

The plausibility of

zero-waste fashion

Grace Adams, Aidan Rosekrans, Keegan
Twyerrould, Madison Moseley, Chase Keenan



Introduction

- How can we define “zero-waste”?
- What plans and materials are helping us make strides towards sustainability?
- What have we done to advocate for zero-waste and sustainable fashion?
- What methodology is most effective for producing zero-waste fashion?
- Are these methods replicable at any scale?



zero- waste design



sources:

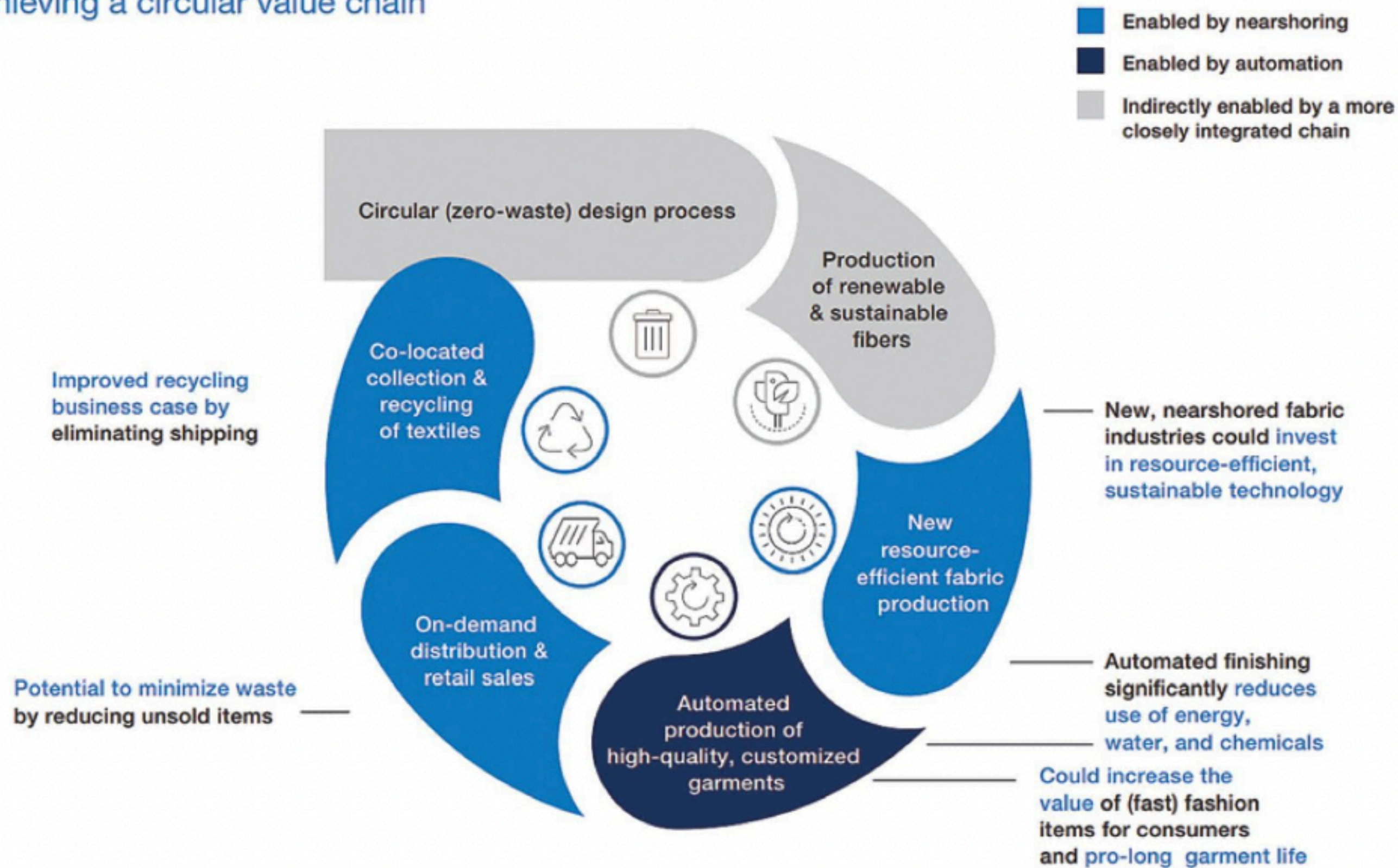
[Eco-Cycle: What is zero waste?](#)

