



# ReFashionized

Fashion Evolution towards Sustainability

## Unit 4

The sustainable fashion revolution has begun

Project reference number: 2022-2-DE04-KA220-YOU-000101981



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**Key Action:**

KA 220 – Cooperation partnerships in youth

**Sub-action:**

HORIZONTAL: Environment and fight against climate change

**Main Priority:**

HORIZONTAL: Common values, civic engagement and participation

**Additional Priorities:**

YOUTH: Promoting active citizenship, young people's sense of initiative and youth entrepreneurship including social entrepreneurship

**Main Topics:**

Creativity, arts and culture

Green skills

European identity, citizenship and values

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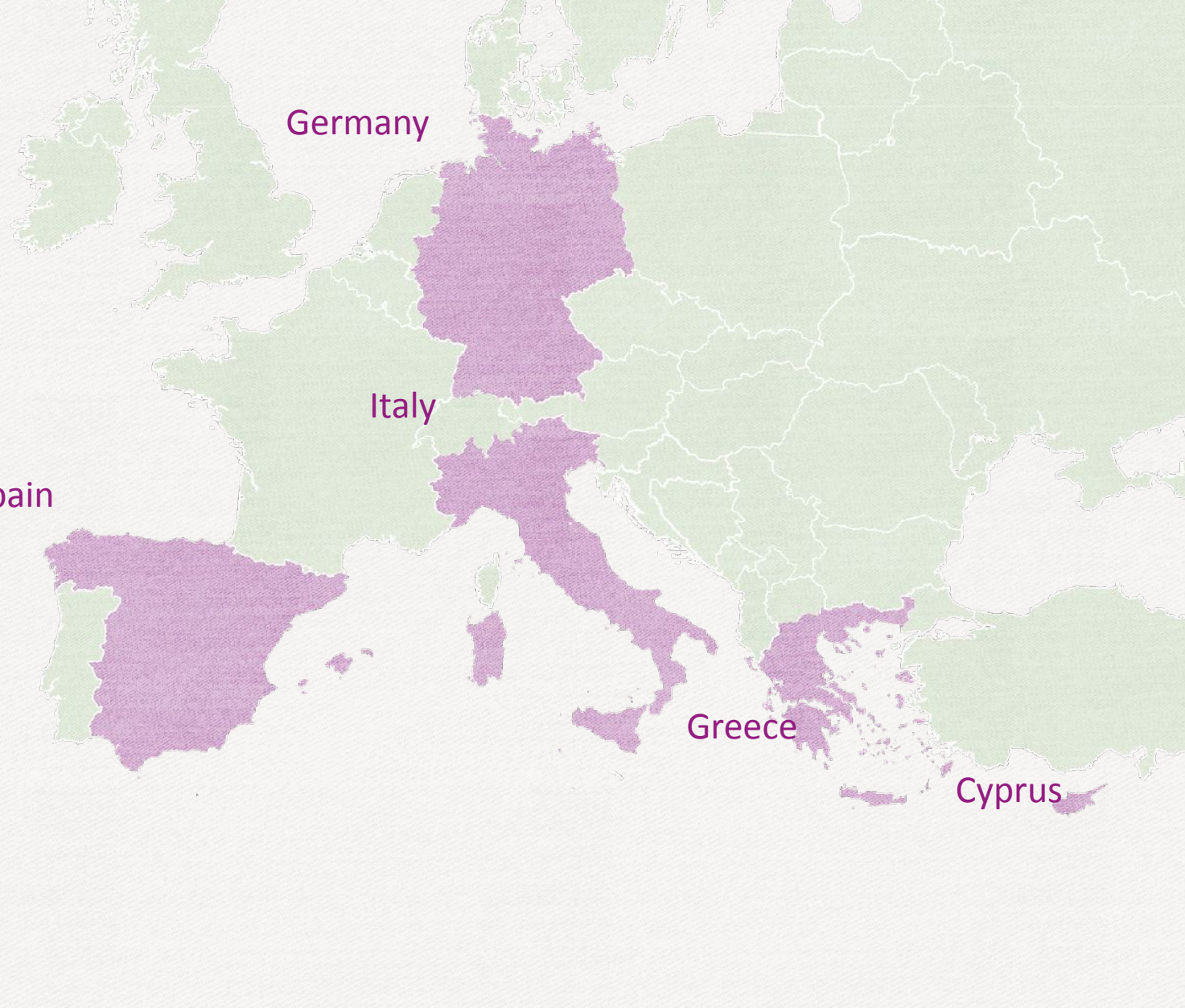
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Jugend- & Kulturprojekt e.V.

