

RETHINK CONSUMERISM

CO-CREATIVE WORKSHOP ON CIRCULAR TEXTILES & FASHION 4 OCTOBER LONDON COLLEGE OF FASHION (UAL)

The London College of Fashion, Control Union and What Design Can Do have the pleasure to invite you to participate in a co-creative workshop on circular textiles and fashion. During this workshop around 40 students of the London College of Fashion (UAL) will be developing strategies and ideas to accelerate the transition to a circular and fair fashion culture. The students are split up in teams and will be collaborating with industry partners, such as professional fashion designers, industry experts and brand representatives. Your participation as an industry partner will be of great value to the talents from UAL and from the other side, we believe that engaging with future textile and fashion designers will offer you great inspiration.

URGENCY AND OPPORTUNITY

The workshop is the kick-off for the Circular Design Challenge (working title), a global design competition organised by What Design Can Do (WDCD) to be launched in mid October 2022. The challenge focuses on the crucial role of design in rethinking our current destructive production and consumption patterns. Being an industry partner yourself, we don't have to tell you just how harmful the fashion sector can be. However, it is necessary to acknowledge the enormous role (and responsibility) of designers in the current economic system. It is estimated that over 80% of the environmental impact of products and materials we buy and use every day are determined during the design phase. Furthermore, 45% of global greenhouse gas emissions are linked to the production of these materials and products.

These figures show us that design plays a fundamental role in achieving net zero and beyond. Therefore, material and product design can - and should - help us fundamentally rethink the way we live our lives, for the good of the planet and all species who call it home. The workshop also explores collaboration with other stakeholders along the entire value chain to achieve a greater impact.

OUTLINE OF THE WORKSHOP

Divided into small teams, the students and industry partners will work on strategies and concepts based on the design briefs for the Circular Textiles & Fashion track of WDCD's Circular Design Challenge.

This means that participants can build on extensive research conducted by WDCD, STBY, Circle Economy and the Ellen MacArthur Foundation. This research offers clear design perspectives on the greatest challenges in achieving a sustainable fashion sector. The workshop will be divided in three rounds:

Exploring & Unpacking, Imagining & Strategizing and Pitching & Reflecting. Each round will generate lively discussions and opportunities to share experiences, knowledge and ideas. The workshop starts at 10 AM, lasts until 4 PM and includes lunch.

Introductory talks are provided by José Teunissen (dean) and Ella Sharp of the London College of Fashion, Dagan Cohen of WDCD and Johan Maris, CEO of Peterson Control Union. During the workshop, there will be inspirational talks by forward thinking industry partners. The workshop is followed by time for drinks and snacks to connect personally.

COME JAM WITH US!

We sincerely hope you can join us on this urgent yet super exciting event. Your experience and knowledge in combination with the radical mindset of future fashion designers, are the magic ingredients to make change happen!

LOCATION

London College of Fashion (UAL)
182 Mare Street
Hackney, London E8 3RE

PARTNERS

WHAT DESIGN CAN DO
ual: london college of fashion
CONTROL UNION