Zero-waste design:

- the intentional production process in which all materials are utilized, and little to no fabric waste is generated
- “90% diversion from landfills and incinerators” as defined by the Zero Waste International Alliance
- A cyclical system rather than a straight line of production



Nearshoring and automation could be important enablers in achieving a circular value chain



Our Goal

- **Implement zero-waste by designing and creating a zero-waste dress sourced from sustainable materials**
- **Educate others on campus about sustainable and no-waste fashion by sharing our project and what they can do as well**

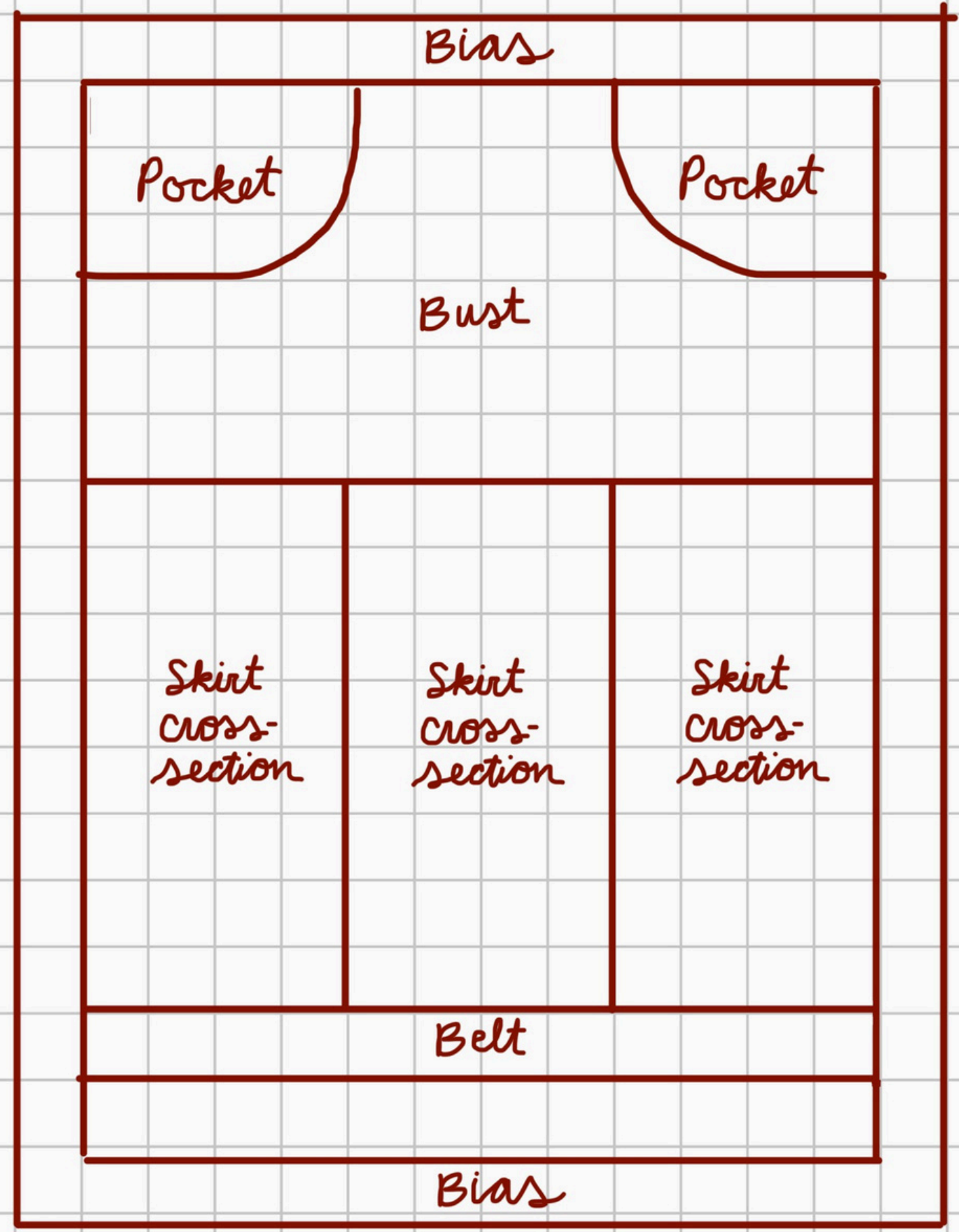
Sustainable Materials

- We planned to use lyocell, a material grown from eucalyptus plants with little/no pesticides used for growth and half the water compared to cotton
- Another material considered was organic linen, which is 100% biodegradable and compostable, being a very high value material for sustainability
- Due to supply shortages at local fabric shops, we ended up using 100% cotton (a less sustainable fabric) with no options for organic or other sustainable fabrics on display. We saw this as a testament to the lack of demand for such materials.

Design Process of the Dress

We began with drawing our zero-waste cutting pattern. Once we sourced our fabric, we marked each individual section of the garment on the piece of fabric we would be using, ensuring that all scraps of material would be utilized in the final design.





The Dress Design Process Cont.

We divided the lower half of the dress into three square sections, creating two symmetrical slits at the bottom for visual appeal. We also left margins of about two inches wide to create a bias around any raw and unfinished edges.



The Final Product

-Our result was a unique statement piece made without the waste of any fabric, demonstrating that slow and intentional design processes are essential to sustainable fashion production.

-Our idea was to give our dress some sort of adjustable mechanism, so we used the excess material (accounted for) in the cutting pattern to make an adjustable belt in the back.





fashion waste flyers