KAINOTOMIA  
κέντρο διά βίου μάθησης



Catwalk  
Δημιουργία Τέχνης Πολιτισμός

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# The sustainable fashion revolution has begun

Circular economy

Slow fashion

Sustainable materials

Ecodesign

Sustainable customer experience

Presentation

Debate

Group activities

Creative exercises

Less environmental pollution

Less textile waste

Positive environmental and social impact

Responsible consumption

# Discover and Uncover



Recognize the environmental impact of traditional fashion production and consumption methods

Understand sustainable fashion principles, including the garment life-cycle, selection of sustainable materials and customer experience models



Apply this knowledge and insights by providing practical strategies and tools for incorporating sustainable fashion practices into personal fashion choices

# Fashion Tales



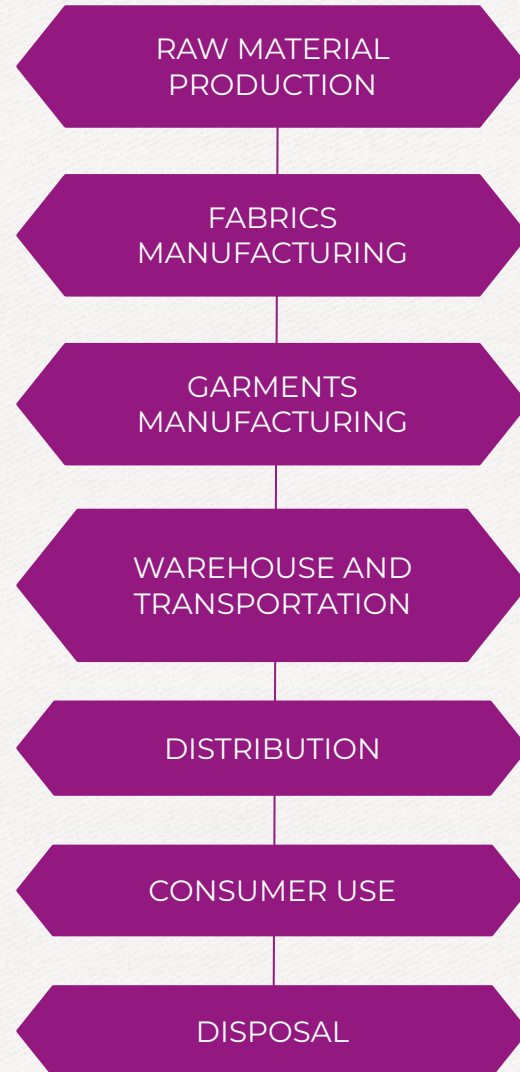
Source: [Canva](#)

Where did you get your garment from?

Why are you emotionally attached to it?

