ReDress: The value of diverting textile from landfill in Aotearoa

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Clothing/textiles in household bin

The consuming of textiles "has the potential to greatly increase the volume of textiles in the waste stream if all the new textiles were discarded to waste." (Oakdene Hollins, 2006).

**Textiles 4%**

Source: Ministry for the Environment, 2008b.
Devaluation has permeated all textile product...

Clothing items:
- Dresses
- Hats
- Jackets
- Nightwear
- Promotional wear
- Scarves
- Shirts
- Shoes
- Shorts
- Sweatshirts
- T-shirts
- Trousers
- Uniforms

http://www.stuff.co.nz/auckland/68918246/inorganic-rubbish-collections-kicked-off-aucklands-kerbs
Garment Supply Chain

Inputs

Raw Materials

Textile

Production

Product Assembly

Retail Product

GARMENT STOCK

Disposal

‘USE’

Consumer

K. Fraser 2015. Adapted Lifecycle Garment Supply Chain

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ReDress: ReFashion as a solution for clothing (un)sustainability

ReFashion:

- Reclains discarded items
- Reduces textile waste in Landfill
- Remakes new clothing for FASHION stream
- Resource conservation
- New loop
- Sustainable textile solution
ReDress: Considered Men’s Trouser to be appropriate input stock

- Perceived quality of textile (colour & textile structure)
- Semi-standard shape (‘panels’ are similar shape and 2D size)
- Similar construction across brands (generally men’s trousers have similar details)
- Potential to re-use labour intensive details (pockets, fly & waistband)
- Apparent availability as a ‘bulk’ stock
Aotearoa research practitioners connecting with industry

- Holly McQuillan’s zero waste research and practice has led to developing open-source, user-modifiable, zero waste designs – targeting clothing waste at the cutting stage.

- Jennifer Whitty’s social enterprise: Space Between, promotes an upcycled clothing line (Earthlink Apparel) that manufactures using pre and post-consumer waste – closing the loop on clothing waste.

- Donna Cleveland’s work develops and implements customised textile waste recycling and design processes as models for NZ based apparel companies.
Consumers are unable to comprehend the value of clothing/textiles
DIFFERENCES

CLOTHES SWAP – RCA, UK
• Involved 4 local universities
• All profits went to Water Aid
• Very high quality donations
• Remaining clothing was remodelled by fashion students. Balance to rag merchants.

CLOTHES SWAP – AUT, NZ
• Involved 2 local universities
• All profits went to the mission, and the Cancer Society
• FEW high quality donations
• 90 items of reasonable quality donated to Dress for Success. Remaining clothing was donated to the homeless.
New Zealand has a long history of valuing textiles, including a high proportionate use of clothing bins (MFE, 2008) for unwanted clothing, which in terms of sustainability is an internationally desired habit.

- **REUSE** is the best option
- Donations are anonymous, meaning clothes can be dropped through the slot with minimal preparation required.
- This may lead to uncaring or indifference ‘out of sight - out of mind’ and dumping…
Throwaway fashion: The real cost of cheap fashion for New Zealand

Kim Fraser - http://www.youtube.com/watch?v=CBLaqnXFTts
Quality Control
- Fast production techniques
- Low cost textile

Product development
- Style: Obsolete
- Fit problems
- Low grade textile

The quality of textile is dependent on a number of known variables which includes the type and quality of the fibre, the spinning process of the yarn, and the structure of the textile and thread count or density of the textile.
Opening of H and M store Sylvia Park
Reclaiming Pre-consumer textile waste

A socially connected project that explores New Zealanders' attitude to textile waste and catalyzes industry and welfare partners towards a social and mutually beneficial solution that aids in reducing textile waste.

199 tailored items of finely woven merino wool were discarded…

- Quality Control demands overruns to allow for errors
- Trend of overproduction = large quantity of ‘seconds’

Rags? Landfill? To be RAGGED
## ReDress: Reducing Textile waste through Component Reuse

<table>
<thead>
<tr>
<th>Lifecycle</th>
<th>Condition of textile</th>
<th>Style / fit</th>
<th>Reused as:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reuse</td>
<td>Good quality textile in good condition</td>
<td>Generally classic style - not trend driven, usually well made, good fit</td>
<td>Garment - <em>as is to be re-worn</em></td>
</tr>
<tr>
<td>Component Reuse</td>
<td>Satisfactory to good quality textile over majority of garment</td>
<td>May be trend driven style, may require repairs, may be poor fitting style.</td>
<td>Textile - <em>partial deconstruction of garment</em></td>
</tr>
<tr>
<td>Recycle</td>
<td>Poor quality textile, may be: shabby, pilled, matted, faded, holey, torn, stained, thread-bare</td>
<td>May be trend driven style, may require repairs, may be poor fitting style.</td>
<td>Fibre - <em>elemental or total deconstruction of garment</em></td>
</tr>
</tbody>
</table>
In Aotearoa can we encourage a policy of:

**NO textiles in the household bin...**

Perhaps a pictorial campaign?

All fibre is usable and reusable:

- Condition and quality of the textile determines the next ‘lifecycle’
- Out-dated styles: can be upcycled (‘Refashion-ability’ depends on grade of textile)
- Damaged textile can be downcycled into fibre that can be re-spun into yarn...
- Textile quality is determined by the Producer
- Producer Take-back legislation: improved custodial relationship
- Clothing bins and household rubbish bags are anonymous: can lead to indifference...
- **BAN textiles from household rubbish...**
- Pictorial campaign to encourage best practice
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References:


