

MCLAREN, A. AND HILL, H. (2016). Exploring Design & Testing for Clothing Longevity. Pecha Kucha presentation at Emperor's New Clothes conference, 8 September 2016, Leeds University, UK.

Exploring Design & Testing for Clothing Longevity (abstract)

Every year, 350,000 tonnes of clothing is added to UK landfill. Extending average clothing lifetimes is the most effective strategy in reducing the overall environmental impact of the clothing industry. Generally, consumer behaviour favours low price, lower quality, fast turnaround clothing and many items are unworn because they no longer fit or have become outdated. Nevertheless, consumers find it frustrating when garments fail to meet expected lifetimes.

Designing products for longer lifetimes has become a UK Government policy objective and part of the SCAP 2020 Commitment, alongside supporting consumers to reduce their footprint.

Nottingham Trent University researchers worked with industry partners to identify the knowledge, skills, processes and infrastructure necessary to adopt design for clothing longevity, and exposed the technical, behavioural and strategic obstacles to doing so. These complexities, challenges and barriers will be presented, outlining a tool kit designed to help companies tailor their own longevity strategies.



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Emperor's New Clothes conference:

The Emperor's New Clothes is an annual event which brings together the fashion and textiles community to discuss the multifaceted challenge of sustainability. It provides a space to discover forward-thinking ideas and initiatives, forge new connections, and have a frank debate about the scale and pace of change in the industry.

The conference is organised by researchers from the [School of Design](#) at the University of Leeds and hosts speakers and attendees from a diverse range of backgrounds: industry and academia, design and technology, micro enterprises and industrial giants.

Taking inspiration from the tale of [The Emperor's New Clothes](#) and the little boy who points out what no-one else dares to admit, the conference aims to offer an open platform for discussion. It enables participants to explore points of difference, challenge myths and preconceptions, and consider alternative approaches for a more sustainable fashion and textiles future.