

# FASHION DESIGN CIRCULARITY

ERMINIA D'ITRIA

*Reimagining  
development  
models to tra  
the system*



Mandragora

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ERMINIA D'ITRIA

*Reimagining development models to transform the system*

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## **FASHION IN PROCESS**

The series offers a contemporary reading of the fashion system focusing in particular on creative and design processes that characterize this sector. The series aims to collect the results of studies and critical readings which take distance from the traditional identification of creative processes as mere stylistic activities, and instead contextualize them within complex systems and organizations and describe their nature through a multidisciplinary approach.

**FASHION IN PROCESS** includes original scientific monographs within its scientific focus, preferring authorial works to edited ones.

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# SUMMARY

## INTRODUCTION

### PART 1: FASHION THROUGH THE SUSTAINABLE REVOLUTION

1. Fashion's crossroads: navigating the challenges of unsustainability
2. Speaking the same language
3. Crafting a circular revolution in the fashion industry

### PART 2: GUIDING THE TRANSFORMATION OF FASHION THROUGH THE DESIGN PRINCIPLES OF CIRCULAR PRACTICES

4. The power of fashion design: a catalyst for circular transformation
5. Transforming material sourcing with sustainable, resource-based manufacturing strategies
6. Rethinking design & manufacturing with perpetual strategies
7. The future is circular; let's start building it!
8. Author's notes and thanks

## BIBLIOGRAPHY

The idea that circular fashion revolves solely around materials and technology is refuted, as it also involves shifts in behavior and attitude. The fashion industry is undergoing a significant transformation from being market-driven to adopting a purpose-driven production model spurred by consumers' demand for sustainability. The CE that Stahel championed in his paper, "The Product-Life Factor" (1972), is emerging as a leading solution to industry challenges. While SMEs play a crucial role in this transition, they face challenges in integrating circular practices fully. There is a clear need for fashion companies to embrace comprehensive approaches to circularity by emphasizing holistic development strategies.

This book's goal is to define FDC by highlighting the designer's pivotal role throughout the design process, from research methods and product system comprehension to contextual interpretation and envisioning use scenarios. It advocates for reshaping roles, processes, and materials and fostering innovation in the fashion industry while driving a transition from linear to circular systems. This work underscores the significance of a collaborative and comprehensive approach, and highlights design's pivotal role in steering the fashion industry toward sustainability. It showcases the way that purpose-driven and design-centric strategies are transforming the fashion landscape, and illustrates such approaches' profound effect as the industry evolves toward circularity.

## **BIO**

Erminia D'Itria, PhD in Design, Assistant Professor at the Design Department of Politecnico di Milano. She is Faculty Member of the School of Design, Politecnico di Milano, where she teaches in the Fashion Design Programs (B.Sc and M.Sc).

She is specialized in Fashion Design for Circularity. Her research interests

revolve around a systematic approach to the design, sourcing, use, and disposal of fashion goods. She explores how design can enable circularity through product and process innovation. This is an effort that extends beyond the surface, delves into the root of the problems, and identifies the most effective strategies to promote a circular approach to fashion design.

This book stems from nearly ten years of study, including her doctoral research, international projects and fieldworks within the activities of the Fashion in Process Research Lab at Design Department of Politecnico di Milano ([www.fashioninprocess.com](http://www.fashioninprocess.com)).