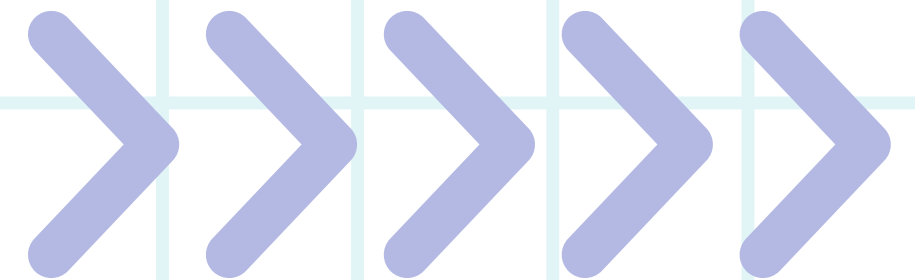




DESIGN FOR CHANGE:

MODULAR CLOTHING

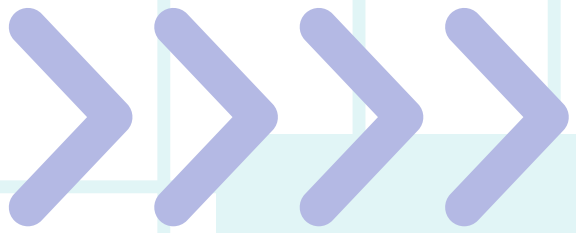
Evelyn Russell, Owen Austin-Totty, Caryline Porter



DESIGN PROBLEM: TEXTILE WASTE

11.3 million tons of textile waste is produced in the US per year. On average, American consumers throw away 81.5 pounds of clothes annually. Millions of clothing items are produced each day, adding to this waste. We should be focusing on reusing the fabric that has already been produced, keeping it out of landfills.





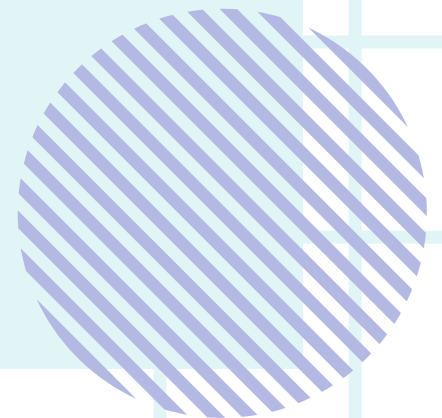
CONCEPT

Adaptable Modular Clothing:

can be pieced together, dressed up, dressed down, change sizes, all with one garment

Business Model:

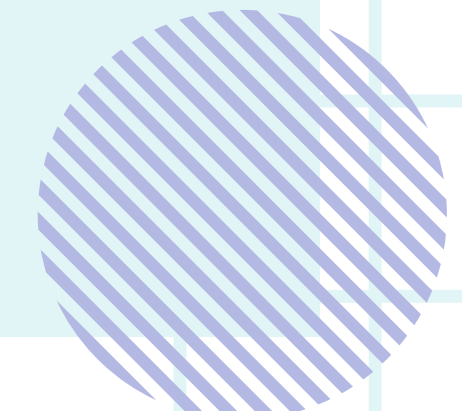
Customers can select the parts they want, each connecting point is interchangeable, with standard snap spacing, each module comes in a range of colors and prints, with no standard sizing



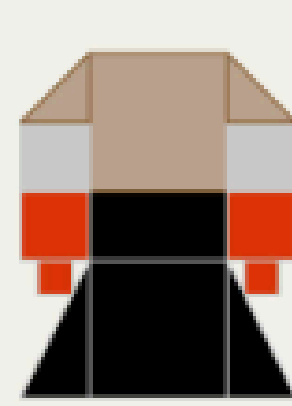
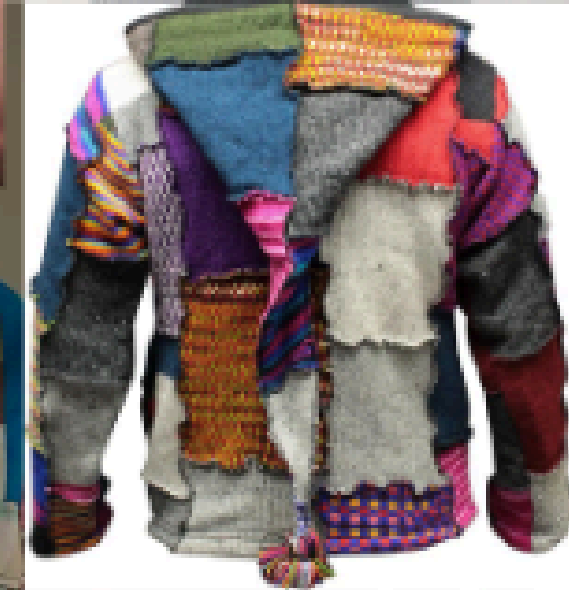
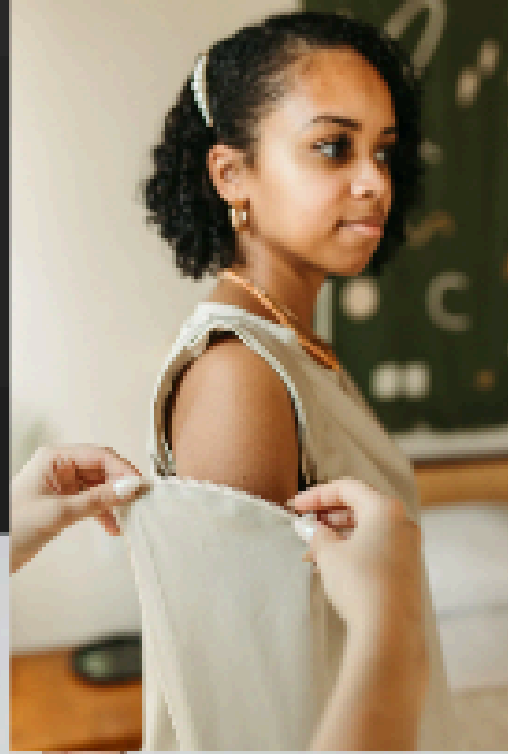


