1

THE ORIGIN OF
UPCYCLING, ITS
EVOLUTION AND
CONTEMPORARY
CREATIVE PRACTICE

FASHION-UP

https://www.fashionupproject.com/

Duration: 7 hours
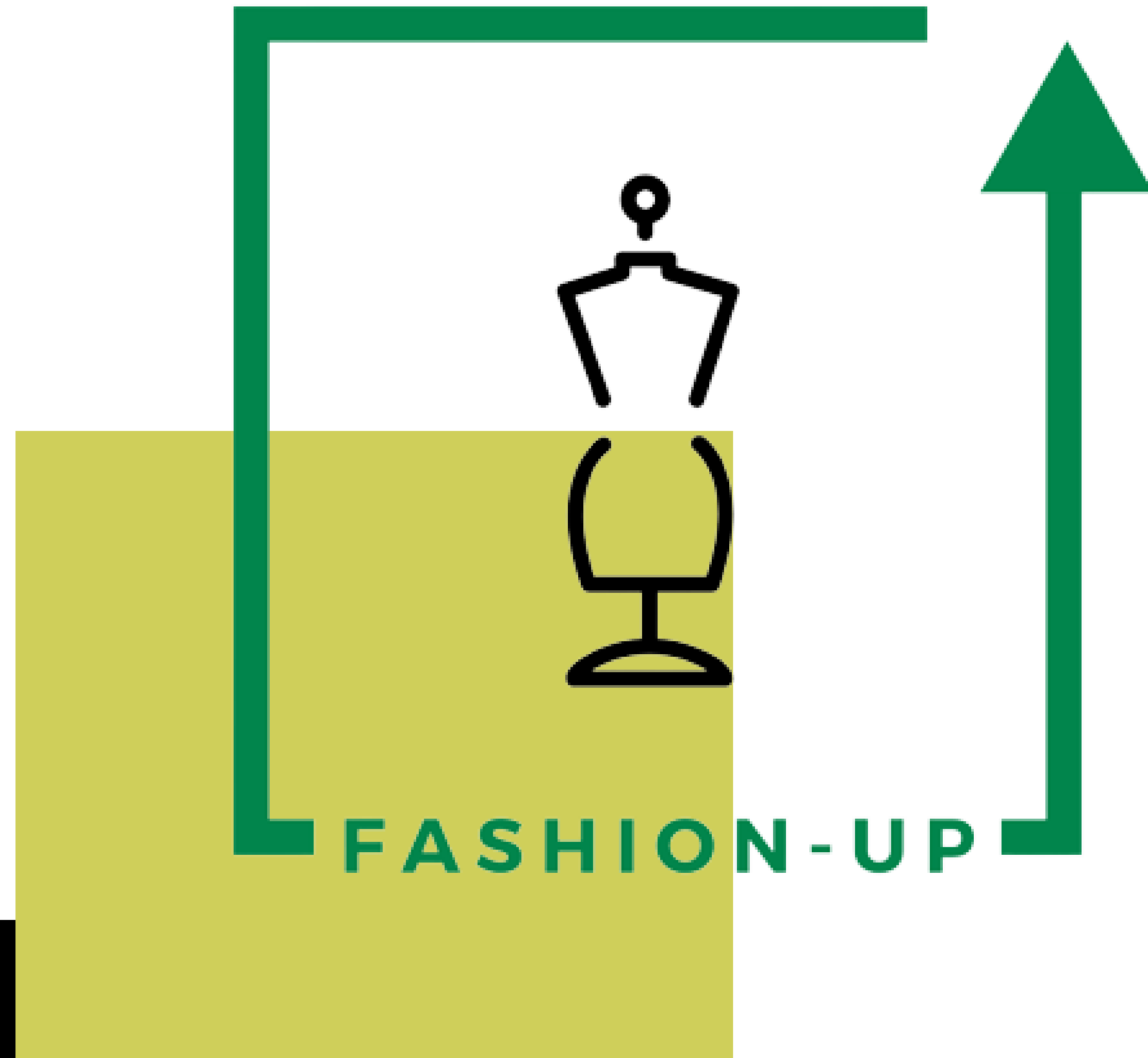
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FASHION-UP
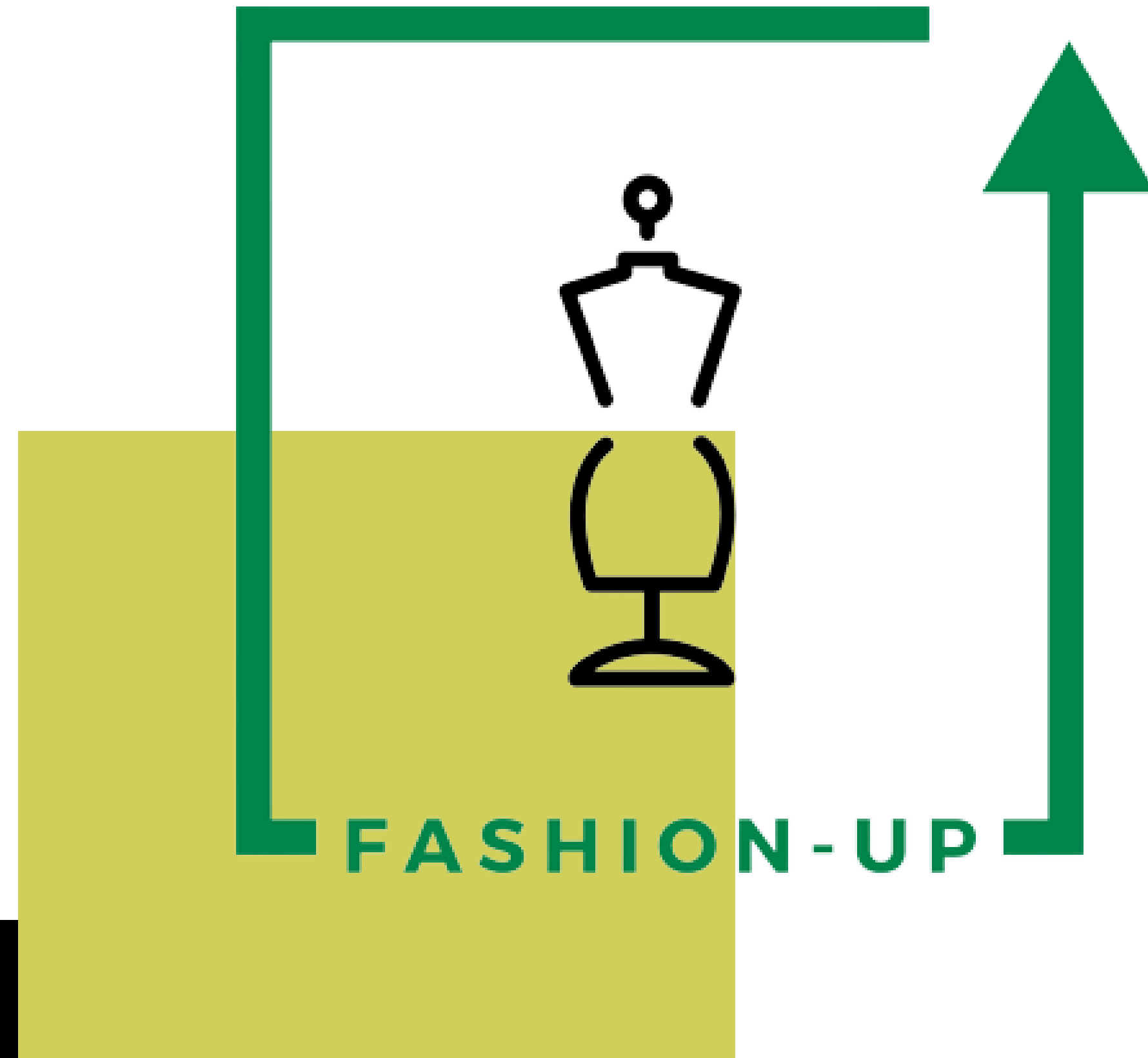
Overview of the Unit