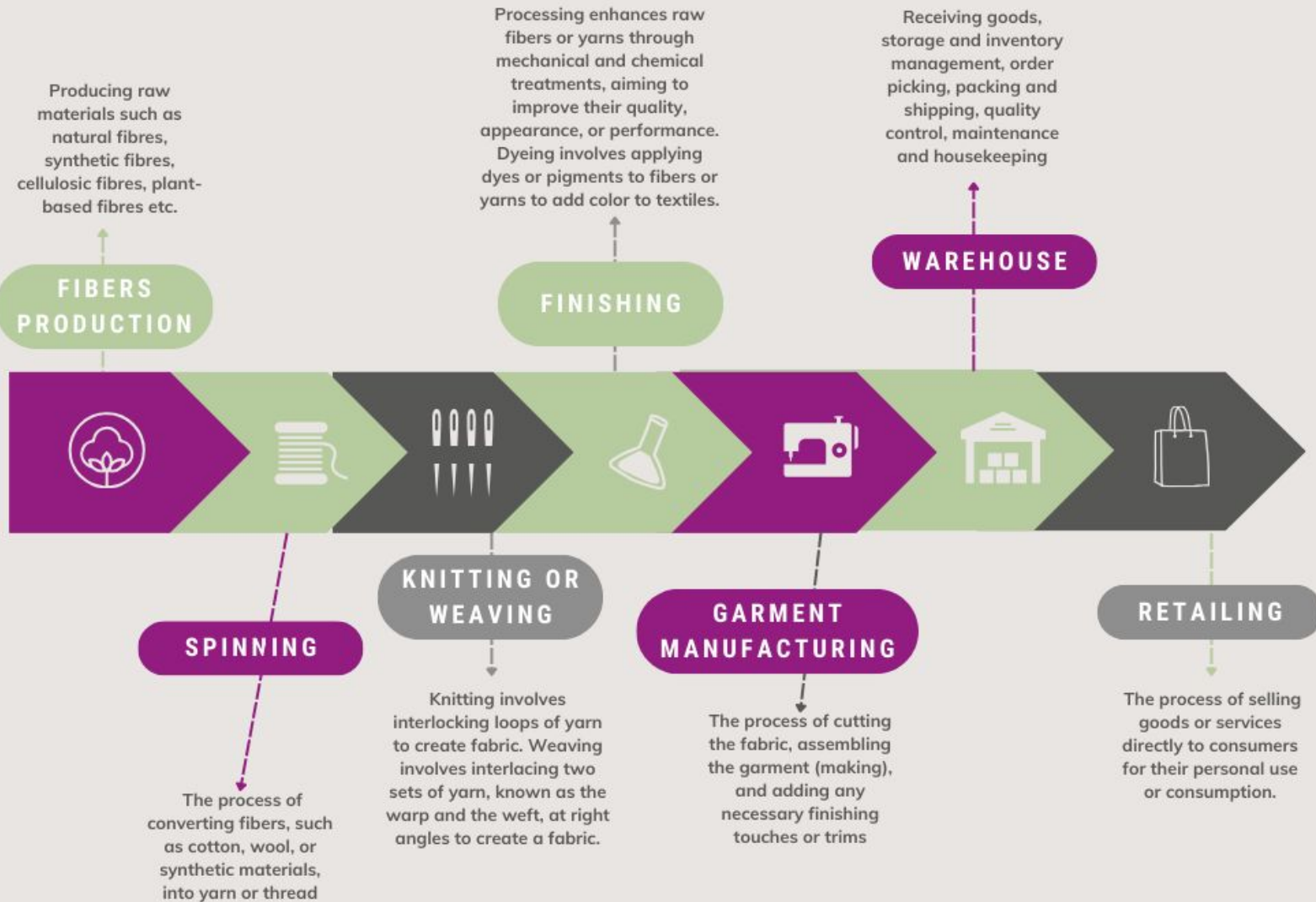
Is there any particular anecdote related to it?

# The garment life-cycle



Source: Lottozero

# THE JOURNEY OF THE GARMENT



Product quality, durability, reusability, upgradability

Materials or raw materials that are recycled, recyclable, produced using alternative energies or renewable sources

Reduced diversity of multicomponent materials

Processes that involve reducing energy consumption, carbon and environmental footprints

