

Green Fashion Design under the Concept of DIY

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Abstract: This paper analyzes the features of the application under the concept of DIY fashion design by the way of listing. The authors put forward the designer's mission and the connotation of the application under the concept of DIY fashion design. The versatility of design thinking, do it yourself, the reuse of clothing and a multi-wear clothing in order to extend the connotation of green fashion design. The authors suggest to change human's consumer psychology by establishing a healthy lifestyle.

Key words: DIY; Green clothing design; Low-carbon; The features of reuse; Sustainable development

1 Introduction

DIY is the abbreviation of 'Do It Yourself.' Currently, DIY concept have been widely promoted and applied in many domains, involving various levels, including self-catering, DIY toys, housing repair, car maintenance and production of fashion clothing consumption, beauty salon, personal blog and so on.

The Green Design is an international design tidal current which the 20th century 80 end appeared. It had displayed people's environment and ecological damage reflection which caused by regarding the modern science and technology culture, simultaneously had also manifested designers' morals and the social sense of responsibility.

With the steady development of the country and society, an increasingly abundant material condition of people, great changes have swept consumption concept day by day. The public pay more attention to the environment, the resources questions then before. Specially the resources question, has involved the human world limited resources reasonable use, moreover, is also the main root of the environment question. The Green Design is precisely arises at the historic moment under such environment background, however, many people on the concept of green design is not very clear; DIY Design idea still belonged to the development phase in domestic, particularly in the context of clothing are few and far between. Therefore, the author thought: The versatility design thinking hand-on production in DIY make clothing to be reused and multi-wear, extending the meaning of green clothing design in some degree. These are very worthy to be studying and thinking.

With the progress of social development, the environmental protection enterprise's development has received more and more attention. In China, 'Clothing Annual Ring' concept was proposed at 'low-carbon clothing' seminar in 2009, which advocated a new philosophy of environmental protection on the dress. The proposed concept demonstrates that two trends of the clothing development:

Trend 1: The concept 'Clothing Annual Ring' is based on understanding about the 'Tree Ring', putting forward that the index of clothing measures the service life, total carbon emission and average carbon emission of clothes. The concept 'low-carbon attire' means pursuing the lower carbon emission, one clothes multiplex use and increasing the utilization of each clothes in the complete clothing process.

Tendency 2: It demonstrates new profit pattern of apparel industry in the future. Such as value-added service: Training customers how to mix, including a variety of clothing worn; How to make a stylish effect with old clothes and new clothes; 'Old clothes DIY' means to help customers to recycle old clothes, organize customers to make clothing by

themselves.

'Clothes Annual Ring' concept states that not only has demonstrated the development of DIY idea in domestic, also has manifested the high attention in attire industry about 'Green Clothes Design.'

2 An Example

The statistic has been issued by British Environment Special Committee shows that the rate of textile waste from 7% to 30% will surge from 2009 in the next 5 years. Green fashion design under the concept of DIY bases on the environmental protection. It advocates to transform old clothing and use again with the design tools to reduce design trash and the environment pollution, to promote the natural beauty of form and master processing and production methods with simple and easy way.

Here, The abbreviations of DIY can stretch from the original meaning 'Do It Yourself' to 'Design It Yourself'. As illustrated in Figure 1, Tavi, an American girl, showed her DIY fashions through the blog. From 2008, Tavi have been updating her fashion blog 'Style Rookie'. She have changed the old clothes by herself and modeled from the style of International top-level Fashion Show.



Figure 1 - Tavi's Clothes DIY

3 Methodology

Green fashion design under the concept of DIY is covering environmental protection, the handwork, the nature gentle design shape. It pursues the highest clothing utilization ratio by the lowest carbon emission. So, I think it bear with the following categories:

3.1 Method one: old clothes green remanufacture

DIY is the transformation of old clothes as the original material, through the dismantling reconstitution of clothing to create a new style. Old clothes, old accessories have become individual materials of consumer to create modern personality, and these also have environmental protection characteristic. Next we will talk about it from the domestic and the abroad two aspects.

