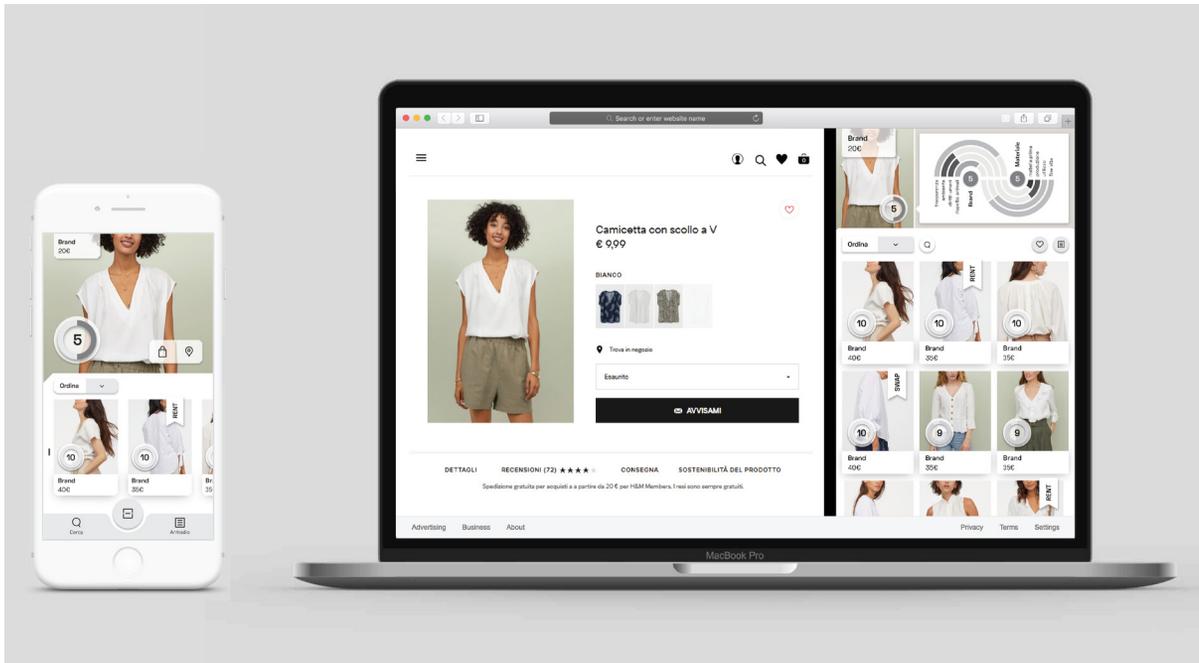


Category: Student Work

Project: WEAR WITH CARE, just right



What was the challenge?

The textiles industry operates in an almost completely linear way: large amounts of non-renewable resources are extracted to produce clothes that are often used for only a short time, after which the materials are mostly sent to landfill or incinerated. This model has numerous negative environmental and societal impacts (especially if we consider that a large part of textile production is made of plastic). Furthermore, with the advent of the Fast-fashion model, production has been moved to third world countries, in order to have access to a cheap and unprotected labor force, leading the fashion industry to rank among the main industries for the risk of modern slavery and among the top five for pollution level. The document "Environmental impact of the textile and clothing industry, What consumers need to know" of the European Parliament indicates three possible "ways" to increase the sustainability of the fashion industry: extending longev-

ity of clothes, targeting consumers, improved collection and recycling.

What was the solution?

I chose to create a smartphone application associated with a browser extension whose main objectives are:

- Turn the moment of buying clothing into a moment of ethical choice;
- Make the user responsible for the care and disposal of items he owns to reduce the environmental impact during use and at the end of life;
- Encourage new ways to enjoy fashion, such as renting and peer exchange.