Information requirements related to all the processes involved

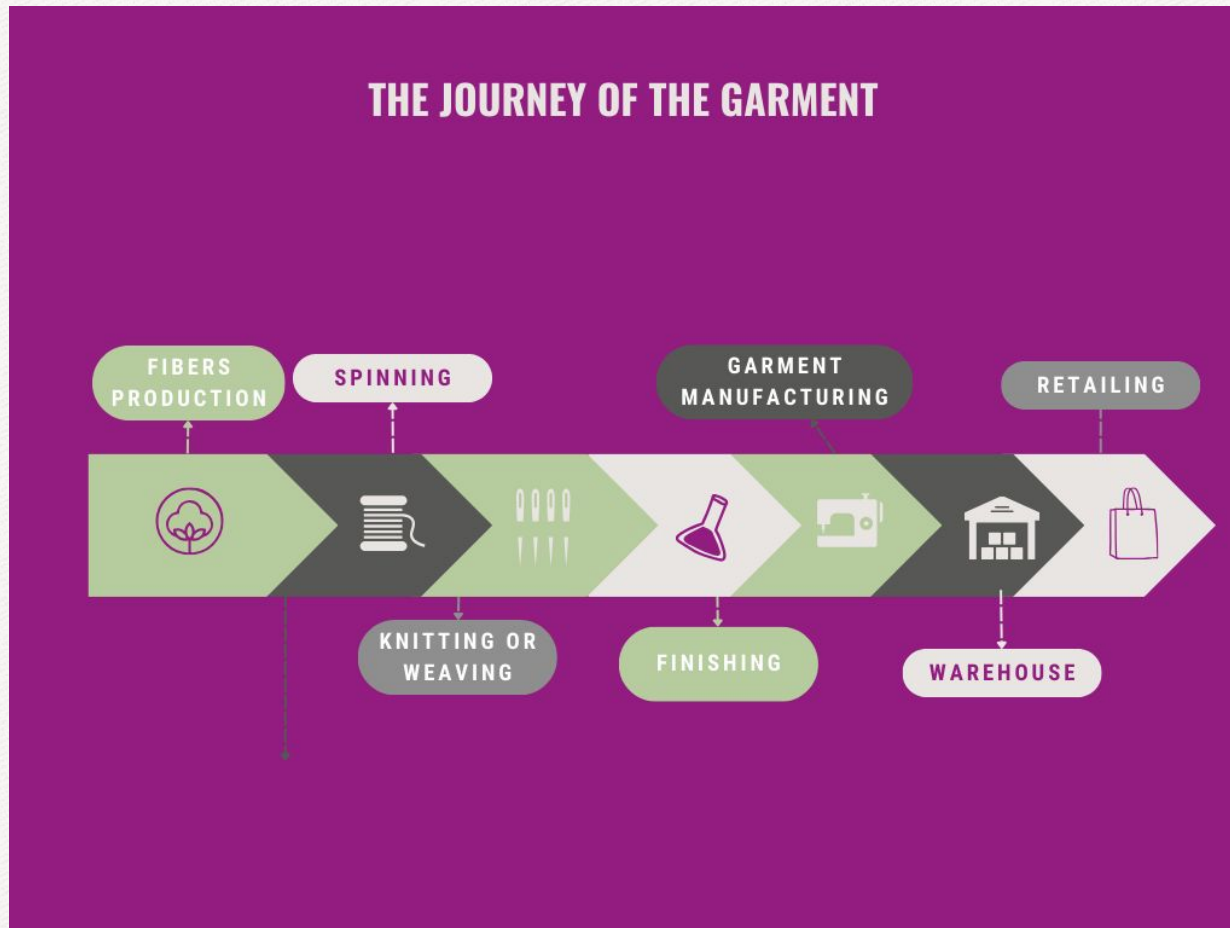
# Ecodesign



Source: Lottozero

Fashion eco-design is defined as the design of textile or fashion products intended to have the least possible impact on the environment throughout their entire lifecycle.

# Understanding the environmental impact across a garment's life-cycle



What is the impact of each step ?

# Sustainable materials

**Regenerated fibres**

**Organic fibres**

**Recycled materials**

**Deadstock materials**

**Innovative materials**



Source: Lottozero

# Sustainable materials



**Regenerated fibers** are produced using raw materials obtained from textile waste, either pre-consumer (waste from the manufacturing process) or post-consumer (end-of-life fabrics and garments), which are shredded and then trimmed. Benefits of utilization include reduced consumption of raw materials as well as water, energy and chemicals in production processes.

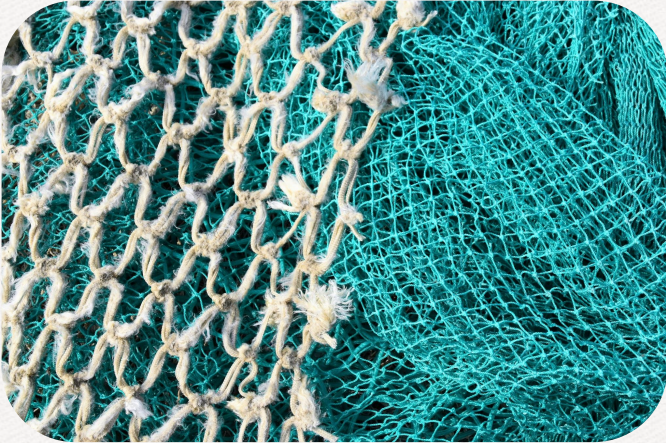
Source: Lottozero

**Organic fibers** are grown according to organic farming principles, respecting animals and nature. Practices such as responsible grazing for wool or organic farming for silk contribute to biodiversity and ecosystem health.



