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Indian Institute Of Information Technology, Lucknow

Innovation and Design Thinking

Circular Fashion

Group 4

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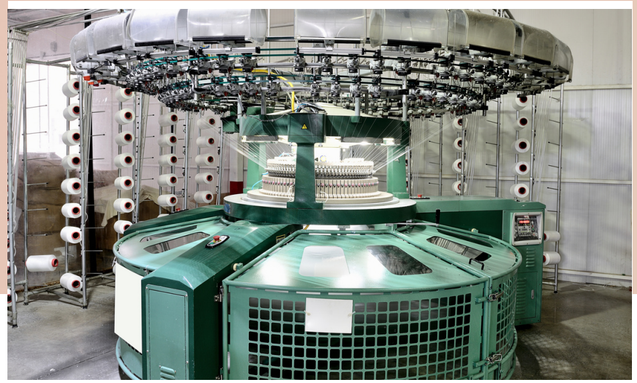
Problem Statement

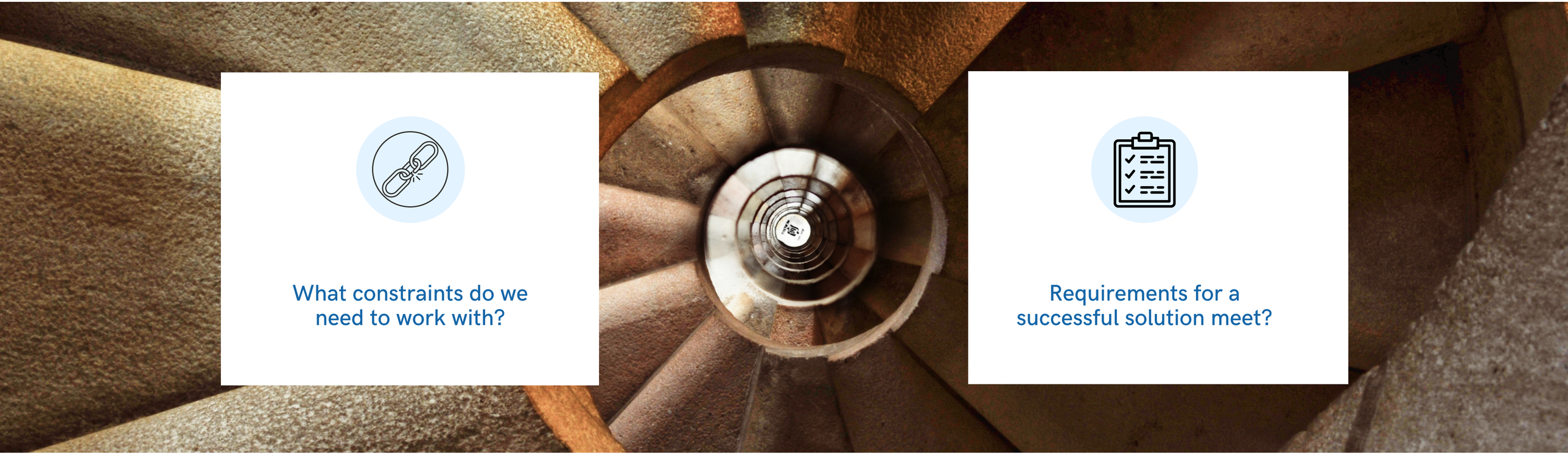
How might design thinking be used to create sustainable and circular fashion practices, addressing issues related to textile waste, ethical sourcing, and consumer behaviour?



Scope of the Study

- Textile Waste Reduction
- Ethical Sourcing
- Consumer Behaviou
- Non – Fashion industry waste
- Macro level policy recommendations

Constrains



What constraints do we need to work with?

Requirements for a successful solution meet?

Target Users?

- Consumers
- Fashion Design
- Retailers
- Manufacturers

Exploration Questions

Q.1- How familiar are consumers with the concept of circular fashion, and what sources do they rely on for information about sustainable fashion practices?

Q.2- To what extent do consumers hold fashion brands accountable for their environmental and ethical practices?

Q-3- How does social media influence consumer perceptions and choices relate to circular fashion?

Q.4- To what extent do consumers feel emotionally connected to their clothing, and how does this influence their willingness to adopt circular fashion practices?

Q.5- Are there any specific challenges or concerns that prevent them from actively embracing circular fashion practices?

Q.6- What factors motivate them to make sustainable choices in your fashion purchases?