This Unit covers a theoretical part. In this Unit, you will learn about basic principles of the circular economy, how the process of upcycling is part of the human culture. The aim is to inspire you in generating valuable creative ideas for product re-design, integrating past influences into modern fashion scenario through research and moodboards.

Expected Learning Outcomes

By the end of this Unit, you will be able to:

1. Understand basic principles of a conscious design approach
2. Learn how upcycling was born and its evolution through history
3. Take inspiration from designers who committed to upcycling within their work.

Pre-requisite knowledge

No prior knowledge is required for this Unit.

Estimated Reading Time
14 minutes

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Target Audience

This Unit targets people/learners/entrepreneurs including NEETs, low skilled adults looking for a job or in reconversion but also looking for a better placement within the artisanal clothing sector, professionals already working in the sector, students graduated by secondary schools within fashion or textile design curricula. Among the target groups, special regard will be given to women with economic fragilities.

Learning Objective

The aim is to inspire learners in generating valuable creative ideas for product redesign, integrating past influences into modern fashion scenario through research and moodboards. The focus is to emphasize the importance of personalization of clothing .

Key concepts

Conscious Design, Upcycling, circular economy, research.

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This Unit is mainly theoretical, so you need a laptop and a projector for this part.

For practical exercise about moodboard you need following material:

-A3 paper sheet (at least 170gr)

-magazines mixed topics (fashion, travel, design, art)

-fabric scraps

-glue or tape

-coloured markers and pencil

-additionally, a printer would be useful to print

Necessary equipment

01

Teacher's Profile

———

History of fashion, curiosity towards upcycling process and conscious fashion / Introductory

01

Methodology

———

This unit is mainly theoretical, yet includes a small practical part where learners are required to do a moodboard

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OVERVIEW

• Vocabulary:

Sustainable and responsible design

• History of Recycling and Upcycling

-Conservation approach has always been part of human culture

-The second hand clothing trade goes back in 1400

-Then cloth was also used as alternative currency back 1500-1600 (UK) and often replaced cash in trading

-1800 the practice of textile repurpose was done by tailors and seamstresses for those who could pay.

-World war I and II clothing material were scarce, so there was a renewed interest in home sewing, mending and repairing (MAKE DO MEND CAMPAIGN)

Linear Fashion Economy
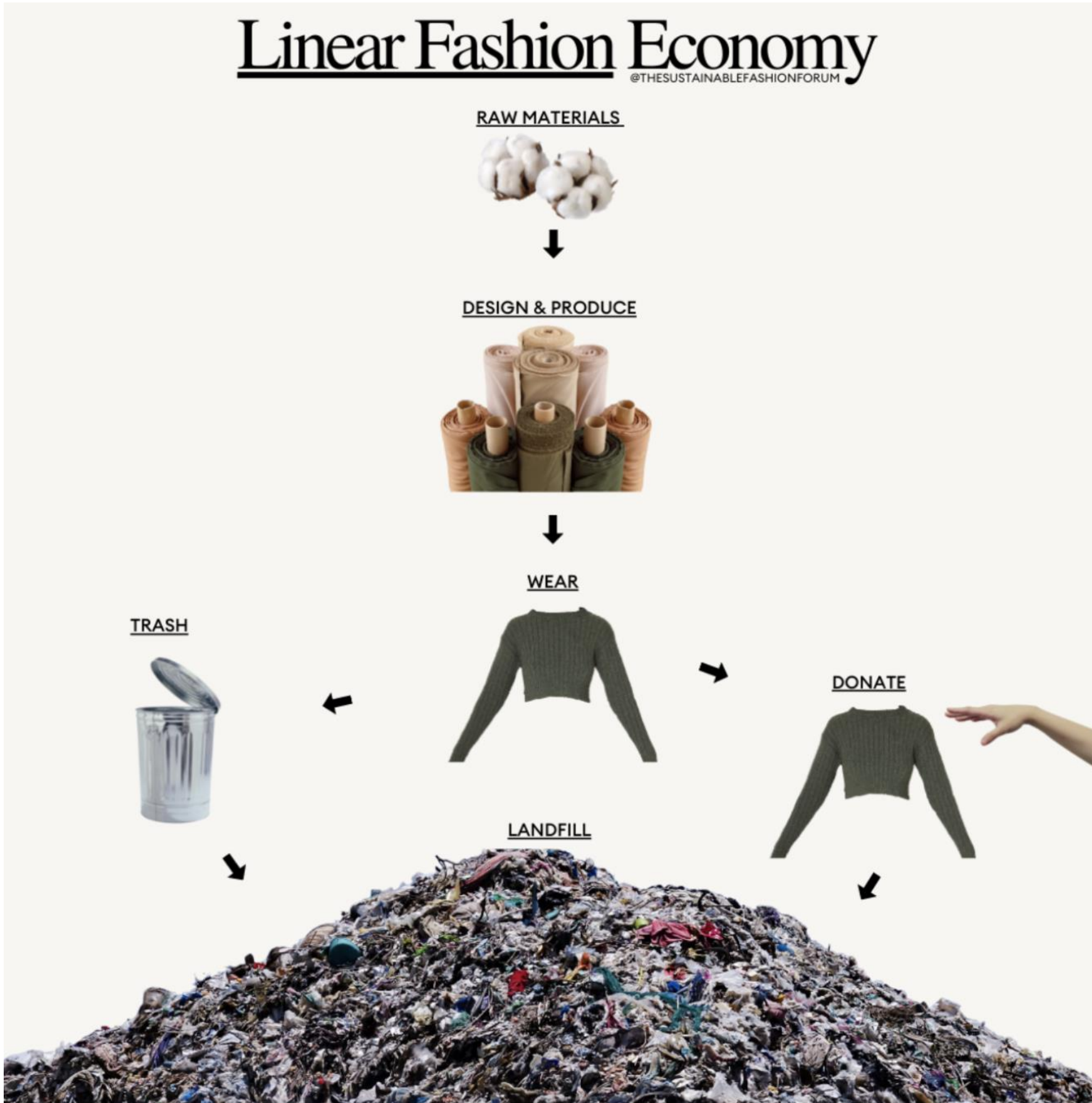@THESUSTAINABLEFASHIONFORUM

RAW MATERIALS

DESIGN & PRODUCE

WEAR

TRASH

DONATE

LANDFILL

Currently, 85% of clothes end up in landfill (most of them perfectly wearable), and less than 1% of clothes are regenerated into new clothes.