Source: [Bubba73 \(Jud McCranie\), CC BY-SA 4.0, via Wikimedia Commons](#)

# Sustainable materials



**Recycled materials** are a sustainable alternative to traditional materials because they are made from waste materials instead of raw materials and because they use less energy and chemicals to process them, with less impact on the environment. In addition, as in the case of synthetic materials, which are produced from plastic bottles and other plastic waste, their processing is often associated with the collection of environmentally dispersed waste.

Source: [Unsplash](#)

**Deadstock materials** refer to unused fabrics or inventory from previous collections that haven't been sold. By repurposing these materials instead of creating new ones, you can help reduce the environmental impact associated with textile production. This includes conserving water, reducing carbon emissions, and minimizing pollution from disposal methods like landfill or incineration.

Source: Lottozero



# Sustainable materials

**Biobased materials** are biopolymers chemically synthesized from renewable resources and they can be another **alternative to polyester** and **synthetic fibres**.

Fibres can be made out of bioplastics or partially bio-based plastics; bioplastics are derived from renewable biomass such as potatoes or maize. They can have similar properties as petroleum-derived plastics but use 20 to 30% less energy to produce.



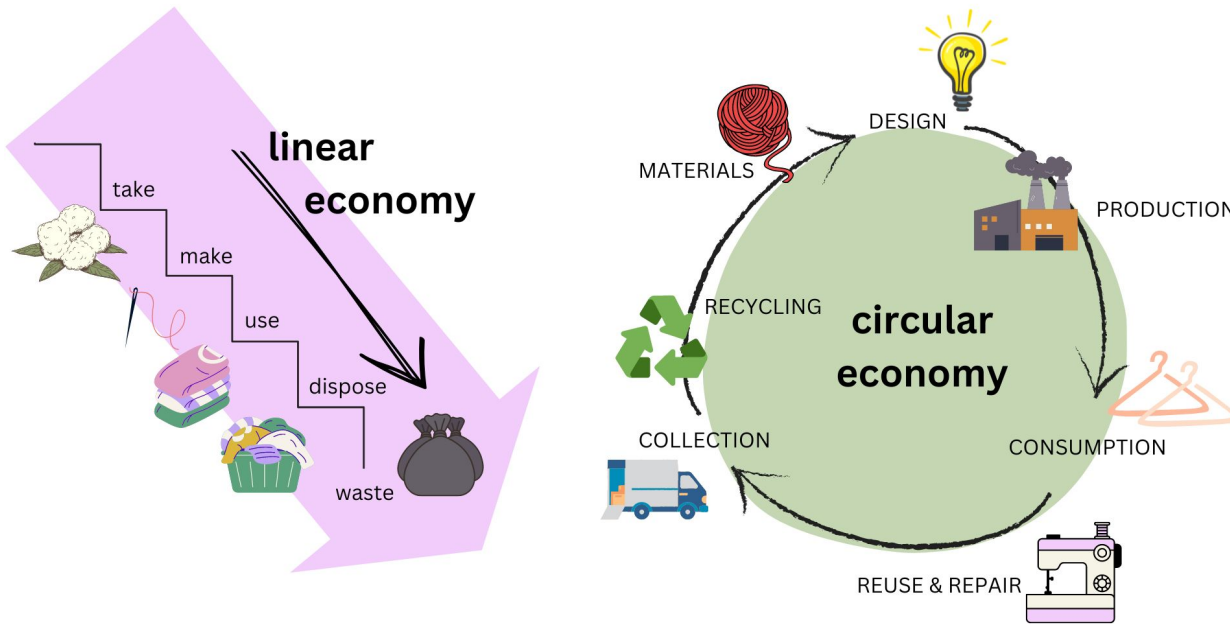
Source: Lottozero

# Sustainable fabrics sourcing



Source: [Canva](#)

# Circular economy



Source: [Canva](#)

In the conventional **linear system**, fashion products adhere to the "take-make-use-dispose" approach: raw materials, typically non-renewable, are extracted and transformed into yarn, then fashioned into garments that are eventually discarded, often through incineration or landfill deposition.