Expected Outcomes &Sucess Metrics

1 : Reduce textile waste

2 : Ethical sourcing and Production

3 : Consumer behavior Shifts

4 : Closed loop system

5 : Innovation in the Recycling process

1 : Reduction in Textile Waste

2 : Ethical Sourcing

3 : Consumer Behavior

4 : Product Longevity

5 : Environmental Impact

Ethnographic Research

Activities

- *Participant Observation*
- *Shadowing*
- *In-depth Interviews*

Our Respondant

Fashion Designing and Styling

Manufacturer

Consumers

Retailer

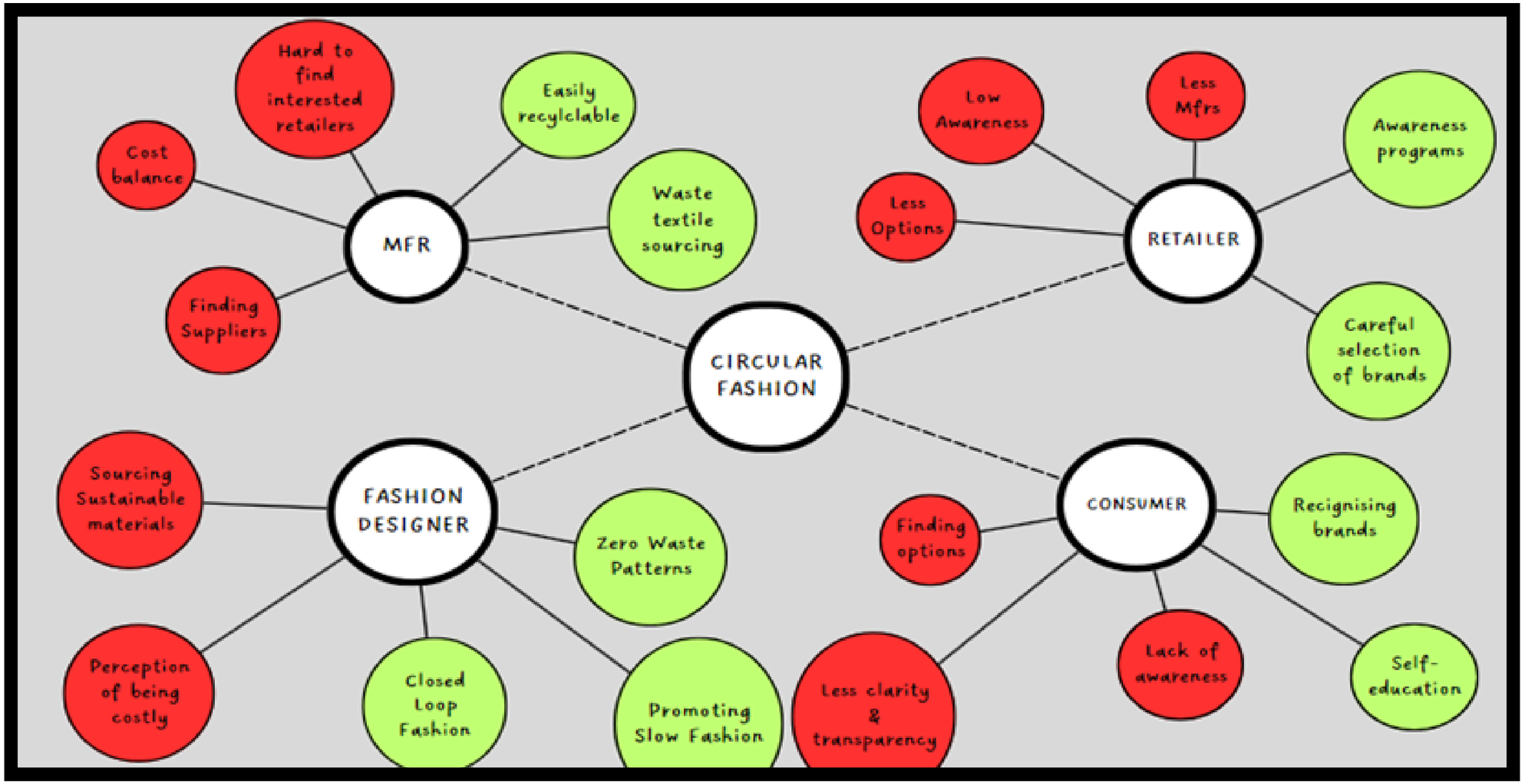
Questions that we asked to our respondants

Can you describe your typical design process, and how do you integrate sustainability considerations, particularly in addressing issues related to textile waste and ethical sourcing?

