<table>
<thead>
<tr>
<th><strong>Title</strong></th>
<th>Consumers’ intentions towards sustainability: A Spanish fast-fashion perspective</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Type</strong></td>
<td>Article</td>
</tr>
<tr>
<td><strong>URL</strong></td>
<td><a href="https://ualresearchonline.arts.ac.uk/id/eprint/14097/">https://ualresearchonline.arts.ac.uk/id/eprint/14097/</a></td>
</tr>
<tr>
<td><strong>Date</strong></td>
<td>2019</td>
</tr>
<tr>
<td><strong>Creators</strong></td>
<td>Blazquez, Marta and Henninger, C.E and Alexander, Bethan and Franquesa, Carlota</td>
</tr>
</tbody>
</table>

**Usage Guidelines**

Please refer to usage guidelines at http://ualresearchonline.arts.ac.uk/policies.html or alternatively contact ualresearchonline@arts.ac.uk.

License: Creative Commons Attribution Non-commercial No Derivatives

Unless otherwise stated, copyright owned by the author.
What’s going on?

GLOBAL FASHION 2018

a discourse on fashion, design and sustainability
Welcome

The Centre for Sustainable Fashion and the Global Fashion Conference are delighted that you are joining us at ‘What’s Going On? A Discourse on Fashion, Design and Sustainability.’

Through two days of listening, discussing, watching and debating, we aim to explore the dynamics, challenges and propositions of fashion and sustainability through a design lens. The diversity of our assembled perspectives promises an exciting exploration, through the guiding themes of Power, Nature, Culture and Society.

When Centre for Sustainable Fashion set out in 2008, we convened fashion system actors together to co-sense what was happening and what needed to be done. A gap in fashion and sustainability research, education and industry practice became clear.

In 2018, as we mark ten years of Centre for Sustainable Fashion, we join forces with the GFC project – also centered in sustainability and commemorating its ten years of existence – and we are very honoured to have your voices with us in London to recognise distinctive new knowledge and practice, challenge contemporary cultures and practices, and to propose how fashion can help us design, to live better, together, in harmony with nature.

Professor Dilys Williams  
Director, Centre for Sustainable Fashion

Professor Isabel Cantista  
Founder GFC-Global Fashion Conference
About Centre for Sustainable Fashion

Centre for Sustainable Fashion (CSF) is a University of the Arts (UAL) research centre based at London College of Fashion. It explores fashion’s relational ecological, social, economic and cultural elements to contribute to sustainability in and through its artistic, business and educational practices.

About Global Fashion Conference

The Global Fashion Conference is a project that aims to bring together, on an international basis, academia and the fashion filiere contributing in an active way to the building of knowledge, the sharing of positive experiences with the aim of promoting a sustainable model of development.

This conference is organised on a bi-annual basis in collaboration with a university that carries out research on fashion studies. This project started in 2008 and is now celebrating its tenth anniversary. In 2018 it is in its 6th edition.