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Circular Fashion Economy
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RECYCLE

MATERIAL SOURCING

RECYCLE

RENEWABLE MATERIALS

RENT RESELL

COMMUNITY

REPAIR REDESIGN

WEAR

FABRIC MANUFACTURE

DESIGNED AND BUILT TO LAST

DESIGN FOR CIRCULARITY

GARMENT PRODUCTION

Holistic design approach rooted in the "design out of waste" concept.

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Sustainable fashion is more responsible towards the planet in terms of resources and design practices

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detail2

CRADLE TO CRADLE

It's a closed loop design process that is free of waste. When a product is no longer useful, it becomes material for another product.

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RECONSTRUCTION CASE STUDY 2: CHRISTOPHER RÆBURN
REDRESSDESIGNAWARD.COM
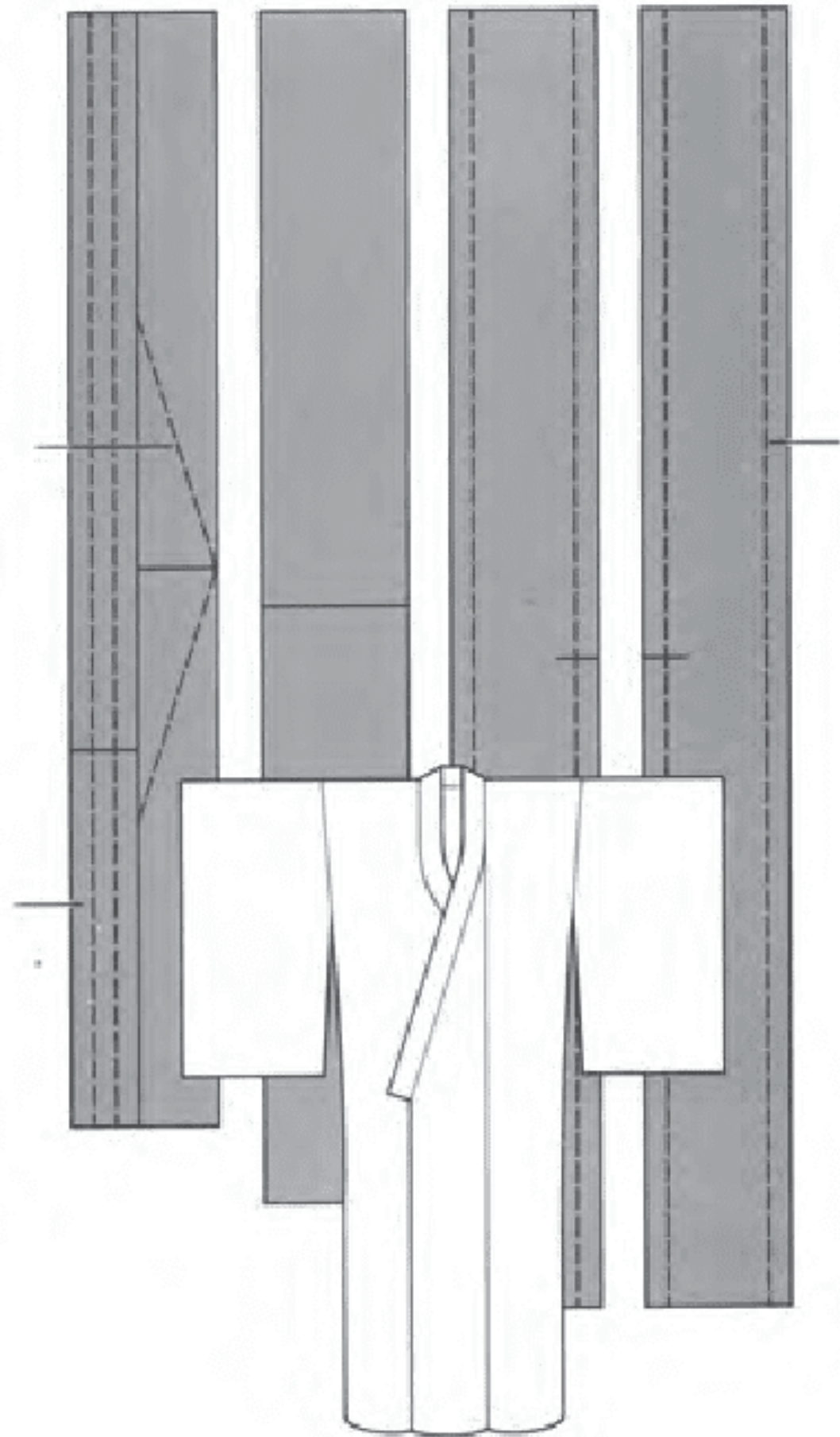
SLIDE SHOW: T4RC·04·4

BOARD

DESIGN FOR DISMANTLING DFD

Design approach that utilises strategic material and design choices in order to enable efficient and easy disassembly for reuse and remodel into a new product.

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ZERO WASTE

design technique that eliminates textile waste at the design stage.

This method enables the usage of one com- plete piece of fabric for a predetermined purpose, e.g. for cutting out one or multiple garments. The possibility to eliminate fabric waste from garment production lies within the stages of pattern mak- ing and fashion design. More precisely, to realise zero-fabric waste garments, pattern making must be considered as an integral part of the design process. (Rissanen 2013.)
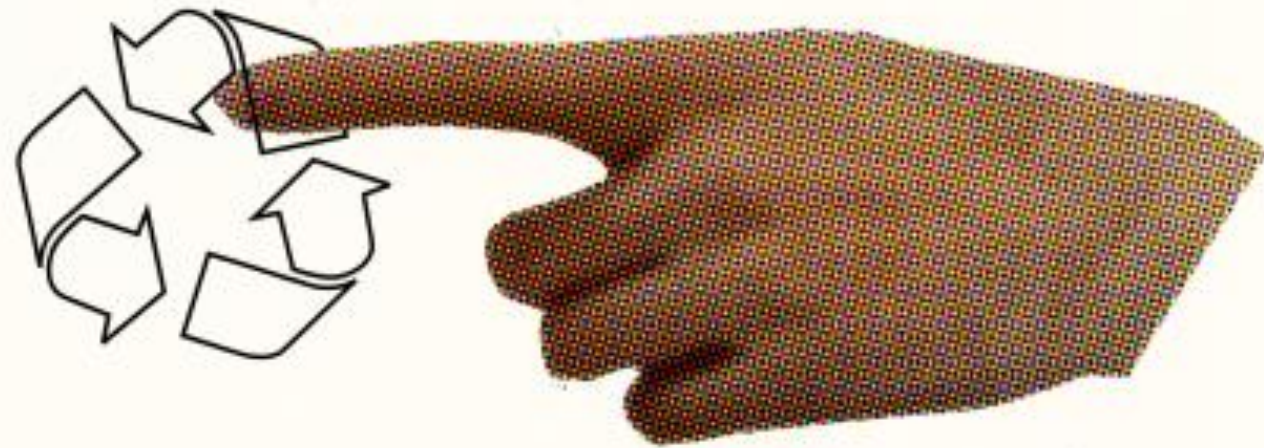
GREENWASHING

noun [U]

