Accepted Manuscript

The reDesign Canvas: Fashion design as a tool for sustainability

Anika Kozlowski, Cory Searcy, Michal Bardecki

PII: S0959-6526(18)30318-4
DOI: 10.1016/j.jclepro.2018.02.014
Reference: JCLP 11961
To appear in: Journal of Cleaner Production

Received Date: 04 October 2016
Revised Date: 31 December 2017
Accepted Date: 02 February 2018

Please cite this article as: Anika Kozlowski, Cory Searcy, Michal Bardecki, The reDesign Canvas: Fashion design as a tool for sustainability, Journal of Cleaner Production (2018), doi: 10.1016/j.jclepro.2018.02.014

This is a PDF file of an unedited manuscript that has been accepted for publication. As a service to our customers we are providing this early version of the manuscript. The manuscript will undergo copyediting, typesetting, and review of the resulting proof before it is published in its final form. Please note that during the production process errors may be discovered which could affect the content, and all legal disclaimers that apply to the journal pertain.
The reDesign Canvas: Fashion design as a tool for sustainability
Anika Kozlowski \( ^{ab} \) Cory Searcy \( ^{ac} \) and Michal Bardecki \( ^{ad} \)
\( ^a \) Environmental Applied Sciences and Management Program, Yeates School of Graduate Studies
\( ^b \) School of Fashion
\( ^c \) Department of Mechanical and Industrial Engineering & Yeates School of Graduate Studies
\( ^d \) Department of Geography and Environmental Studies
Ryerson University, 350 Victoria St. Toronto, ON M5B 2K3 Canada

Corresponding author.
E-mail address: a2kozlow@ryerson.ca

Abstract

Many of the existing tools for design in a sustainable fashion context are too complex, overly conceptual, require experts to apply, have a high cost, were created for large corporations, or fall short in holistically supporting sustainable fashion design entrepreneurial practices. Micro-sized enterprises represent a significant portion of the fashion industry and can meaningfully contribute to the transition to a more sustainable apparel and textile industry. This paper addresses this gap through the development of an original design tool, the reDesign canvas, to support design entrepreneurs in developing sustainable fashion enterprises. Informed by design thinking and systems thinking, the canvas was developed based on an in-depth review of the academic literature and the collection of qualitative data. Qualitative data were gathered through both participatory action research (PAR) and interviews with 38 sustainable fashion design entrepreneurs and experts in sustainable fashion. Both the PAR and the interviews were used to test and refine the reDesign canvas in order to ensure it meets the needs of sustainable design entrepreneurs operating micro-sized companies. The final version of the canvas is based on 12 building blocks that a design entrepreneur would encounter in building a sustainable fashion brand. The reDesign canvas can help advance both the theory and practice of sustainable fashion design.

Keywords
Sustainable fashion, design tools, sustainable design, sustainable SMEs, sustainable business models, design canvas

1. Introduction

The production, consumption and disposal of apparel products has a number of negative environmental and social impacts. These impacts are expected to grow substantially in the coming years. Global Fashion Agenda and Boston Consulting Group (2017) “project that the overall apparel consumption will rise by 63%, from 62 million tons today to 102 million tons in 2030 – an equivalent of more than 500 billion T-shirts” (p. 9). As it stands currently, only 20% of clothing is collected for reuse or recycling, with the vast majority eventually ending up in landfills (Global Fashion Agenda and Boston Consulting Group, 2017).

Responses to the wide-scale negative environmental and social impacts of the fashion industry have been reactive and focused on piecemeal strategies that lack a cohesive perspective. These responses have also focused predominately on technological and cost aspects related to the production of apparel. Products are designed and produced for rapid trend turnovers through obsolescence and premature disposal, thereby enabling quick profits – rather than rethinking how design and manufacturing can incorporate consumer needs and sustainability (Niinimäki and Hassi, 2011). However, the idea of what sustainable fashion is and how it fits within the industry
دریافت فوری
متن کامل مقاله

امکان دانلود نسخه تمام متن مقالات انگلیسی
امکان دانلود نسخه ترجمه شده مقالات
پذیرش سفارش ترجمه تخصصی
امکان جستجو در آرشیو جامعی از صدها موضوع و هزاران مقاله
امکان دانلود رایگان ۲ صفحه اول هر مقاله
امکان پرداخت اینترنتی با کلیه کارت های عضو شتاب
دانلود فوری مقاله پس از پرداخت آنلاین
پشتیبانی کامل خرید با بهره مندی از سیستم هوشمند رهگیری سفارشات