
Eco-fashion design – a review

Marzie Hatef Jalil

Design Technology Department,
Faculty of Applied and Creative Arts,
University Malaysia Sarawak, Malaysia
Email: hjmarzie@unimas.my

Abstract: Eco-fashion literature ranges across topics such as the design process, sustainability, and various relevant indicators in fashion and apparel studies, such as the life cycle concept. However, no attempt has been made to merge these findings or investigate the relationship between sustainable design and the eco-fashion life cycle. This paper aims to provide an overview of eco-fashion design and several relevant factors to identify opportunities for further research in contemporary apparel design linked to sustainability. A systematic literature review was conducted, from the initial appearance of the eco-fashion design process and clothing life cycle up to articles published in December 2020, resulting in 163 papers. The study's main contribution is to clarify the relationship between the eco-fashion design process model and three influential sustainability factors, including social, economic, and environmental.

Keywords: apparel design model; clothing waste; clothing life cycle; consumer behaviour; designer behaviour; eco-fashion; eco-friendly techniques; sustainable design; sustainable development; zero-waste design.

Reference to this paper should be made as follows: Jalil, M.H. (2022) 'Eco-fashion design – a review', *Int. J. Sustainable Design*, Vol. 4, Nos. 3/4, pp.205–233.

Biographical notes: Marzie Hatef Jalil is a Lecturer in the Faculty of Applied and Creative Arts, University Malaysia Sarawak (UNIMAS), Malaysia. She received her PhD in Textile and Fashion Design in 2020. She has a total academic teaching experience for more than eight years in Fashion and Textile Design with ten published articles in peer-reviewed national and international journals. She is a designer, author, and educator whose work priority is on eco-Fashion and textile design. Her research contains sustainable design practice in the fashion industry and its effects on human life and society.

1 Introduction

People are becoming more aware of global pollution, which is encouraging them to make healthier lifestyle choices. The fashion and apparel business has recently gained much attention because of its rapid growth, while the fact is that textile and clothing waste is the second most polluting industry in the world (Köksal et al., 2017). Consequently, the first step of this sector has made a significant commitment to environmental concerns. Moreover, Morgan and Birtwistle (2009) found that textile and clothing waste has increased from 7% to 30% in the last five years, indicating that customers discard more