The **circular economy** revolutionises the fashion industry, moving beyond a fleeting trend to redefine production and consumption practices. Departing from the traditional linear model of "take-make-dispose," it emphasises waste reduction and the maximisation of resources' value.

# Circular economy

## Circular practices

### Repair

Brands that embrace the circular economy can offer repair and maintenance services for their products. This can include free or **affordable repairs**, access to spare parts, and guidance on how customers can extend the life of their garments.



Source: [Unsplash](#)



### Reuse

Source: Lottozero

**Second-hand** and **rental options** in the fashion industry have become increasingly popular in recent years as part of the growing movement toward **sustainability** and **conscious consumerism**. They **extend the life cycle of clothing**, reducing the amount that ends up in landfills; reduces demand for new products, thereby decreasing the fashion industry's environmental footprint. It provides an economic advantage for consumers and allows consumers to experiment with different styles without a long-term commitment.

quise



## Upcycling

It refers to the use of **old clothing** or **used fabrics** to create new garments with **added value** in terms of aesthetics, quality or functionality.

This is the main difference with **downcycling**, in which raw materials are instead transformed into less valuable products (e.g., from textiles to building padding). In recent years, several designers have begun working with discarded materials or making upcycled garments, just as major luxury brands have pulled samples and old collections out of warehouses and reintroduced them in a new guise.



Source: Lottozero

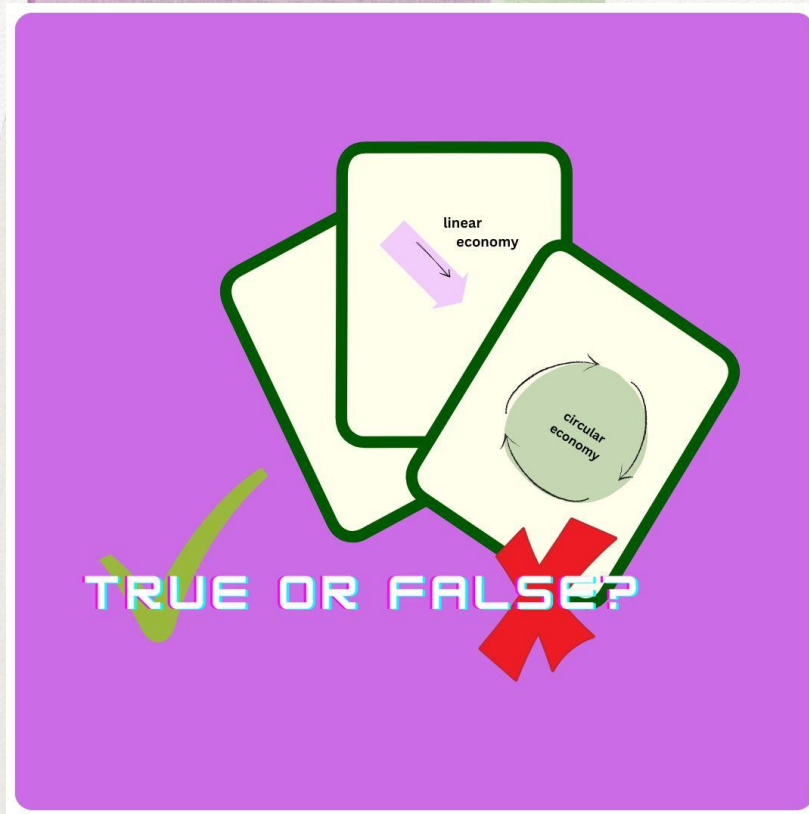


Source: Lottozero

## Recycling

It involves the process of **collecting, processing and reusing** textile materials to create new products. Implementing recycling initiatives can significantly reduce environmental impact by minimizing waste and conserving resources.