Speakers and Contributors

Claire Bergkamp / GLOBAL DIRECTOR OF SUSTAINABILITY & INNOVATION, STELLA MCCARTNEY
Sandy Black / PROFESSOR OF FASHION AND TEXTILE DESIGN AND TECHNOLOGY, CENTRE FOR SUSTAINABLE FASHION, LONDON COLLEGE OF FASHION
Otto von Busch / ASSOCIATE PROFESSOR OF INTEGRATED DESIGN, PARSONS NEW SCHOOL OF DESIGN
Orsola de Castro / CO-FOUNDER, FASHION REVOLUTION
Frances Corner / PROFESSOR OF ART AND DESIGN EDUCATION, HEAD OF LONDON COLLEGE OF FASHION, PRO-VICE CHANCELLOR, UNIVERSITY OF THE ARTS LONDON
Mary Creagh / MEMBER OF UK PARLIAMENT
Helen Crowley / HEAD OF SUSTAINABLE SOURCING INNOVATION, KERING
Heta Dobrowolski / CO-FOUNDER, RAW POWER MOVEMENT
Edwina Ehrman / SENIOR EXHIBITION CURATOR, CURATOR OF FASHIONED FROM NATURE, VICTORIA & ALBERT MUSEUM
Kate Fletcher / PROFESSOR OF SUSTAINABILITY, DESIGN, FASHION, CENTRE FOR SUSTAINABLE FASHION, LONDON COLLEGE OF FASHION
Lynda Grose / ASSOCIATE PROFESSOR, CHAIR OF THE FASHION PROGRAM, CALIFORNIA COLLEGE OF THE ARTS
Katharine Hamnett / FASHION DESIGNER
Angela McRobbie / PROFESSOR OF COMMUNICATIONS, GOLDSMITHS UNIVERSITY OF LONDON
Praveen Nahar / SENIOR FACULTY MEMBER IN INDUSTRIAL DESIGN, NATIONAL INSTITUTE OF DESIGN – INDIA
Deepa Patel / CREATIVE FACILITATOR
Sophie Slater / DIRECTOR, BIRDSONG
Stephen Sterling / EMERITUS PROFESSOR, UNIVERSITY OF PLYMOUTH
Dana Thomas / FASHION AND CULTURE JOURNALIST
Harold Tillman / CBE / FASHION RETAILER ENTREPRENEUR AND FORMER CHAIR OF BRITISH FASHION COUNCIL
Dilys Williams / PROFESSOR OF FASHION DESIGN FOR SUSTAINABILITY, DIRECTOR OF CENTRE FOR SUSTAINABLE FASHION
Lola Young / OBE/ BARONESS YOUNG OF HORNSEY
Ania Zoltkowski / DESIGNER AND MA FASHION FUTURES ALUMNI, LONDON COLLEGE OF FASHION
We will explore agendas such as, but not limited to, fashion learning from nature, fashion and human nature, fashion systems for sustainability & fashion habits and habitats. We will reference fashion’s social practice, fashion making and meaning, cultures of care & fashion’s identity, stories and rituals.

This session will explore agendas such as, but not limited to, fashion design for democracy, fashion business practices for better buying, fashion education for equality, fashion as activism, fashion and politics. We will reference migration and conflict, fashion design for sustainability strategies and sustainable prosperity.
Parallel sessions / day 2

1.00 - 2.35pm

s13 BS 6 EAST AND CENTRE AUDITORIUM / Material Cultures Chaired... JESSICA SADNIERS

RP20 Sustaining the Gandhian Philosophy in Global Fashion for Improved... NENDA BODA / Pearl Academy, India

RP21 Practical Knowledge for Sustainable Fashion Design... MONA ALJABAL / University of Technology, Jordan

s14 ROOM 115 / Society and Conviviality Chaired... MONICA BUCHAN-HING

RP22 Designing Garments with Evolving Aesthetics in Emergent Systems... LINDA GROSE AND THOMASSEN / Parsons New School of Design, USA

RP23 Integrating solidarity and social business practices of Her Today, Her Tomorrow... JULIA CRUZEiro, KATZEN-TODT and ANNA MARIA HESSE / Her Today Her Tomorrow Design Collective, UK

s15 ROOM 117 / Nature and Systems Chaired... SETHI ANJALI

RP24 Interdisciplinary Life Cycle Thinking Tools enabling collaboration for circular design... KATE GOULDSWORTHY AND GWEN ELLIAMS / Chelsea College of Arts, UK

RP25 Mixing It Up in Pratsa, identifying innovation hotspots within mechanical textiles recycling... CATHY HALL / Chelsea College of Arts, UK

s16 ROOM 116 / Power, Creativity and Democracy Chaired... KATE FIELDER

RP26 A critical political economy of bohemian subalternisation: internationalised education for transnational labour... BURGET MADGAONKAR / London College of Fashion, UK

RP27 Women Garment Workers’ Struggle in a Neo-Colonial World... KATE WINDLE / London College of Fashion, UK

s17 ROOM 118 / Film and Photo Chaired... CAMILLA PALLESTRA

Films: Untitled: The hand of the cloth... NIKI SHANTHAMMOUR / Auckland University of Technology, New Zealand

