

Title	Volume 2.0: Centre for Sustainable Fashion: Fashioning the Future
Type	Report
URL	https://ualresearchonline.arts.ac.uk/id/eprint/2749/
Date	2008
Citation	Williams, Dilys (2008) Volume 2.0: Centre for Sustainable Fashion: Fashioning the Future. Other. London College of Fashion, London, UK. (Unpublished)
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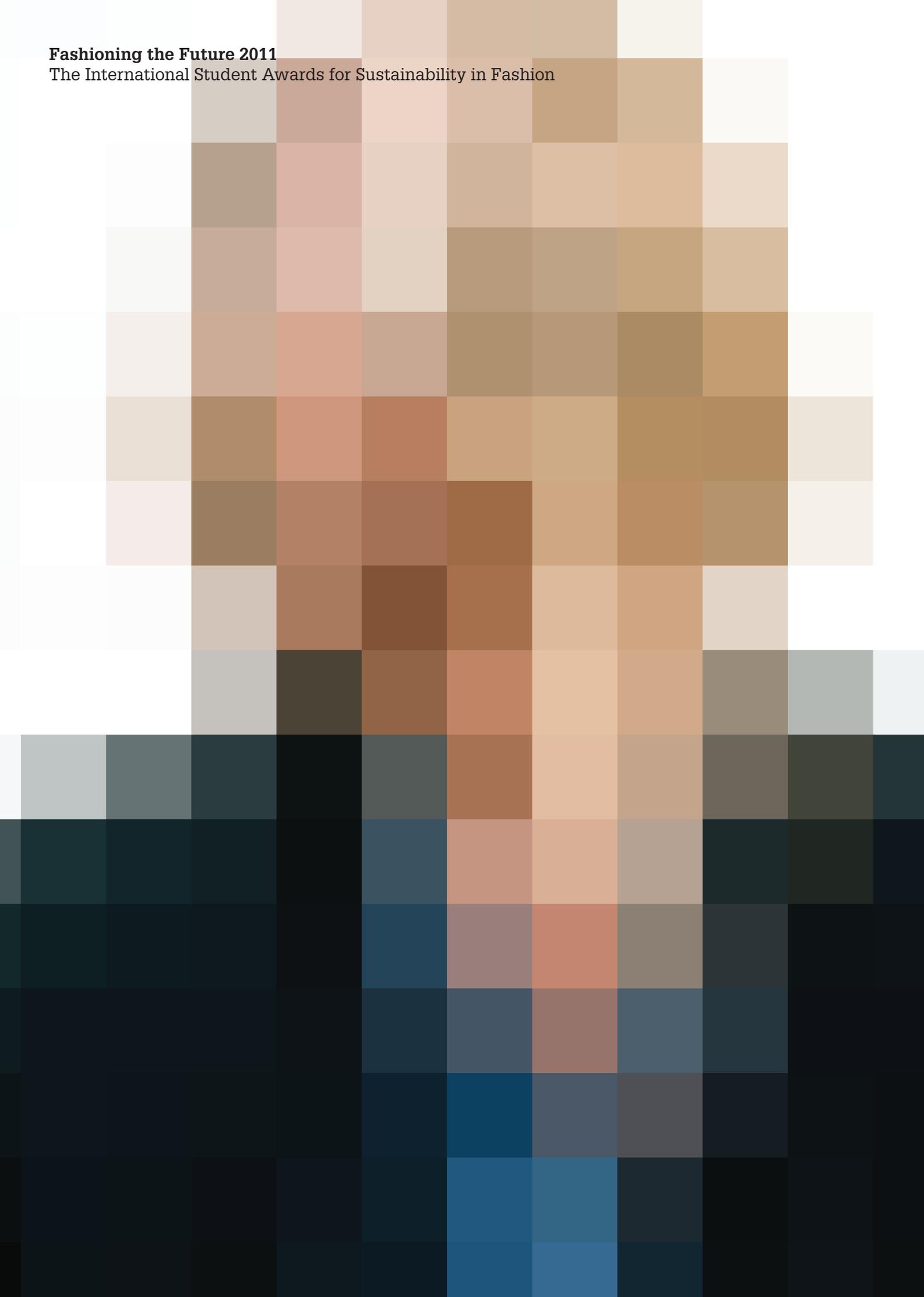
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Fashioning the Future 2011

The International Student Awards for Sustainability in Fashion



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Fashion's Campaign for Unique

'We are at a time when everything will be reconsidered. In fact this is one of the most exciting times in design. No longer are we limited to just designing in one area, as we will now start to see, the power of ideas will come from the convergence of skills and knowledge. There is so much to take on board that will ultimately affect the way we all think, process and create. But great design can flourish in these complex times. The Centre for Sustainable Fashion will be at the forefront of this movement.'

Zowie Broach & Brian Kirkby, BOUDICCA
(Leathersellers' Designers in Residence at London College of Fashion)

Fashioning the Future 2011 seeks the unique. We are calling for talent that is radically distinctive in its exploration and expression of the complex dimensions of design for future living. Imagination and ideas are often stifled by our current society mechanisms that favour homogeneity and reward ill-considered mass production.

What kind of world are you designing for?

What is your motivation as a designer?

What is your unique contribution to our collective futures?

We are looking for new ways of doing things, grounded in new thinking, and we reward informed experimental applications that offer possibility for the prosperity of all.

'Humans are unique, as a species, in their capacity to innovate. They are able to combine natural phenomena and past innovations to make a fresh round of innovations.'

Big Potatoes: The London Manifesto for Innovation - Norman Lewis, Nico MacDonald, Alan Patrick, Martyn Perks, Mitchell Sava and James Woudhuysen January 2010.



