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Unisex styling: adding fun to sustainability

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Purpose: This design was created to propose a global unisex style that can be fun, shared among friends or family, and adaptable to wearers differing in gender and in body type. Possibly this style demonstrates a fashionable contribution to reduce and reuse aspects of sustainability.

Strategy: Vezzoli and Manzini (2007) highlighted four levels of sustainable design that we interpreted relative to consumers embracing fast fashion shopping behaviors. The strategy, considered the highest level of sustainable behavior, presents inventing a new lifestyle as a sustainable approach. Here, design is used as a tool to guide consumers into a new pattern of consumption. Unisex styling combined with apparel sizing combining body measurement labeling and a frame size approach contributed to minimizing sizes into a SMLXL format that fit more wearers and allowed trading clothing between men and women and extended wearing. Styling of garments also blends well into any wardrobe and thus supports extended use per item. This lifestyle approach to sustainability demonstrates that sustainable behavior is indeed related to one's lifestyle preferences.

Process, Techniques, Materials: The plaid hoodie was draped on a male dressform and then fitted to both a male and a female models to assure adaptability in body type, some range in size and in height. The dolman sleeve boxy silhouette provides adjustability to male and female wearers and allows the hoodie to fit over the insulating velour sweater layer underneath. The 100% cotton challis fabric lined in 100% cotton sateen is a lightweight insulator that can be worn over a t-shirt or layered with the velour mandarin collar sweater shown as inner layer. Having a separating zipper, snaps in hood and adjustable hem ties all contribute to unisex styling. The draped velour knit sweater also features an adjustable waistline tie and separating zipper so transformable in styling, fit, and ventilation. The 100% cotton chino pant was drape-fit from a unisex flat pattern sloper developed in recent research. They feature a lowered waistline, front and back pockets, waistband with back elastic, and rolled hems that each contribute to adapting to wearer proportions and preferences.

Completion: January 25, 2013 for models approximating Bust 37 " Waist 28" Hip 37 "

Reference: Vezzoli, C. A., & Manzini, E. (2008). *Design for environmental sustainability*. Springer.