Films: Speculating the Future Haute Couleur – Designing mass-customisable garments for the sustainable future... KYO SHIMIZU AND KEI YAMAGATA / Keio University, Japan

Films: Biological Tailor-Made - A study on 2.5 dimensional fashion pattern cutting as zero waste method... KAZUYUKI KAWASAKI / Keio University STC, Japan

Films: Speculative, Fashionable, Wearable - Engaging Fashion Design with Wearable Technology for the sustainable future... HIROSHI NIZUMI / Keio University, Japan


s18 ROOM 511 / Workshops: Society (see page 12)

Workshops:
- 1.15 - 1.45pm Whole Cloth Cutting... GREGORY CLIFFER / Parsons School of Design, USA

- 2:30 - 3:30pm Introducing Sustainable Design Cards... KAREN MARIE HASLING AND ULLA RASMUS / Design School Kolding, Denmark

2.45 - 4.20pm

s19 BS 6 EAST AND CENTRE AUDITORIUM / Culture: Counter Narratives Chaired... NATASHA BENDITT-YAHSI

RP30 Utility in Home Fashion Design: Considered Design for Sustainability... HARRIET COOK-OBBIDGE / London College of Fashion, UK

RP31 Be-Fashioning the way we wear. Is there ‘11’ in sustainable dressing?... TAMIN KOLDOSHA / RMIT University, Australia

RP32 Of Stuff and Nononsense: Conflict values in the retention of fashioned objects... CLARE LOHAN / London College of Fashion, UK

RP33 The Human Condition of Dress - Home laboratoires... DASGUPA GHOSH / London College of Fashion, UK

s20 ROOM 115 / Society and Systems Chaired... KAY RONCK

RP34 Going Local: Design and Sustainability in New York City’s Garment Center... TESSA MATUCCI / Pratt Institute, USA

RP35 Barriers that hinder consumer of second-hand clothing - A socio cultural perspective... CLAIRE DAVISON / Coventry University, London, UK

RP36 Second-hand Clothing Market: an alternative Sustainable Practice or another Fashion Trend?... ELEN KATZSOFLO / Parsons School of Design, USA

RP37 Transference of Textile Skill Knowledge in Rural-to-Urban Migration in the Bolivian Altiplano... ANA INIANS AND KATARIA SHIVENDRA / University of Lucknow, India

RP38 Designing Fashion Merchandise: A roadmap to Sustainable Future... SANTOSH TAKI / NationalInstitute of Fashion Technology, India

s21 ROOM 116 / Nature and Systems Chaired... SETHI ANJALI

RP39 Small Cities and Waste Innovation... GINA EVANS / London College of Fashion, UK

RP40 Textured and Redesigned: dia- and re-assembling textile blends in the circular economy... LIZ ETHERST / London College of Fashion, UK

RP41 Fashion and Interior Design: Transdisciplinary approach for fabric experiments and textile upcycling... MARCIA RODRIGUES / FUC - IES de Janeiro, Brazil

RP42 Enabling Stakeholders Within a Local and Convivial Narrative for Circular Fashion... MARION REY / Chelsea College of Arts, UK

RP43 Studying the materiality of human skin to rethink footwear design... SHALINI BISHT / Pearl Academy, India

s22 ROOM 405 / Power and Technology Chaired... GABRIELLE MILLER

RP44 Shaping Up a Sustainable Fashion Future in India - The Augmented Reality Way... HARIKIRI BHUMI / National Institute of Fashion Technology, India

RP45 Fashioning circular logic: addressing the visibility of a closed-loop economy for fashion... ANNE PENSON / City University of Hong Kong, Hong Kong

RP46 Could Tracability in the Luxury Jewelry Market Create an Emotional Added-Value?... DANIELLE KELLER AHAM / Fashion Design Practices in Supply Chain for Sustainability