UK /ˈɡriːn.wɒʃ.ɪŋ/ **US** /ˈɡriːn.wɑː.ʃɪŋ/

The term *greenwashing* was first coined in 1986 by environmentalist Jay Westerveld in an article where he descried the common practice of hotels asking guests to reuse towels to help conserve energy.
Westerveld claimed that those same hotels did little to help the environment and that the towel request was an act of greenwashing.

Beware of greenwashing

Sustainability and social responsibility claims are often false or misleading, as supply chain and manufacturing processes are complex and hidden. Companies need to dig deep to verify sustainability practices from suppliers.

What is greenwashing and bluewashing?

GREENWASHING
The practice of issuing false or unverified claims connected to the environmental aspects of a product.

BLUEWASHING
The practice of issuing false or unverified claims connected to the social aspects of a product.

Choosing an ecolabel— does it include:
- Up-to-date environmental and social responsibility criteria?
- Mandatory independent verification of compliance and proof for the purchaser?
- System of industry accountability and consequences?

Social responsibility issues in the supply chain

LABOR LAW VIOLATIONS
excessive working hours; underage workers; discrimination; low wages

LACK OF FREEDOM OF ASSOCIATION
restricted ability of workers to organize and negotiate with management

WORKER HEALTH AND SAFETY
inadequate protection against chemicals; poor safety measures; lack of necessary permits

FORCED LABOR
human trafficking; debt slavery; threat of violence; retention of passports

SOURCE: TCO DEVELOPMENT, "NAVIGATING THE SUSTAINABLE IT REVOLUTION"; ILLUSTRATION: BSD555/GETTY IMAGES

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recycling | ˌriːˈsʌɪklɪŋ |
noun [mass noun]
the action or process of converting waste into reusable material: *a call for the recycling of all paper.*
• waste material set aside to be recycled: *recycling is collected on a weekly basis | I forgot to take out the recycling.*
upcycle | ˈʌpsʌɪkl |
verb [with object]
reuse (discarded objects or material) in such a way as to create a product of higher quality or value than the original: the opportunity to upcycle trash, or turn it into new products, was vast.
Upcycling is a mix of customization and recycling.

TIMELESS PRACTICE

The term is recent (1990's) yet the practice of reusing goods has been timeless.
It began in ancient roman and greek architecture when they repurposed building stones from older structures.

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CLOTHING/ JAPANESE BORO

Japanese boro, overstitching technique so the fabric can be usable even after generations. It began out of necessity in medieval Japan and has evolved into a traditional artform.


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PATCHWORK

Patchwork technique can be traced back in ancient Egypt and also China. It's shared by various cultures around the world.
In Europe can be traced back in Middle Ages.