RESEARCH

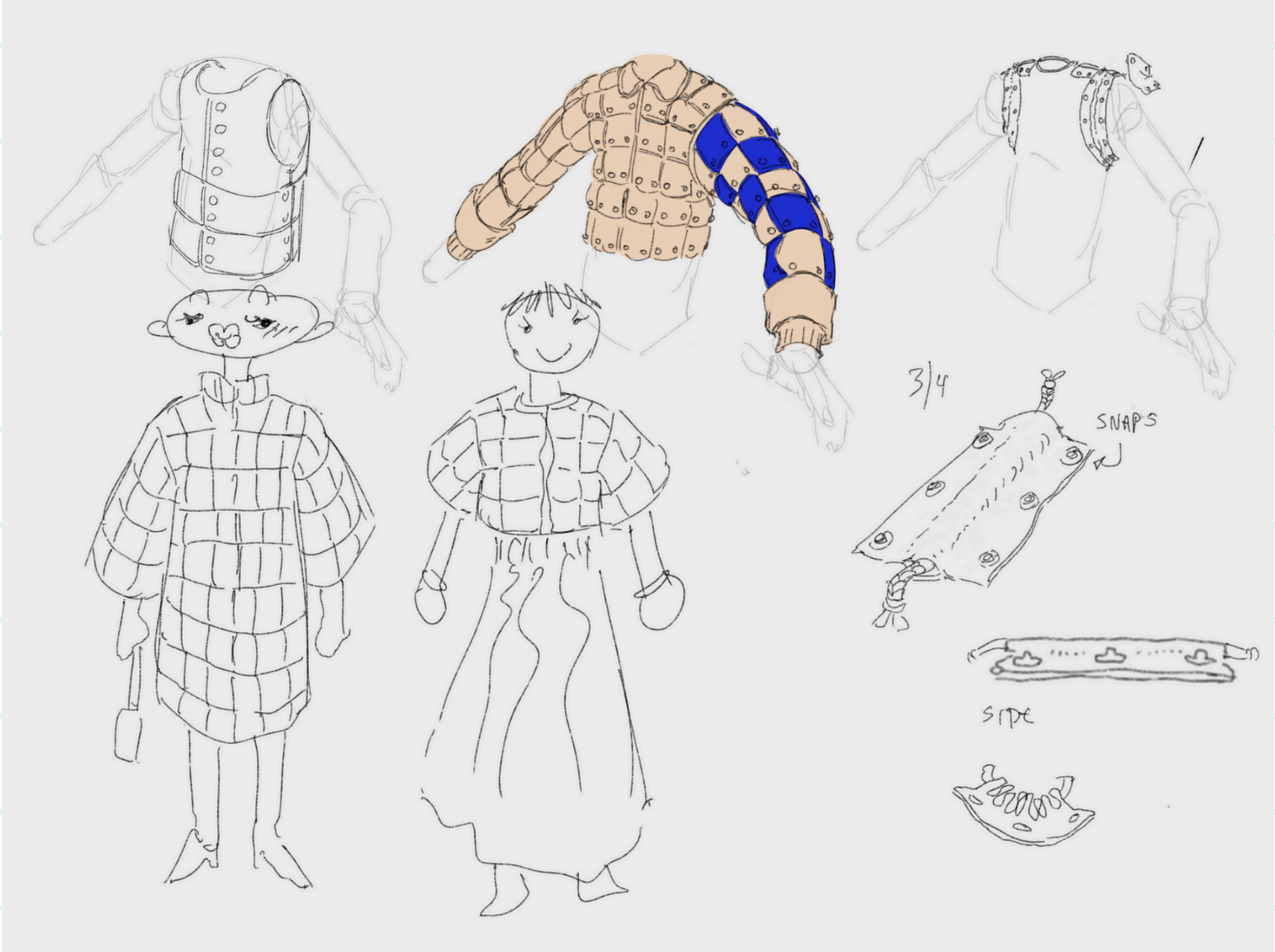
We interviewed employees of the store Community here in Athens

- *How is fabric waste handled at your store, and do you think there could be any improvements?*
 - “We source secondhand and deadstock fabrics and reuse a lot of our scrap material for new projects. It would be great if we could go fully ‘zero-waste,’ but that would require more space and work.”
 - *In your opinion, would a business model of selling separate pieces of modular clothing work?*
 - “For sure, with the right planning and investment, I think people would love that idea.”
- 

MOOD BOARD



IDEA SKETCHES



FINAL DRAWING



PROTOTYPE





REFERENCES



🔍 ***EARTH.ORG***

<https://earth.org/statistics-about-fast-fashion-waste/>

🔍 ***ALJAZEERA.COM***

[Al Jazeera - Chile's Dumping Ground for Fast Fashion Leftovers](#)

🔍 ***US ENVIRONMENTAL PROTECTION AGENCY***

[Textiles: Material-Specific Data](#)