STUDENT RSA DESIGN AWARDS

Think Differently About Design
Teardown icebreaker: 20 mins

Find your table
Introduce yourselves and take apart garment

Focus on your garment (10 mins)
Create a short persona describing an imaginary user of the garment

Share (1 minute each table)
Introduce your garment and your imagined user
Welcome!

Designing fashion for a circular economy
Welcome!

Introductions
Objectives

**Circular economy**
Understand what it is and how it can be applied to fashion

**Better questions**
Generate new questions and avenues to explore

**Sharing knowledge**
Learn from one another and share insights
Agenda

**Morning**
- Exploring the current fashion system
- Design for a circular economy

---

**Lunch break**
- 12:30-13:15

---

**Afternoon**
- Re-design and sharing
- Finish 15:15
Principles

Feel at home
Take breaks if you need them, get some tea & coffee refills

Be Present
Don't use your phone in the room

Ask Questions
Ask questions throughout the day, or add them to the 'parking lot'

Be respectful
Listen & respect all different perspectives & experiences & value other's opinions

Participate
Be prepared to get stuck-in and get involved in all the activities we have planned for today

Have fun! - While we are discussing a lot of important topics today, it's also good to have fun while you learn & explore new issues
Welcome!

Housekeeping and photography
STUDENT RSA DESIGN AWARDS

Think Differently About Design
RSA
The Royal Society for the encouragement of Arts Manufactures & Commerce

Founded 1754
Charles Eames:

“What are the boundaries of design?”

“What are the boundaries of problems?”
In a nutshell

The RSA Student Design Awards (SDAs)

Challenging emerging designers to tackle complex social and environmental issues through design thinking.
Legacy

STUDENT RSA DESIGN AWARDS
Since 1924
2019/20 briefs

01 AI 100
02 Cultivating Community
03 Make Fashion Circular
04 Healthy Routes
05 Branching Out

06 A Platform for Joy
07 Just About Managing
08 Dignity in Displacement
09 Moving Pictures
Briefs 1-8
Submission Criteria

Social and Environmental Impact
Rigorous Research and Compelling Insights
Systems Thinking
Viability
Creativity and Innovation
Make Fashion Circular

How might we use circular design principles to innovate the way we produce, use and access everyday clothing items?

Award:
PPL Dream Fund Award of £2,000
Moving Pictures

Conceive and produce an animation to clarify and illuminate the audio content Category 1: ‘Fashioning a Circular Future’ audio by Lily Cole

Awards:
PPL Dream Fund Award of £1,000
RSA Staff Choice Award in memory of Carol Jackson of £500
MAKE FASHION CIRCULAR
OUR MISSION IS TO ACCELERATE THE TRANSITION TO A CIRCULAR ECONOMY
THE LINEAR ECONOMY IS RIPE FOR DISRUPTION
A CIRCULAR ECONOMY IS BASED ON THREE PRINCIPLES

Design out waste & pollution

Keep products & materials in use

Regenerate natural systems
WHY FASHION?
>97% virgin feedstock
PLASTIC (63%)
COTTON (26%)
OTHER (11%)

53 million tonnes
ANNUAL FIBRE PRODUCTION FOR CLOTHING

USE

73% landfilled or incinerated

12% losses in production

0.5 million tonnes microfibre leakage

12% cascaded recycling

<1% closed-loop recycling

2% losses during collection and processing

2% recycled feedstock from other industries
FOR FASHION TO THRIVE IN THE FUTURE, WE MUST DESIGN A CIRCULAR ECONOMY FOR CLOTHES
HOW CAN WE DO THAT?
IN A CIRCULAR ECONOMY FOR FASHION,

clothes are used more, made to be made again, from safe and renewable materials.
CAN YOU IMAGINE A WORLD WHERE CLOTHES ARE USED MORE?
CAN YOU IMAGINE HAVING A WARDROBE IN THE CLOUD?
Y Closet

For Days

StyleLend

H&M to launch clothing rental service at Sergels Torg Store

H&M

For Days

StyleLend

THIS IS NOT A T-SHIRT
This is a lifetime membership to a better way of living

Join the waitlist
CAN YOU IMAGINE A WORLD WHERE CLOTHES ARE MADE TO BE REMADE?
ADIDAS – FUTURECRAFT.LOOP – MONOMATERIAL RUNNING SHOES
THE JEANS REDESIGN

Arvind
BESTSELLER
Boyish
C&A
GAP
H&M
HINDMARSH
HNST
IKKAS TEXTILES
Lee
MUD JEANS
OUTERKNOWN
Reformation
SAITEX
TOMMY HILFIGER
WEEKDAY
4 FOCUS AREAS FOR CIRCULAR JEANS

- Durability
- Material Health
- Recyclability
- Traceability
WHAT DOES IT MEAN FOR US DESIGNERS?
Circular design is innovation + creativity.
LET'S MAKE IT HAPPEN
Break

@RSADesignAwards | #RSADesign
Session 2

Map the system
Exploring how fashion currently works
Session 2

Map the system

Thinking about the current, linear system, brainstorm:

• How was your garment produced
• How it might have been used
• What might happen to it at the end of its life
Break

Lunch
Break

Conversation Menu

• What’s your favourite item of clothing? Why?
• How long have you had the garments you’re wearing?
• What would your ideal garment label tell you about your clothes?
Session 3

Design sprint
Redesign using circular principles
Session 3

Design sprint

Group pitches
Session 4

Critical friends
Critical Friends

I like…

I wish…
Reflections & feedback

ow.ly/necQ50xaXP7
STUDENT RSA DESIGN AWARDS

Think Differently About Design