Centre for
Sustainable Fashion
London College
of Fashion

University of the
Arts London
London College
of Fashion

We show and understand that we are unique by looking at others – it is through interaction, reaction and agitation that we offer and identify ourselves as unique in the world. If we simply follow the current systems and accepted norms, we will not innovate towards the future that we all desire – one filled with opportunity and vitality.

Unique celebrates identity, difference and personality. It embraces radicalism but acts always with understanding towards people and culture. It is mindful of the heartbeat of the ecosystem with all of its inhabitants, and the connection between our actions and their effect.

Fashioning the Future 2011 invites students and recent graduates to provoke and nurture unique responses to our collective desire for a thriving world. These awards are a showcase for international multi-disciplinary initiatives that advance fashion and 'move it on.' There is no limit to human ingenuity and creative thought. By engaging the participation of students and graduates from across the world from a variety of disciplines relating to the design, development and communication of fashion, we increase the possibilities of finding innovation that can benefit us all.

Unique in fashion stands for:

- Creation of new knowledge
- Supporting biodiversity through design choices
- People centred fashion
- Sharing insights to support individual ideas
- Community and connection
- Curiosity
- Good design incorporating relevance, originality, purpose and beauty

Unique in fashion actively avoids:

- Homogeneity
- Aesthetics with no purpose
- Well meaning without aesthetics
- Business as usual
- Being inhibited by the enormity of our task
- Criticism of past and others
- Hierarchies, but seeks good leaders

Competition Information

Who can apply?

Fashioning the Future is an awards programme open to all current students and recent graduates who completed a course in 2008, 2009, or 2010. You must be enrolled on or have graduated from an FdA, BA and/or postgraduate course in a fashion related subject from any university or college worldwide. Students from all fashion courses are eligible to take part, e.g. design, promotion, management, photography, styling, retail, buying etc.

How do I get involved?

Students and tutors must register their interest online at www.sustainable-fashion.com. This will be live from 1 October 2010. Registered students and tutors will have secure access to a wealth of dedicated online resources which will inspire and inform, offering opportunities for communication and collaboration.

What are the submission dates?

For Round 1 of submission you will be required to submit your work online by 15 June 2011. If shortlisted, you will be invited to submit for Round 2 of judging. This will involve sending 3D work where applicable. If you are successful and need to submit for Round 2, you will be notified during July 2011.

When will the winners be announced?

The finalists and winners will be announced in September 2011, alongside a showcase of their work.

What are the awards?

Outstanding work will be recognised across the disciplines of fashion with a number of awards. Details of these awards will be announced at the official launch of Fashioning the Future in September 2010. To see details of previous winners, visit www.sustainable-fashion.com

Who are the judges?

Work will be judged by a panel of respected and inspiring industry professionals. Previous judges of Fashioning the Future have included Harold Tillman (CEO of Jaeger, Chairman of the British Fashion Council), Caryn Franklin (fashion broadcaster and commentator), Mark Sumner (Marks & Spencer supply chain expert), Solitaire Townsend (Futerra Communications), and Lucy Siegle (BBC & The Observer journalist and broadcaster).

I am a tutor. What should I do next?

This brief is available for you to use in a number of different ways. You may want to consider:

1. Using this brief to develop a project for a specific course or curriculum based project with a group of students
2. Selecting an individual or group of students to develop work responding to this brief
3. Disseminating this brief to all your students and recent graduates and encouraging them to apply
4. Sharing this brief with your fellow tutors and developing interdisciplinary responses to the brief

I am a student. What should I do next?

This brief is available for you to use in a number of different ways. You may want to consider:

1. Using this brief to develop a project of your own, with others in your course or college, or set up your own collective of interested students. This may be initiated by yourselves or in conjunction with your tutors/ university
2. Talking to your tutors to support the project within the curriculum or as an extra curricula activity.
3. Talking to your Student Union to see if they would like to organise a submission from a group of students from across different courses

However you decide to proceed, please make sure you and your students register your interest online at www.sustainable-fashion.com from 1 October 2010 where you will have access to resources and ideas to stimulate your work

I still have questions!

Please feel free to get in touch with us to discuss any questions you still have. Details are below.

Fashioning the Future is designed and coordinated by the Centre for Sustainable Fashion at London College of Fashion.

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Centre for Sustainable Fashion, based at the London College of Fashion, were special advisors to the Fashioned from Nature team. Not only did they recommend sustainable brands and materials, but they developed two installations for the exhibition. Fashion Now reveals the normally-unseen, five stage lifecycle of everyday items most people have in their wardrobes, namely trainers, jeans, a t-shirt, a bag and a dress. We are MA Students on the London College of Fashion's Fashion Futures, a course that looks at the critical issues of our time through the lens of fashion. We were given a brief by Centre for Sustainable Fashion to create a video installation that unpacks the ecological and social implications of a white t-shirt from a hyper fast-fashion retailer. Sustainability is becoming a prerequisite to the future of the fashion industry. A sustainable vision of the fashion industry relies on fibre, material and product-based innovations. Sustainable fibres not only contribute to solving the environmental burden, but also are becoming a new trend in the fashion market. Moreover, the focus of the fashion industry today is moving beyond the design aspects of products into functional and therapeutic features. While the term "sustainable fibre" still accentuates organic cotton or recycled polyester, most other innovations addressing sustainability toge Fashioning the Future, a competition that aims to challenge the fashion industry's wasteful attitude - particularly towards water - is held by the Centre for Sustainable Fashion at the London College of Fashion. The awards are being held on Wednesday 25 November. Here is a selection of the entries explained by their designers. Wed 25 Nov 2009 02.00 EST First published on Wed 25 Nov 2009 02.00 EST. On Ying. , (China) Knowing the amount of fabric wastage is approximately 15% of a design's material usage, I aimed to create a zero waste capsule collection. The unpredictable quality of pattern