It's a needlework technique that involves sewing together pieces of fabric to form a flat design. It's a domestic technique used to repurpose scraps of fabrics.
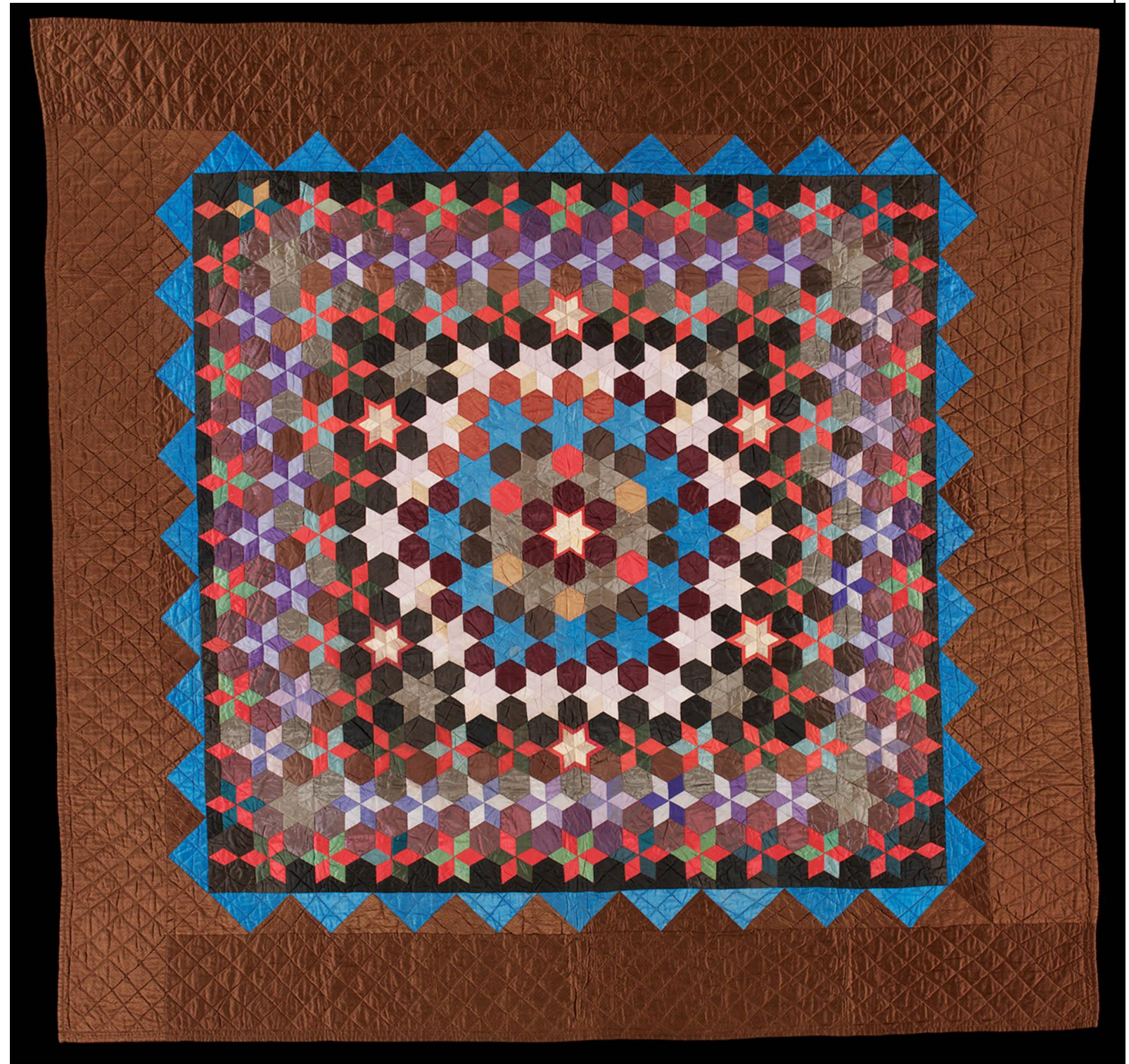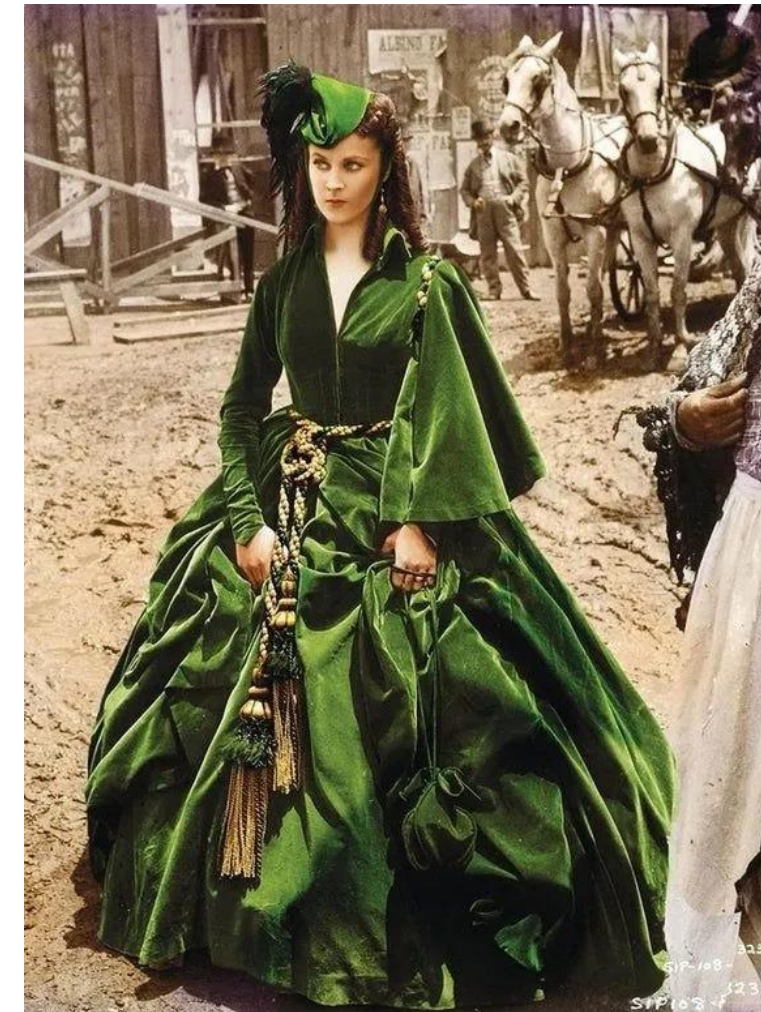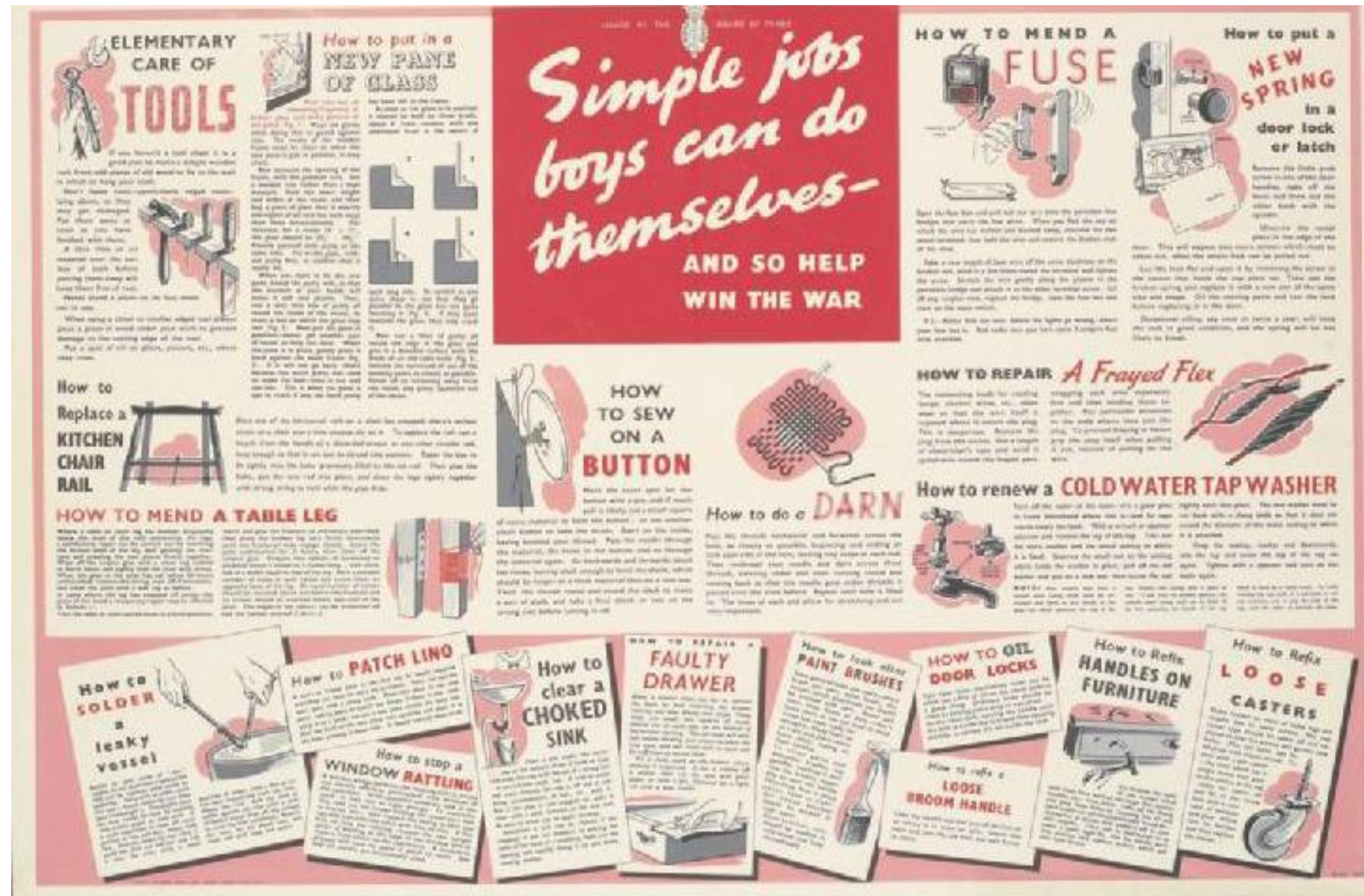
GOWNS

The repurpose of material was practiced also in luxury fashion back in 1800. Worth and Poiret were altering and adjusting clients' gowns.