Reconstruction of old clothes in China is very common in life. For example the clothes which was weared by parents can be changed to the baby coat, such as sweater and so on. But these clothes are made by only considering the functional way, which far from their own design and aesthetics, let alone the fun in the process of participation.

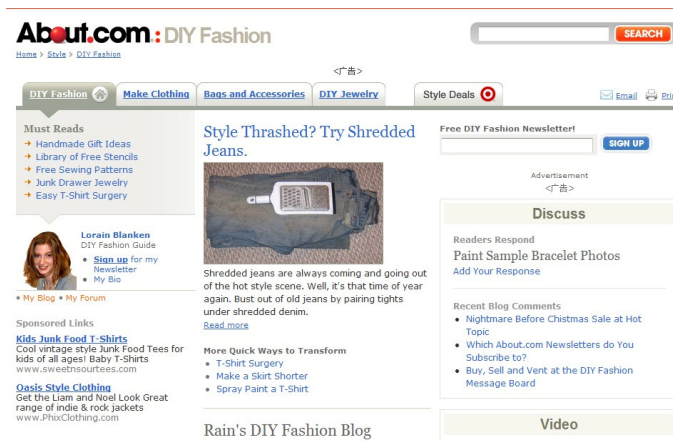


Figure 2 - Professional Website

There are specialized websites that offer clothes conversion methods, but most of them lack of professional designers to guide. There are currently more than 90% of the clothing stores are equipped with ‘Alteration’ (costume changes), which in many large department stores and special stores set up the ‘Edit Part’ that more work are simple changes, to short trouser legs, rolled edge and so on. It did not provide personal changes, not provide consumers to participate the revision of services with their own hands. In addition, the materials, tools which are needed in the process of restructuring may surpass the cost of clothing itself. Currently, the application of this idea of fashion design is not yet mature in China.

As illustrated in Figure 2. This kind of fashion design and its application development are more perfect in overseas, which that impart primarily to the public restructuring skills through the Internet, books. It not only includes apparel, but also provides a range of DIY materials and skills about packages, sunglasses and other related accessories manual conversion method, tools, etc.

3.2 Method two: a multi-wear clothing

Old clothes reform is a specific expression form of the deconstruction fashion design, which provides the unique thoughtful angle for the dress designing. This innovative design thought to make clothing functionality have been further developed. Old clothes reform has developed from changing original size to the trend that achieving a multi-wear clothing and clothing combination through deconstruction, re-structure way.

Here, ‘a Multi-Wear Clothing’, not merely means old clothes for re-processing and reuse, yet it covers finished garments with more functions, more kinds of worn. With the fast pace of life and work, for the need of communication and etiquette, a part of the consumers' clothing need to change at different times at different stages in a day. As illustrated in Figure 3, the popularity of transfiguration day and night dress meets the need of white-collar ladies' work during the day and night at the reception.



Figure 3 - Day and Night Dress

Consumers could use the structural design such as mix and match, disassembly, assembly methods that these are no harm to the environment to achieve a variety of wearing apparel. For examples, the brand of Me City 09 year's a down garment, which the sleeves can be removed into a down vest; Giordano 05 year's a fall garment, is connected two isometric pieces of rectangular knitted fabric by Binate button form. Consumers can change it into the shawl, the dress, the skirt, the jacket and a few other models by their own needs and different occasions. So, fashion design like these, which take into the aesthetic interest and the actual function.

3.3 Method three: surplus room for the design

Keeping-odd design of DIY idea, which that uses the design method to leave behind certain free design and the transformation modelling space to the consumer. And this, not only satisfied the wish of the consumer to participate in the design, but also brought design's effect into fully play.

The female windproof coat in recent years, which the design of waist, collar band always do not stitch fixedly, but uses the string, the zipper or the button let the consumer freely reconstitute and change modeling. Muji's raincoat, in the hem and cuffs part, has the dotted line to cut the required length by the consumer of their own; 'A-POC', is conceptual brand of Issey Miyake, that is 'A Piece of Cloth'. 'A-POC' series is the model of keeping-odd design under DIY green fashion design idea: it uses natural elastic knitted materials to advanced computer gauge, reuses industrial weaving machine to weave one piece tubular circular single-product; The edge is not off-line design. There are not clear difference between upper outer garment and pants, and the dotted line is on top of painting. When after home, consumers could make a new dress that they wanted according to dotted line cut by themselves. Consumers can participate in the process of a garment made. In the course of such participation, Consumers could rely on their own preferences that lead the high round neck into U or V-Neck collar, or cut into a super-mini skirts. That's truly with the fashion design method to realize 'Zero Waste.'