RP47 Studying the materiality of human skin to rethink footwear design... SHALINI BISHT / Pearl Academy, India

s23 ROOM 406 / Open theme Chaired... ROSEMARY SMITH

RP48 Instagram communication strategies: a comparative analysis of fast fashion and luxury brands... CRISTINA SANCHEZ-BLANCO / Universidad Navarra, Spain

RP49 How to make sustainable fashion cool?... YURIOSI SACHIDAM / London College of Communication, UK

RP50 Identity of sustainable fashion brands at the stores... DUGINA OSHA / SEM Fashion Business School, Spain

RP51 Data Driven Digital Business Strategies: an analysis of the Spanish footwear... PAMELA SAVAGEK / SEM Fashion Business School, Spain

RP52 To be a gentleman: shifts in the representation of women of fashion... SAMIRI HINDELAND / Charles University in Prague, Czech Republic

s24 ROOM 511 / Workshops: Culture (see page 12)

Workshops:
- 2:45 - 3:15pm Elements of Quality - beyond aesthetics and fabrics... EMMY RIGBY AND ANA CEORRE / London College of Fashion, UK

- 3:15 - 4:00pm What’s Going On In Fashion Activism?... FRANCESCO MAZZARELLA AND HELEN STOREY / Centre for Sustainable Fashion, London College of Fashion, UK
Workshops

day 1 - 31st OCTOBER

1:00 – 1:45pm
Which of these two t-shirts would you buy?
AURORA PAILLARD / UAL - London College of Fashion, UK

Sustainable Fashion consumer behaviour researchers are facing an issue while carrying out their research; i.e. most of their participants claim to prone and buy Sustainable Fashion, which is not the case in real life. Researchers need to better understand this issue in order to accurately assess and understand Sustainable Fashion consumer behaviour. The aim of this interactive session is to identify the biases in Sustainable Fashion consumer behaviour research.

1:50 – 2:35pm
Invent Your Own Fashion Economy; Sustainability in a Post-Consumer Utopia
RACHAEL TAYLOR / Southampton Solent University, UK

This workshop aims to use a co-creative and activist approach to disrupt current economic models, re-designing the fashion design process and creating sustainable interventions as practical outcomes. The focus of the workshop is to collaboratively re-evaluate how fashion can invent its own life cycles of economies, combining alternative movements within sustainable consumption, lifestyles and peer 2 peer networks.

2:45 – 3:30pm
How to creatively reuse plastic waste to make new products
MALA SIAMPTANI / UAL - London College of Fashion, UK

This workshop/demonstration will be an introduction into the process of converting household plastic waste, into a valuable material resource. Participants will gain a solid understanding of fundamental techniques that will empower them to make their own material. This includes learning the necessary steps of how to separate plastics, and how to form this material into a product, using hand-craft techniques or digital manufacturing techniques (CNC-milling).

3:35 – 4:20pm
Companionship with Nature – a material dialogue
KATHERINE POGSON / UAL - London College of Fashion, UK

The notion of a divide between humanity and the rest of ‘nature’ can be seen as a root cause of environmental degradation, bio abundance loss and extinction. Informed by contemporary ecological philosophy which questions human boundary constructs, this workshop seeks to test two speculative practices for reactivating engagement with the natural world, developed as part of the author’s PhD research in the Centre for Sustainable Fashion.

day 2 - 1st NOVEMBER

1:00 – 1:45pm
Whole Cloth Cutting – a technique for minimal waste designing
GREG CLIMER / Parsons School of Design, USA

Western tailoring layouts are not traditionally concerned with how many cuts are put into the fabric. Fabric is not viewed as sacred, something who’s shape and size should be honoured. This workshop uses minimally cut sheets of paper as the starting point for designing garments. It explores the different forms generated by paper and fabric and capitalizes on these differences. This approach to pattern cutting offers an entry point into design which minimizes waste as well as looking at the whole cloth as an object of beauty and aims to capitalize on it within the design process.