Very popular in history of costume, the velvet dress worn by Rossella in "Gone with the wind"

Evening dress, House of Worth, 1882   Curtain Dress, Gone with the wind, 1939

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WORLD WAR

Make Do Mend Campaign, England, World War II

SUBCULTURES

Vivienne Westwood and Malcom McLaren, 1977, series Destroy

Vivienne Westwood F/W 2019-2020

The punks ripped up their T-shirts, added studs to leather jackets, and liberally applied paint
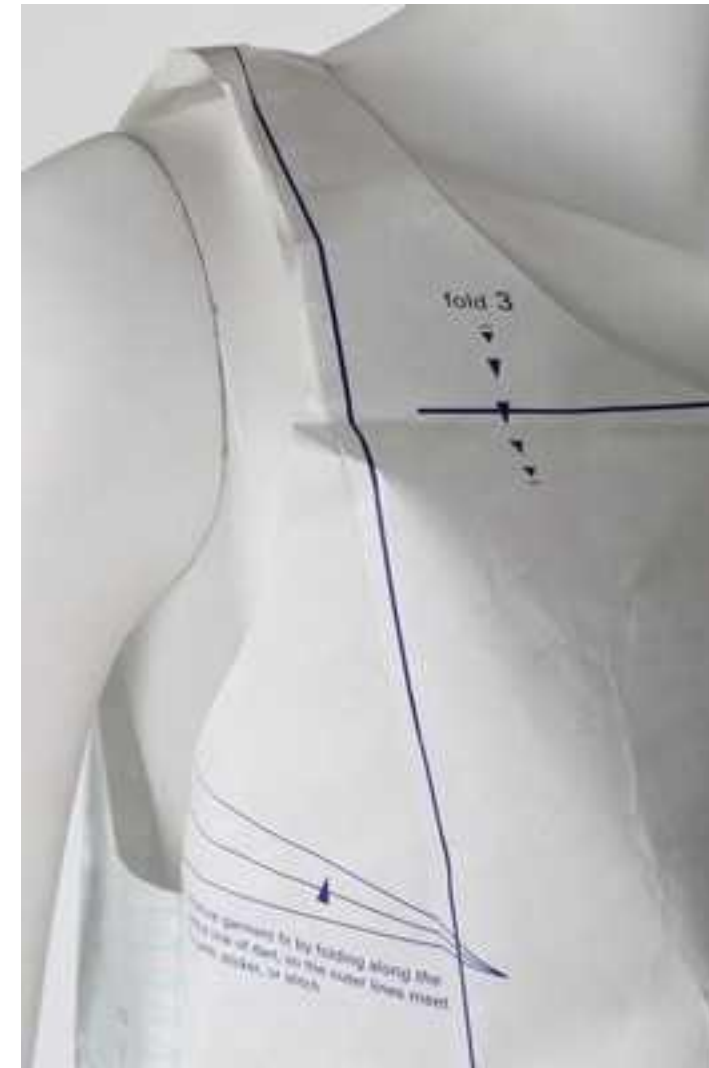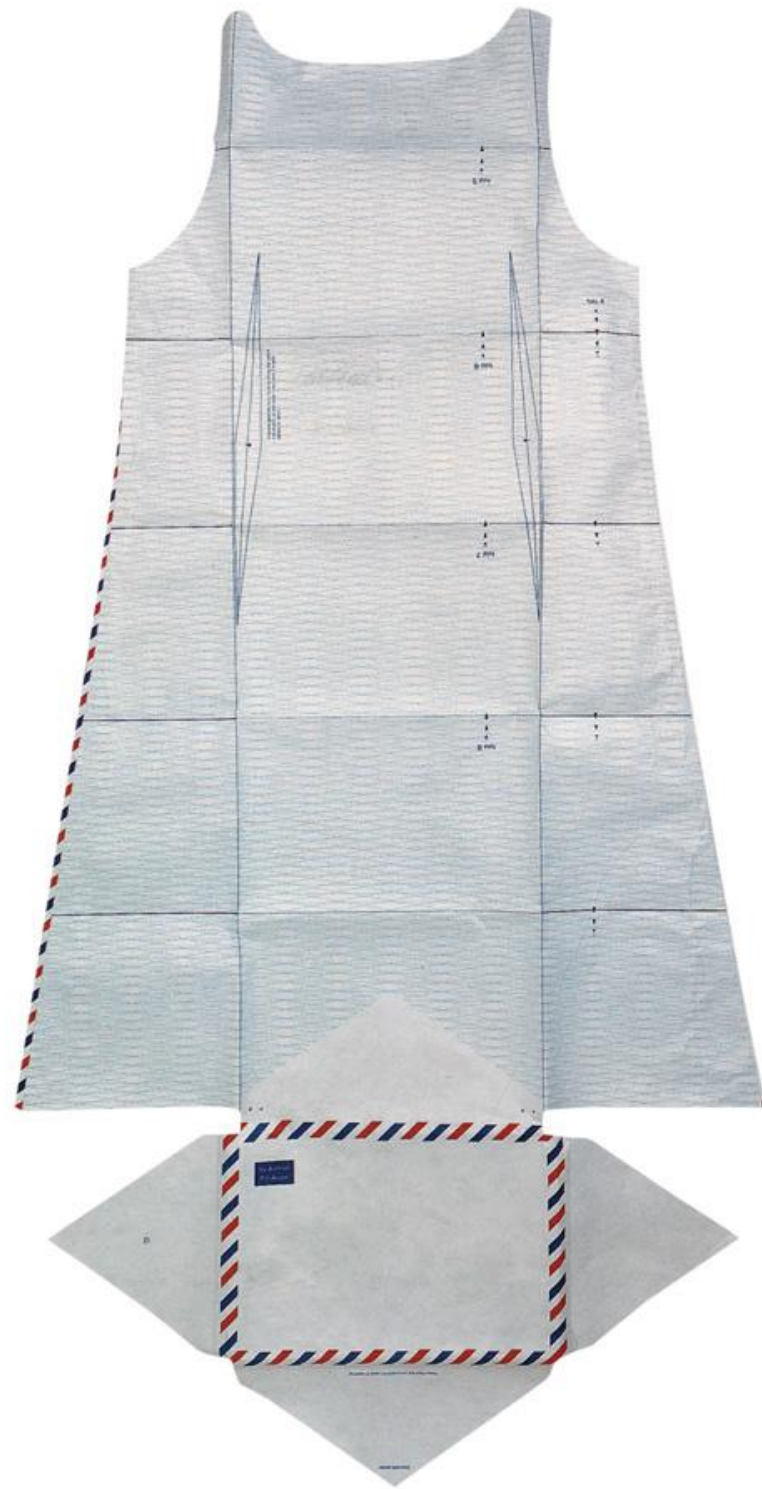
Margiela, 2006
Garment making
with tubular
bandage

