

4w2: Circular fashion

April 11th 15.45u

[Michiel Scheffer](#) WUR/AFSG (replacement)

In thinking about circular fashion most attention is devoted to the acquisition of clothing, but much less so to the wearing, storage, maintenance and disposal of clothing. The attention towards the acquisition of clothing tends to focus on a single item, without looking at possible coherence in a wardrobe as whole. Publicity, influencers, fashion shows all focus on influencing the buying decision. Even fashion museums focus on single items, quite in contrast to ethnologic musea that try to understand the dress code and the wardrobe. However one wonders whether the utilisation of clothing has an effect on buying decisions. Hence understanding wearing and washing might be of interest to understand how to reduce the environmental impact of the clothing industry. The key might be in creating an affective bond between a person and an item, so as to quote Gandhi “one wears with love something made with love”. It is thus important what forges affective bonds between person and goods: in terms of technologies used and in immaterial values. Also of relevance is whether that bond is created through an investment, or can also be created by other types of transactions, like renting or leasing, swapping or borrowing clothing. The act of maintenance: storing, washing and repairing is possibly also of relevance. The workshop aims to explore with practitioners in textile design, fashion design, retailers, actors in the sharing, swapping and renting of clothing and actors in textile care and services strategies of consumers and strategies to interact and intervene in consumer choices.