1:50 – 2:35pm
Introducing Sustainable Design Cards
KAREN MARIE HASLING & ULLA RAEBILD / Design School Kolding, Denmark

The Sustainable Design Cards (2017) (www.sustainabledesigncards.dk) is a tangible tool for designers and design teachers to work with product longevity and circular thinking in their practice. They have been developed at Design School Kolding between 2015–2017 in two iterations, the first with an industry focus and the second with an educational based on previous research on design methods and sustainable design. In this workshop participants are introduced to the tool, sharing user experiences deriving from teachers, facilitators and learners in academia and industry, where after workshop participants will engage two and two with the cards.

2:45 – 3:30pm
Elements of quality: beyond seamlines and fabrics
EMMA RIGBY / UAL – London College of Fashion, UK & ANJA CONNOR-CRABB / Leeds Beckett University, UK

This workshop is an enquiry into combined material and social construction of garment quality. Beyond a garment’s seams and materials, it aims to explore how quality is understood through the everyday wear of clothing, from the perspective of the user. Expectations for garment quality have co-evolved over time alongside changes in the way clothing is produced, consumed and used.

3:35 – 4:20pm
What’s going on, in fashion activism?
FRANCESCO MAZZARELLA AND HELEN STOREY / UAL – London College of Fashion, UK

The mainstream ecosystem has proven unsustainable in terms of livelihood, cultural heritage, social equality, and environmental stewardship. This is building momentum for designers to create counter-narratives towards sustainability in fashion. However, there is the need to further investigate the roles, methods, and practices design activists enact in fashion activism. With this in mind, a series of hands-on, participatory activities will be facilitated, engaging the workshop participants in mapping out the design activism landscape and explore the role of counter-narratives towards sustainability in fashion. The session is designed to be light-touch, yet highly thought-provoking, contributing to furthering knowledge and practice in the emergent field of fashion activism, aimed at making a positive impact in the world.

Workshops will take place in Room 511, on both days of the conference.
ACTIVITIES IN THE WEST SPACE ARE PROGRAMMED BY CENTRE FOR SUSTAINABLE FASHION AND INCLUDE:

**Design Your Own Economy: A Post-Capitalist Kitset / Interactive Digital Installation**

**MONICA BUCHAN-NG**

Tired of oppressive fashion systems? Disillusioned by destructive industries? Anxious about the future? Design Your Own Economy may be right for you.

This easy, step-by-step kitset unpacks the complexities of the ‘economy’ our society operates within – the systems by which humanity produces, distributes, and satisfies the requirements of human life. Users can create their own alternative, tailored to fit a personal fashion arcadia.

**Towards a new framework for fashion / Discussion, Wednesday 31st October 2:45 - 4:20pm**

**KATE FLETCHER AND LYNDA GROSE**

Action needs to be taken to reduce demand for materials and cope with future environmental threats. In fashion, as in other sectors, such measures are challenging and uncomfortable for both the wearers of clothes and the billion-dollar industry that creates them.

Join us for an afternoon dedicated to difficult conversations about the rules and goals of the fashion sector and exciting visions for fashion based on fundamentally rethinking the whole system. These include those which probe more deeply into the root causes of the problems we face, and with imagination, not fantasy, engage with the disruptive, complicated reality of the changing world.

**... And in the Fashion Space Gallery**

**Comme des Marxists exhibition**

**Comme des Marxists**, presented in the UK for the first time, continues Austrian-American artist Rainer Ganahl’s long-term investigations into the relationships between daily life, culture, economic systems and political structures.

The exhibition forms part of the year-long celebration of the Centre for Sustainable Fashion’s 10-year anniversary. Together with Fashion Space Gallery, CSF invited Ganahl to challenge our understanding of the fashion system, using his playful, humorous, yet thought-provoking approach.

The exhibition curator, CAMILLA PALESTRA, will be in the Fashion Space Gallery on Thursday 1st November between 12noon-1pm to provide insight and respond to any questions.

**CHROME YELLOW BOOKS** will be in attendance for both days, selling books related to the conference themes.