

USAGE OF UP-CYCLED MATERIALS FOR THE CREATION OF A STYLISED NATIONAL COSTUME COLLECTION



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Research purpose. Nowadays the more and more arising question is fashion design's industries negative impact on the environment. According to research materials from the EU, a truckload of textiles is landfilled or incinerated every single second. Global textile production almost doubled between 2000 and 2015, and the consumption of clothing and footwear is expected to increase by 63% by 2030¹. As the problem is predicted to increase, all circular fashion ideas are welcomed to change societies' view towards circular fashion and the usage of up-cycled materials in creating new garments. In the case of Latvia, one of the leading states by the quantity of second-hand shops compared with ready-to-wear clothing shops, we can see that people here are willing to buy second-hand products. Yet, only a few companies offer individually designed garments made from reusable materials. As a reference to Latvian ancient culture and folklore popular in Latvia, as a rising designer, the author of the research tried to explore the proposal of textile materials in local second-hand shops and their suitability for creating the author's first fashion collection of stylised national costume design, using the main pattern of Latvian national shirt (unisex) and up-cycled materials for the purpose of shooting a music video.

Keywords: circular fashion, energy saving, national costume, screen-printing, stylisation, up-cycling, unique design

Research Methodology. Quantitative research methods (Closed-ended survey), case studies, data analysis, and experiment.

Results / Findings. Research showed that the most common materials found in Latvia's second-hand shop textile section are cotton, polyester and their blends. Linen, silk, lace, and velvet fabrics also can be found, but in rather small pieces, so for the creation of the collection cotton and polyester fabrics were used, and the author found both materials compatible for creating fresh-looking stylisation of national costumes shirts, that were personalised also by authors sketches screen-prints. As a result, a collection of 12 garments was made, saving approximately 32 400 litres of water and 6,6 kWh of energy², not considering manufacturing work.

Originality / Practical implications. This approach to circular fashion garment making from second-hand materials with reference to Latvian national costume and unique print is the signature of an author as a designer and is a unique case in Latvia.

¹ Questions and Answers on EU Strategy for Sustainable and Circular Textiles
https://ec.europa.eu/commission/presscorner/detail/en/QANDA_22_2015

² Clothed in Conservation: Fashion & Water <https://sustainablecampus.fsu.edu/blog/clothed-conservation-fashion-water>