

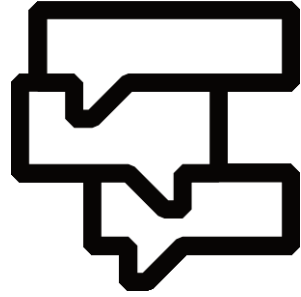
CATW
ALKS &
CLASS
ROOMS



Oct2017

sustainable | fashion | design | competition ⊕





Oct 2017

Your Design Brief: The 'All Gown'

You are challenged to design a contemporary sustainable 'Gown' for an informed fashion and eco-conscious client. It will be a gown that encompasses 'All' – from you as a designer, your client, the planet and the future of sustainable fashion. It must represent YOU as a forward thinking, zero-waste designer as much as it represents THEIR love of current fashion and dedication to inspire others in the global issues of sustainability.

This is a showcase piece so we are looking for quality, luxury, fit and finish of course, but special attention should be made to creative reuse of unexpected materials, so think outside of the box. We strongly encourage volume and drama! As a fashion sustainability challenge your final piece should show creative reuse of fabric up-cycled into a wearable, marketable, fashion forward piece. You will 'shop' for your materials from the M&Ps Resource Library:

The Magpies & Peacocks Post Consumer Textiles Resource Library Includes:

Bolt-Ends – waste fabric leftover from garment manufacturing, upholstery and interior trade

Clothing samples – part-finished or finished clothing samples

Damaged textiles – unused textiles that have been damaged

Dead stock – Unsold clothing

Secondhand clothing – any clothing or fashion accessories that have been owned and then discarded by consumers (both used and unused)

Secondhand textiles – any finished non-clothing textiles (such as curtains, bedding etc)

Textile swatches – leftover textile samples from production

Textile scrap – material created during garment production

Any combination of the above is allowed.

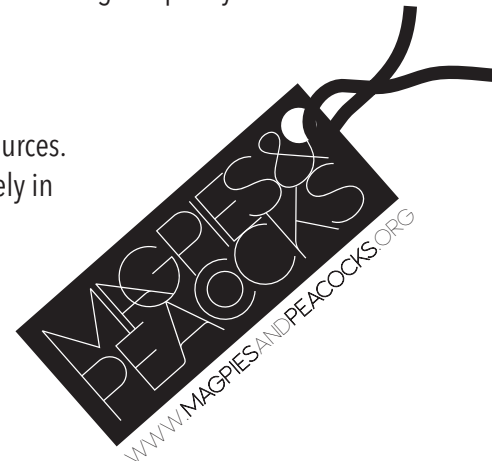
UP-CYCLE

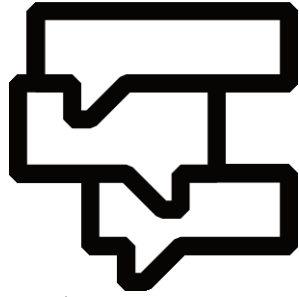
Reuse (discarded objects or material) in such a way as to create a product of a higher quality or value than the original.

SUSTAINABLE FASHION

Involving methods that do not completely use up or destroy natural resources.

The goal of which is to create a system which can be supported indefinitely in terms of human impact on the environment and social responsibility.





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Five Things you should know about Fast Fashion:

One.

The fashion industry is the world's **2nd largest polluter** Second to the oil industry.

Two.

We consume a staggering **80 billion pieces of clothing** each year.

This is up 400% from two decades ago.

Three.

We currently **only recycle 15%** of donated clothing.

85% ends up in landfills or flooding markets in developing countries killing local economies.

Four.

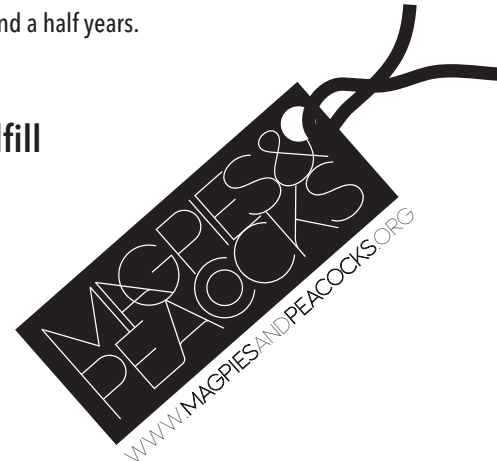
One-in-six people work in the global fashion industry. A majority of these workers are **women earning less than \$3** per day in deplorable conditions. **Many are children**

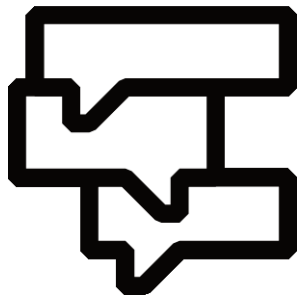
Five.

It takes **715 gallons of water to make just one t-shirt**

That's about the amount of water an average person drinks over the course of two and a half years.

Be an #AgentOfChange #KeepFashionOutOfLandfill





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