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Reuse of Waste Clothes with Eco Print Method

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Abstract

After the production processes of the apparel and fashion industry, which is one of the global industries, and the consumption of customers, a significant amount of waste occurs and causes environmental pollution. Considering the parameters such as rapidly changing fashion, mass production, and water consumption in washing, it is seen that the waste problem in these sectors is quite high. These vital waste problems have led brands, producers and consumers to increase their awareness and to carry out many studies within the framework of the concept of sustainability.

In this study, first of all, evaluations were made on the sustainability studies of the apparel and fashion industry. Within the scope of the principle of reuse, which is one of the basic rules of the sustainability concept, the ecoprint method, which is an environmentally friendly approach, is explained for the reuse of waste clothes after consumer use. With the ecoprint method, completely different, original and unreproducible patterns were applied to the clothes that became waste after consumer use, such as faded or stained clothing. Thus, it has been possible for the apparel and fashion industry to transform and reuse waste clothes into unique and original products with an environmentally friendly approach. It is thought that this study will shed light on future studies within the scope of the concept of sustainability in the apparel and fashion industry, and will especially guide the designers in the field of reuse.

Keywords: fashion, sustainability, ecoprint, consumer waste, reuse.