How You Can Reduce Fashion Waste!

Fashion production is an ongoing issue for the health of the planet. Fast fashion and unconscious design practices have resulted in an abundance of waste and excess materials to be strewn about beaches and desert landfills. Here are some things you can do to reduce your footprint in the world of fashion:

Consider Materials

There are a number of fabrics that indicate thoughtful design practices and sustainability!

Check tags for:

- ~Organics (linen, cotton)
- ~Cellulose fibers (lyocell, hemp)
- ~Recycled or previously used

Shop Sustainable Brands

Many brands have made sustainability their mission... consider these leading examples:

- ~Omnes
- ~Reformation
- ~Girlfriend Collective
- ~Second-hand stores!

Research Second-Hand

When it's time to donate, research the best places to do so! Consider these around ASU Tempe:

- ~Buffalo Exchange
- ~Antique Trove
- ~Gracie's Thrift



Our Impact

-The impact of our project is two-fold: showing sustainable practices and materials are available to the common consumer

-Our zero waste dress is a perfect example of a sustainable garment that could be a viable alternative to a fast-fashion dress of a similar design.

-We wanted to prove that unexperienced college students can make sustainable clothing and so should larger companies with proper supplies and workers.

So... can we achieve zero waste?

- Notably, we are far off from achieving an entirely waste-free line of production that spans across fashion as a global industry, and this may never be entirely true. As long as corporate fast-fashion giants like Shein remain unchecked, we can be sure that micro-trends will dominate the market and result in harmful production practices.
- While our zero-waste dress was a fun and informative project and we were able to use it to educate others about sustainable fashion, we understand that our production methods are vastly different from the majority of brands. We hypothesize that the adaption of slow-production business models is the key to reducing waste, setting fair wages for workers, and making fashion sustainable.

Work Cited

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