3.4 Method four: environmental materials apparel

In the fashion design, the environmental protection material's utilization initiates largely Green Design. Environmental Materials Apparel is one concrete form of Green fashion under the concept of DIY, which also is the reflection of 'Low-Carbon' life style at the moment. It mainly has the following two characteristics:

Firstly, the clothing has many kinds of functionality design features, which the fabric is environmental protection material. Consumers could disconnect and assemble clothing through DIY methods to enable the functionality to obtain the biggest utilization. Of course, the usual cost is very high, because that the whole process (from the material to the manufacture, the packing, the transportation, the use, the recycling, the degeneration) is asked to reduce as far as possible harm to the environment. Therefore, it is no doubt that the high cost's design manufacture requests the corresponding to the functional diversification, the usable characteristics. For an example: The multipurpose design of 'tent clothes' in out-of doors sport.

Secondly, Conceptive Clothing, which is green environmental protection clothing with the distinct DIY characteristics. Although insufficient utilization, it actually has manifested the designer and the populace using environmental protection materials, by the handwork, to participate in and support environmental protection enterprise. As illustrated in Figure 4, Havana, the capital of Cuba, at the anniversary of celebrating to construct the city 488th, some artists take the fashion exhibition of characteristic environmental protection, which the clothing is made by recycled paper.



Figure 4 - The Clothing Made by Recycled Paper

4 Results: Designers' Duty

4.1 Designs and economic value factors research

Consumer behavior's transformation stems from the life change and diversification of people. DIY fashion design is born in the process which transforms in the life style. In the environmental protection foundation, old clothes's recycling and the transformation design cause the consumer to taste fully the pleasure of participating in the design. But a situation also should not be neglected that, when manual transformation old clothes' time-consuming and economic cost are much more than a new batch of clothes.

Therefore, the economic value of DIY old clothes transformation is an important research factor. On the one hand, it requests the designer to study at utilizing and simple design methods to reduce the DIY old clothes transformation cost, that enables to obtain the widespread application. It meets the 'low-carbon' lifestyle. On the other hand, choosing remanufacture and redesign value old clothes also is very important. A dozen yuan T shirt, which DIY remanufactured value cost is excessively high, it could not find a good balance point between the design and the economic value.

4.2 Design connotation research

Connotation research could be considered from two following aspects: On the one hand, it is the rich and the innovation application of design techniques. The vanguard innovation and the rationality of 'Borrowing' and 'Deconstruction' are leading the DIY design correct direction, which makes 'DIY' as a post-modern design is not as simple as it looks. The creativity design needs the theory as the guidance and the support. The DIY idea's culture foundation and the specialized knowledge are relatively shallow. So, Green fashion design under the concept of DIY, not only needs the green design theory to make the support, but also needs to the technique of DIY itself to make the full research and rich.

On the other hand, the design aims to be better service in life. The clothing practitioners should know their social responsibilities that not only need to guide expense desire correctly through the dress designing, but also make a deeply reach that the relation between Green fashion design under the concept of DIY and 'the low-carbon' life style.

5 Conclusion

This kind of design idea enables the cloth to realize the features of reuse and a multi-wear clothing and increase each clothing's utilization ratio; The design method enables the clothing to have the personalization, the interesting, the environment-protective characteristic, that conforms to society's trend of development. The green environmental protection's idea and the experience of the personalization participate in the design have left

behind the general development opportunities to Green fashion design under the concept of DIY.

The application and the economical value of design have decided its development life cycle to a certain extent. Therefore, on the one hand the economic value, the design theory and the connotation of Green fashion design under the concept of DIY are leave us to be worth further discussing research; On the other hand, as clothing specialized practitioners, we should maintain the sensitivity to fashion design and social sense of responsibility, pondering and feeling life, that make design to annotate life and serve in the life.

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