What challenges do you face in sourcing sustainable materials for your designs, and how do these challenges impact your decisions in creating environmentally conscious fashion?

Can you share any innovative design practices or materials you have incorporated to contribute to circular fashion, especially in minimizing waste and promoting product longevity?

Mind Mapping



Brainstroming

eco-friendly dyes

organic cotton

Sustainable packaging

recycled polyster

transparent protocols

Sustainable fashion certifications

Timeless collections

zero waste design

Zero waste patterns that allow for easy repair and customisation

RRR

R&D

zero waste design

In - store repair stations

Thrift shops

platform for sustainable supplies and raw materials

Certifications for sustainable materials

Virtual try-on technologies

Collaboration with local influencers

Better policies

Incentivising or some credit schemes

Circular fashion incubators

Product take back incentives

Renting out high quality clothes for special occasions

Circular economy partnerships

Green certification programs

Sustainable fashion events

Circular fashion marketplace

Carbon offset program

Community clothing libraries

Circular fashion education in schools

Organizing a program where people can return their clothes for discounts on future purchases

Creating awareness about circular fashion

Workshops

Necessary marketing and promotion for education and awareness

Repair and alterations workshops

Clothing rental services

Up cycling initiatives

Clothing swap events

Modular design

Collaboration with rental shops

Transparent supply chain

Recycled materials

Sustainable packaging solutions

Zero waste production techniques

Biodegradable clothing

Concept Development

Gathering Logos

Spread out your Legos

Anchors

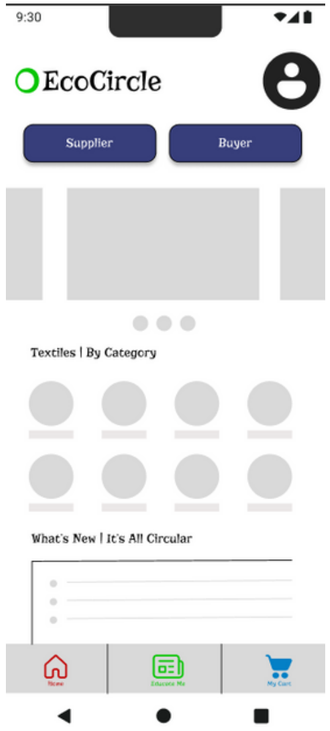
A core team of people

The design criteria

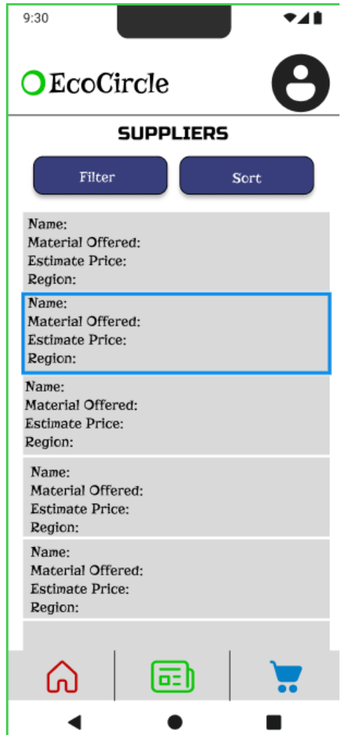
Brainstrom Result

EcoCircle

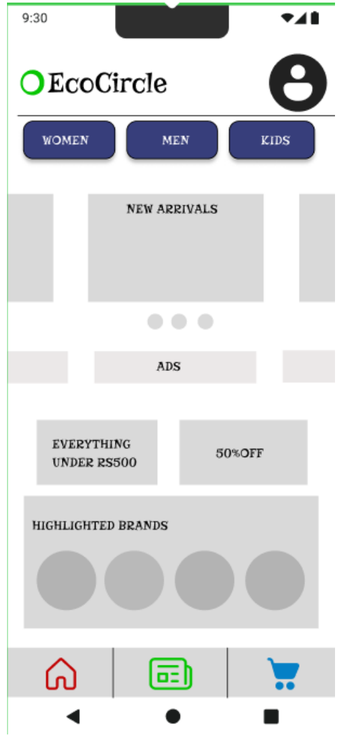
Home Screen



Supplier



Consumer



Account

Education

In Conclusion

THANK YOU

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&
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