# True or False: Circular VS Linear Economy



Source: [Canva](#)

# Prolong the life of your garment



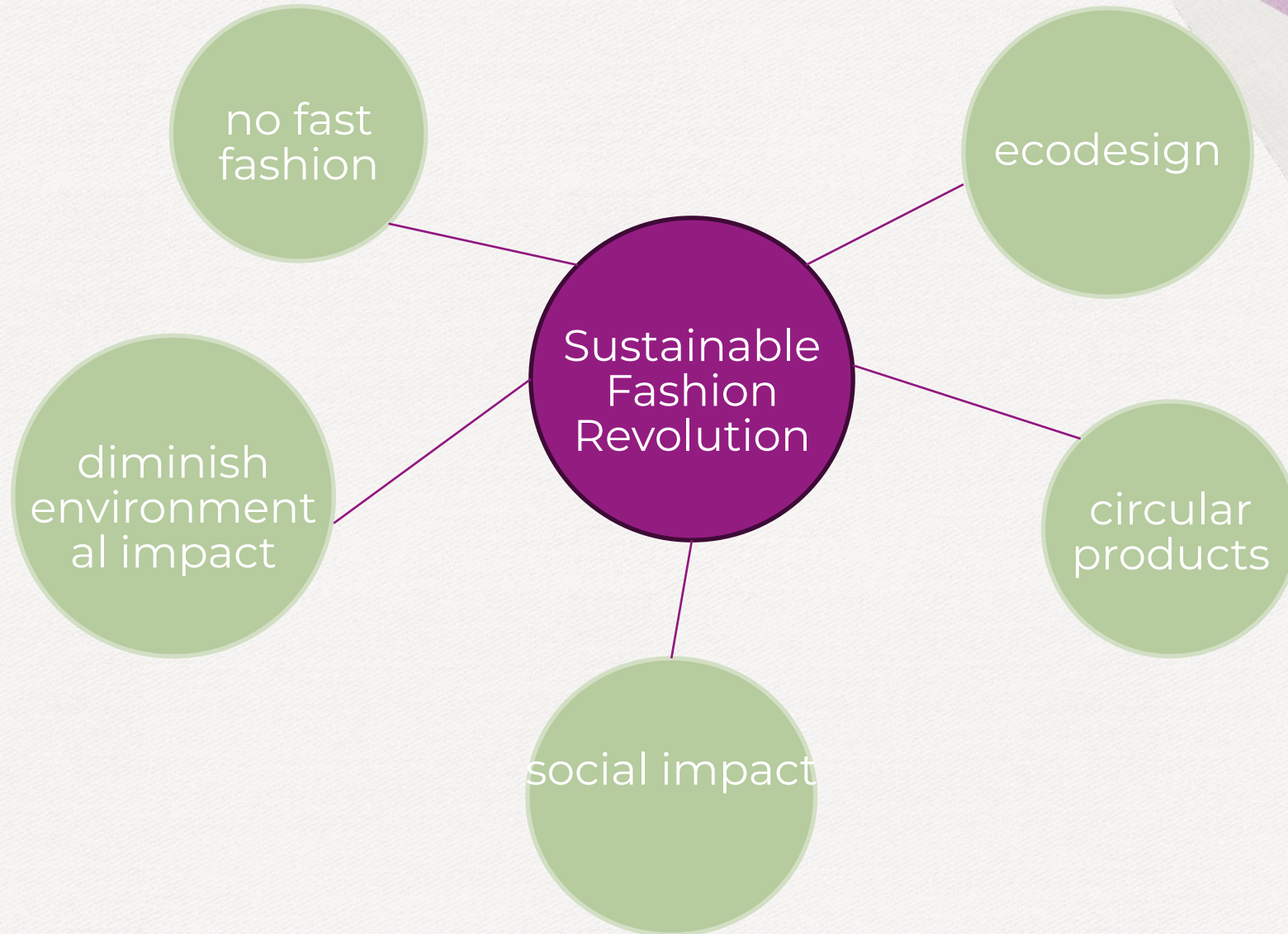
How frequently and why do you dismiss a piece of clothing?

# Redesign your garment



Source: [Canva](https://www.canva.com)

# Conclusion



# Learning Tree



Source: [Canva](#)



**“Call it ‘eco fashion’ if you like but I think it’s just common sense”.**

***– Livia Firth, Fashion activist and founder of Eco Age***

The background of the slide is an abstract composition of overlapping, semi-transparent shapes in various shades of purple and green. The shapes are organic and flowing, creating a sense of movement and depth. A central white rectangular box is positioned in the middle of the slide, containing the text "Thank you!".

**Thank you!**



# ReFashionized

Fashion Evolution towards Sustainability

[www.instagram.com/refashionizedproject/](https://www.instagram.com/refashionizedproject/)  
[www.facebook.com/Refashionized](https://www.facebook.com/Refashionized)

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