Margiela, Artisanal Line using everyday objects

Chalayan, Airmail paper dress, 1999

NOWDAYS

With the growing problem of climate change and overproduction, Upcycling has been a fundamental research field in fashion. Many emerging designers and established ones are now focusing on repurposing second-hand or unsold clothing stock

CASE STUDIES WITHIN EU

Italy
Greece
Poland
Portugal

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CASE STUDIES

01

ITALY

Eva Di Franco

02

GREECE

Heel Athens Lab

03

POLAND

Sebastian Siccone

04

PORTUGAL

Guava

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NEW WAVE

Contemporary designers have mainly two approaches:

Upcycling deastock material

Redesigning second-hand clothes

Garbage Core, Italian brand of upcycling

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Case study 1 - EVADIFRANCO - Italy

EVADIFRANCO is a timeless wardrobe conceived and crafted in Florence. The idea is to create pieces that transcend time and gender, balancing masculine and feminine, craftsmanship and design, functionality and imagination. The most frequently used materials are jersey and knit. Each fabric is carefully chosen, considering the environmental impact and the end user's experience. Fabrics are sourced from deadstock in the Prato district and through personal searches in vintage. The use of unconventional and recycled materials (household linens, upholstery fabrics) allows for the exploration of new textures and combinations.

There is a strong commitment to waste minimization. In addition to a geometric approach to pattern making, where lines and shapes are optimized to reduce waste to nearly zero, every fabric scrap finds new life in small accessories. Inspiration comes from multiple cultures, with a strong emphasis on the aesthetics and values of Asian countries, enriching creations with a different perspective. Attention to detail and continuous research are at the heart of the project. Aesthetic and iconographic influences come from history, art, sports, and folklore, blending into a unique and distinctive mix.
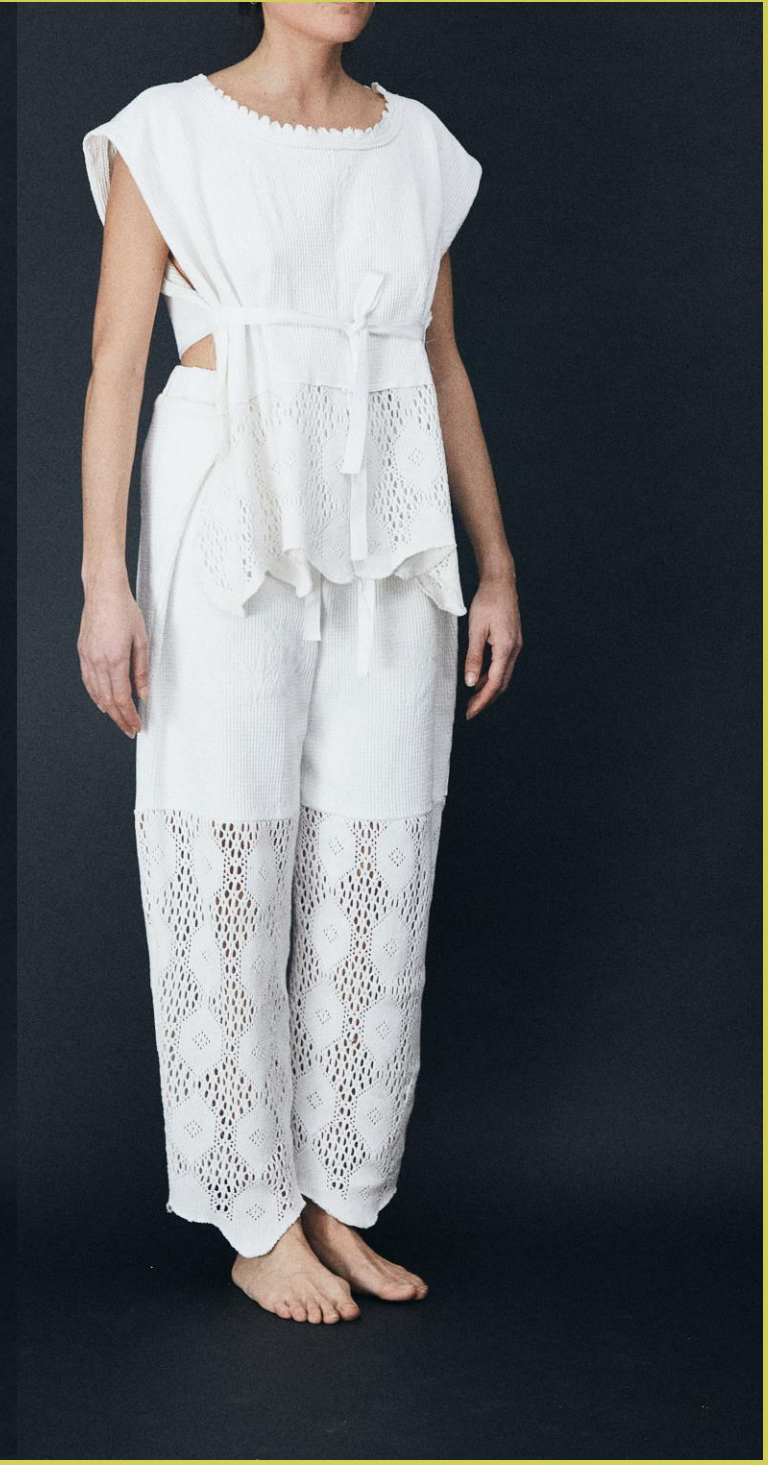
Read More →

https://www.fashionupproject.com/

Case study 1 - EVADIFRANCO - Italy

Johanna Delfos photography

Elena Rocco photography

https://www.fashionupproject.com/

Case study 1 - EVADIFRANCO - Italy

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EVADIFRANCO   ph:chiaranicolosi.com - francescanicolosi.com

EVADIFRANCO   ph:chiaranicolosi.com - francescanicolosi.com

https://www.fashionupproject.com/

Case study 1 - EVADIFRANCO - Italy

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EVADIFRANCO

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Case study 2 - HEEL Athens Lab - Greece

HEEL Athens Lab has been a revolutionary fashion brand for more than 2 decades focusing on sustainability, recycling and equality from the very start. The brand has been creating garments with an exclusive signature of quality and moral production.Its facilities are located in Athens, Greece, and the entire production process is domestic while it ensures that its raw materials are certified and its suppliers comply with the rules and best practices for sustainability and ethical production.

Having as a basic principle the notion of conscious, ethical fashion, we create timeless clothes of top quality, beyond ephemeral trends, aiming to reduce the negative imprint on both the environment and people. These values are framed by the individual tactics we follow to manage all aspects of the supply, creation and sale processes of our products.

