



A STRATEGY FOR ECO-FASHION DESIGN BASED ON THE CLOTHING LIFE CYCLE

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ABSTRACT

This study aims to design the Eco-fashion model as an approach to reduce waste by extending the life span of clothes based on the clothing life cycle concept. Therefore, it is reasonable to investigate the related factors in the phases involved in the clothing life cycle. Moreover, applying the proposed model to design the multifunctional dress for evaluation purposes is considered in this study. The contamination caused by fast fashion clothes is a significant issue in the production, consumption, and disposal stage. Although many fashion scholars investigated to develop innovative designs for minimizing waste and environmental pollution in the fashion industry, it was not successful due to the lack of consideration the human behaviour and their well-being health. This article shows the successful procedure of the design in sustainable clothing and improves the cotton tricot dress design by applying the Eco-fashion design model. Although customization of multifunctional clothing dress is one of the problems in the sustainable apparel design process, the Eco-fashion design model is highly flexible and adjusted to apply in the industry. It addresses the multifunctional design potential to significantly reduce fabric and clothing waste related to environmental impacts. This study adopts a mixed-method approach to develop an Eco-fashion design model. The finding shows multifunctional dresses provide a solution to control consumption and buy the dress.

Disciplinary: Fashion, Clothing and Textile Design Technology, Environment and Sustainability.

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1. INTRODUCTION

Global pollution and increased awareness about the loss of the globe are encouraging people to consider healthier living choices. Consumers are interested in purchasing more clothing items than