

SUSTAINABLE KIDS FASHION: DESIGNERS' VIEWPOINT TOWARD MULTIFUNCTIONAL CHILDREN'S WEAR DESIGN

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ABSTRACT

Fast-fashion products encourage parents to spend more on their children's necessities. Children's clothing is one of the vast parts of post-consumer waste due to the children's growing fast. This study is intended to investigate multifunctional childrenswear among clothing designers to reduce children's clothing waste by the following sustainability. According to the multifunctional design concept, children's clothing is used for multifunctional purposes and recycled and decomposed at the end of the clothing's lifespan. This research is adapted to a mix-method strategy. An in-depth interview was accepted to analyse the multifunctional children's clothing. Moreover, a survey was conducted to collect data on designers' viewpoints to design multifunctional children's clothing. It was found that the sustainable practice, environmental knowledge, social and market environment, and multifunctional clothing properties significantly affected the designer's viewpoint to design such clothes. However, health issues influence the designer's standpoint. The finding showed that giving awareness of multifunctional children's clothing products among designers would help to improve the acceptance of such clothes. The consequences of this study can be analysed from an educational and managerial standpoint to establish an effective strategy for increasing the rate of sustainability in children's clothing and developing policies to promote multifunctional clothing design.

1. INTRODUCTION

In the sector of children's clothing, the volume is expected to amount to 69,682.59 million pieces by 2023, where the average price per unit in the segment for children's clothing is calculated at US \$ 4.60 in 2020 (Statista, 2020). Indeed, to meet the children's changing needs and growing fast, parents follow to prepare their wants. On the plus side, with the demand for children's products from traditional practicality aesthetics to flexibility, safety, environmental protection, researchers and enterprises have introduced creativity in sustainable design concepts into the product. Moreover, increasing people's concerns and improving their environmental knowledge create the business. Sustainable design is a natural, ecological and expandable design approach under the influence of fashion and clothing contents,

especially children's products (Zhang, 2018). Multifunctional design is one of the concepts which supports sustainability in clothing products. This is coupled with ergonomic principles and a detailed analysis of the children's beautiful and functional characteristics to promote sustainability in the children's clothing market. Previous literature has shown that environmentally consciousness among designers will encourage them to design in sustainable ways for children, and likewise, they are willing to pay attention a little more to eco-friendly products (Jalil & Shaharuddin, 2020a); however, in the particular multifunctional design for children, clothing is not any investigation. As a result, researchers believed that higher

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