The app has three main functions:

- in the shop, identify through an image recognition software the item of clothing that the user would like to purchase, showing on the one hand an evaluation of its sustainability (relying on third-party partner databases and broke down into factors that can be easily understood by the user, which

can also decide what to privilege according to one's own value system), on the other hand a series of similar but more sustainable alternatives;

- Encourage the use of rental services and the peer exchange, highlighting among the alternatives the garments that are available for hire and those that the user's contacts have put in the exchange section (swap);
 - Improve the management and awareness of what the user already has, through the virtual wardrobe in which: each garment keeps memorized the instructions of how to take care of it and how and where to dispose of it when it's time to ; the automatic outfit generator creates combinations of clothes favoring those used less, to extend their use; the Swap section allows to loan or exchange the clothes selected by the user with the list of his contacts, while the rental section helps in the management of timings.
- The browser extension (designed

for online purchase) is automatically activated when the user is on the page of a searched product on his browser, showing the evaluation and a series of alternatives, as the app, with the advantage that the user does not have to remember to use it, because it opens automatically.

What was the effect?

The positive impacts of the project are numerous: products that do not normally have a widespread distribution like those of fast-fashion, and maybe are only available on-line, are made accessible and easy to look for; the possibility of comparing alternatives decreases the urgency of purchase, induced (voluntarily) by fast-fashion brands, and therefore the impulse-purchase, encouraging to reflect on each purchase choice; the evaluation system designed to be easy to access but at the same time complete, in-depth and usable by the user according to his needs, enables him to make truly coherent choices with his own values, and being able to rely on information given by third party evaluators bypasses the green washing of companies and the mistrust that follows about what companies say about their products; the Wardrobe section helps to limit over-consumption and the decrease in garment use, as well as the impact of products during and at the end of life, making the user responsible also in the stages following the purchase, thus improving the collection and recycling.

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SINTETICO
rilascio di MICROPLASTICHE durante il lavaggio

35% di microplastiche rilasciate globalmente è dovuto al lavaggio dei tessuti sintetici

lavaggio vestiti sintetici: 50%
 abrasione pneumatici: 28%
 rivestimenti barche: 3,7%
 prodotti per la cura personale: 2%
 pellet plastici: 0,3%

l'equivalente di buttare in acqua 15 borse di plastica, a testa, all'anno.

l'equivalente di buttare in acqua 15 borse di plastica, a testa, all'anno.

COME RIDURRE L'IMPATTO DEI NOSTRI CAPI SINTETICI

#1 Lava a basse temperature
Nella stragrande maggioranza dei casi è sufficiente 30°C. L'acqua in combinazione con il calore indebolisce il filo. La cosiddetta idrolisi si traduce in molta più plastica che finisce nei nostri oceani.

#2 Riduci la velocità di rotazione
Molta frizione si verifica durante la centrifuga. I tessuti sintetici si asciugano rapidamente. Salta la centrifuga o almeno riduci il numero di giri per proteggere i vestiti e l'ambiente.

#3 Separa i tessuti pesanti e leggeri
Le fibre si rompono a causa della forza meccanica nella lavatrice. Tutto il solito lavato con i vestiti porta a una rottura maggiore delle fibre. Evitare oggetti come scarpe e parasolcini e separate capi morbidi e rigidi. Usando palline di lavaggio e nodi di sapone - anche se usate con buone intenzioni - si ottiene

si asciugano comunque molto velocemente. Se devi usare un essiccatore, assicurati di filtrare l'acqua di condensa.

#5 Usa meno detersivo, e ecologico
Il detersivo contiene spesso abrasivi minerali. Questi aumentano l'attrito e un maggiore attrito porta a un maggiore rottura delle fibre. Anche la candeggina e il valore ph influiscono sulla struttura della fibra. Cerca un detersivo con un valore ph neutro senza candeggina.

#6 Usa un filtro e la borsa da lavaggio
Filtra le tue acque reflue: installa un filtro per l'uscita della lavatrice. Usa la borsa di lavaggio: impedisce alle microfibre di entrare negli oceani. Il suo utilizzo provoca una minore rottura delle fibre e prolunga la durata dei tessuti. Quelle fibre che si rompono vengono trattenute.

#7 Lava meno
Arieggia i vestiti e lava via le macchie a mano per evitare inutili lavaggi. Non lasciare che la convenienza danneggi la vita marina e la nostra salute.

#8 Dai nuova vita, e poi ricicla
Gli indumenti in fibre sintetiche continuano a rilasciare microplastiche anche quando sono in discarica. Prima di buttare un tessuto, prova a vedere se puoi dargli nuova vita, scambiandolo o trasformandolo, e se lo devi buttare, portalo in un luogo adatto al suo riciclo.