Read More →

https://www.heelshop.gr/en/art-low-waste/

https://www.fashionupproject.com/

Case study 2 - HEEL Athens Lab - Greece

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Case study 3 - Sebastian Siccone - Poland

Designer and creator who gives a second life to materials abandoned and forgotten. His jackets are a syncretic fusion of traditions, cultures and religions from around the world.

He creates one of a kind pieces using unique fabrics that he buys in second hand shops and vintage markets or Vinted.

His pieces are genderless, he creates garments for sale but also for shootings and performers.

Jackets have a great sense of colour and he defines them Kitch.
He makes the design without using any previous sketch, he improvises as he goes.

https://www.fashionupproject.com/

Read More

→

https://culture.pl/en/article/jackets-with-wings-upcycling-the-past-an-interview-with-sebastian-siccone

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Case study 3 - Sebastian Siccone - Poland

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Case study 4 – BÉHEN – Portugal

BÉHEN, born in 2020, has a mission that transcends fashion. It is dedicated to celebrating and protecting traditional Portuguese craftsmanship. Joana Duarte, the Founder and Designer, plays a central role in this endeavor. At 28 years old, she pursued her Master's degree at Kingston University in London after graduating from the Faculty of Architecture in Lisbon. Her passion for ethical production and collaboration with artisan communities led her to Jaipur in India, where she worked with traditional techniques. Upon her return to Portugal, after her time in India and completing her Masters in London, Joana was inspired by her family's stories, which fueled the creation of **BÉHEN**. This marked the beginning of her mission to protect Portuguese Heritage.

Their journey involves collaborating closely with artisans all over Portugal, ensuring that their skills and techniques are not only preserved but also passed on to future generations. They prioritize the use of conscious and ethically sourced materials in our creations, emphasizing quality, longevity, and environmental responsibility. By merging traditional techniques with fashion, they strive to reconnect people with these antique practices, allowing them to appreciate and engage with these techniques in a contemporary context. All **BÉHEN** collections and projects are developed in collaboration with artisans throughout the country, giving voice and visibility to various techniques, from textiles to tinwork.
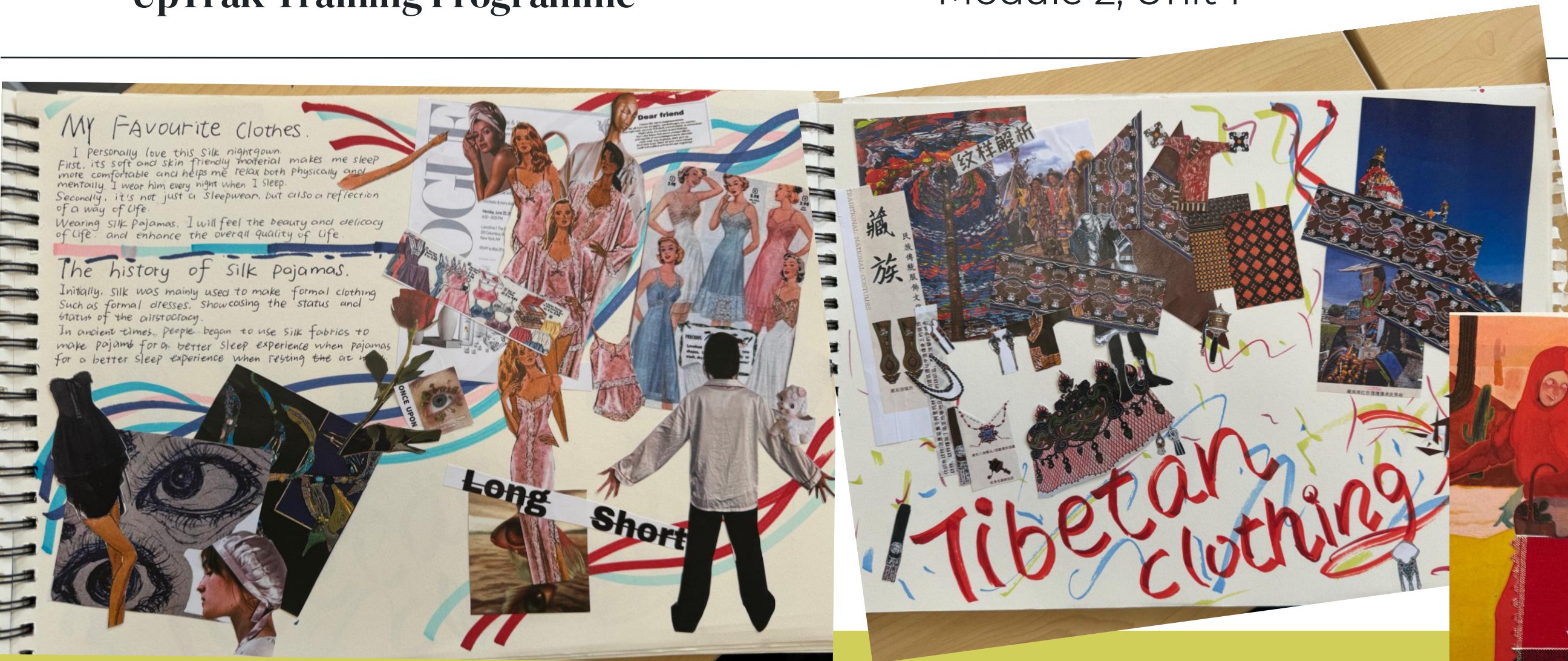
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https://www.fashionupproject.com/

Read More →

https://www.behenstudio.com/

Case study 4 - BÉHEN - Portugal

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PRACTICAL ACTIVITY /
3 hours

Create a moodboard (digital or paper) around the concept of upcycling, including pictures of designs or details that have fascinated you. This will help creative flow and sustainable awareness.

Also dig into personal memories and cultural background (traditional clothing of you region, local crafts)

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Unit Summary

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In this Unit you have gone through the basic vocabulary of responsible design , understanding basic principles of a conscious design approach. You learned how upcycling was born and its evolution through history. Taking inspiration from European designers who committed to upcycling within their work, to do your own research translated into a moodboard.

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Notes

For the moodboard we suggest using free or online available software like Canva:
www.canva.com
_ the software is very easy and intuitive, use one of the free template and upload images from computer. You can also edit the images and add text for keywords.

_ For physical moodboard an A3 thick paper is highly recommended. Prepare also some textile scrap to make the board more materic and interesting. Use tape (also find some fancy metallic tape or coloured one) or glue for pasting the images. Use magazines and old catalogues of any kind, make collages to create interesting shapes textures. It's better to have a printer available so learners can print images found on Internet after specific online research.

https://www.fashionupproject.com/

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- https://culture.pl/en/article/jackets-with-wings-upcycling-the-past-an-interview-with-sebastian-siccone

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