

AMI 2022

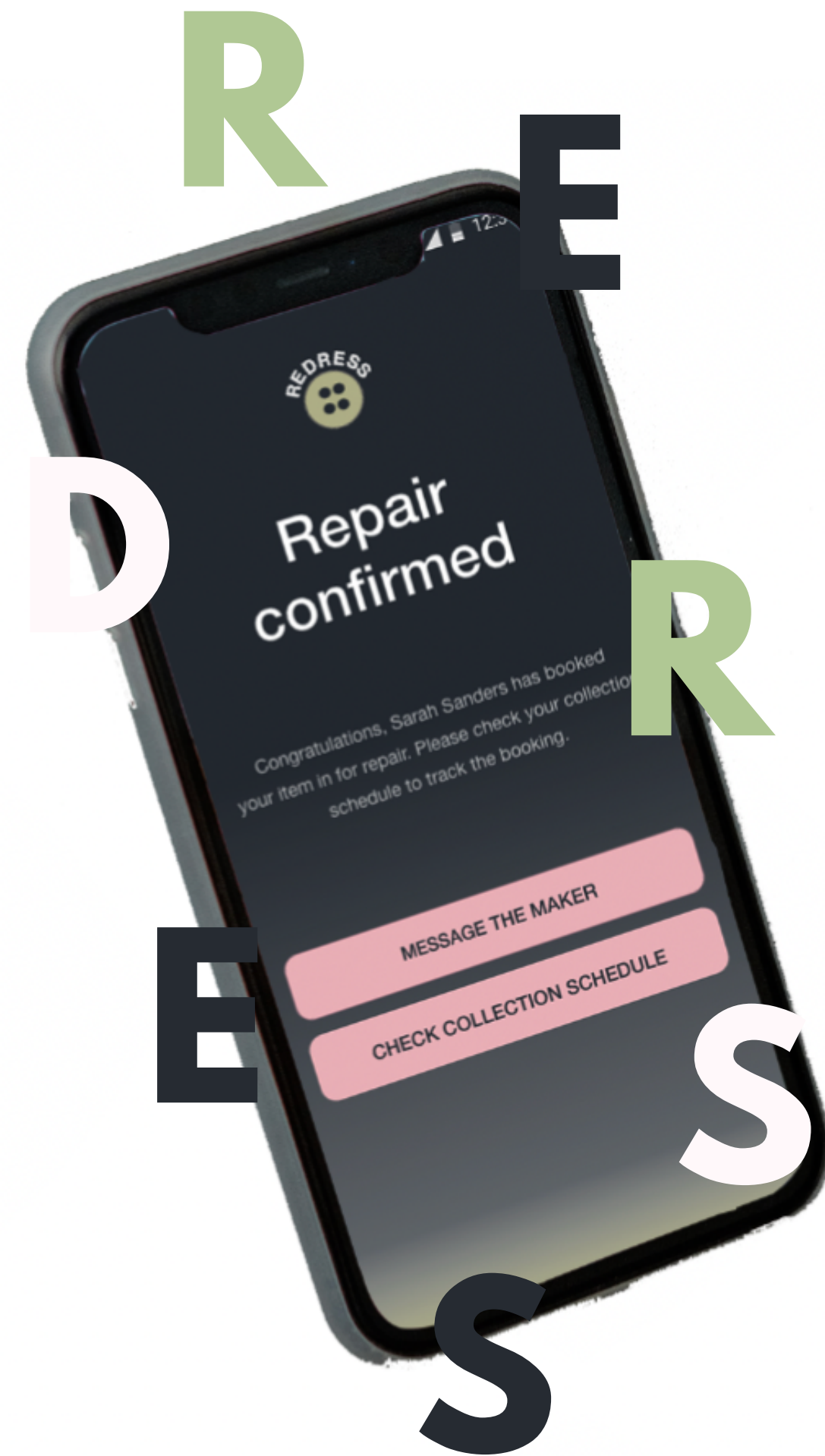
The Redress App: **Deepening the connection with our clothes through localised repair**

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- A recent conceptual response and development of a fashion repair and re-wear mobile application (app) to change digital culture
- The app aims to promote longevity and slow fashion consumption amongst Generation Z consumers
- Connects users to localised repair services as well as participation within an rewear / repair online community

Introduction



Background and Research Aim

- The UK is the fourth largest producer of textile waste in Europe (Fashion waste index, 2022)
- Longevity, **repair** and durability are promising strategies towards sustainable consumption (Fixing Fashion White Paper, UK Parliament, 2019)
- Machine-repair services, drapers and haberdashers are marginalised in town centres (Fletcher and Tham, 2014)

How can the Generation Z deepen their connection with clothes through repair to adhere to a circular economy and limit textile waste?

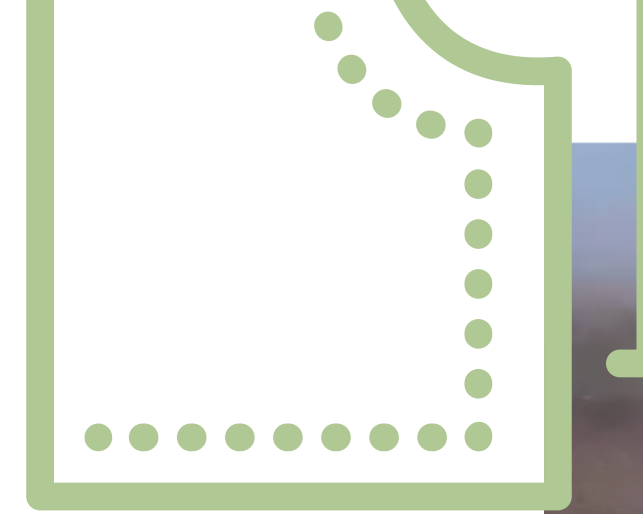


Image: The Independent



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“Almost all goods are made apart from the life of those who use them; we are not responsible for them, our will has had no part in their production, except so far as we form part of the market on which they can be forced for the profit of the capitalist whose money is employed in producing them.” (Morris, 1888, p.148)

The Covid Craft Renaissance

- Crafting surged throughout the pandemic (Gale Smith, 2021)
- The global lockdowns activated a new, tactile and craft-focused youth as the quarantine hobbies evolved into new lifestyles for Generation Z (WGSN, Youth Culture, 2021)
- Lockdowns highlighted that purchasing fashion goods seemed excessive and hedonistic (Tewari, 2021)



Image: The Guardian

CRAFT FOR CARE

Home sewers providing urgent PPE



Image: Insider

SPARKED BY KEY TRENDS

Harry Style's famous JW Anderson cardigan accelerated the sharing of 'reverse-knitting' patterns on TikTok



AN INCREASE IN SALES

John Lewis report an +127% in sales of sewing machines in April 2020

Consumer Shifts

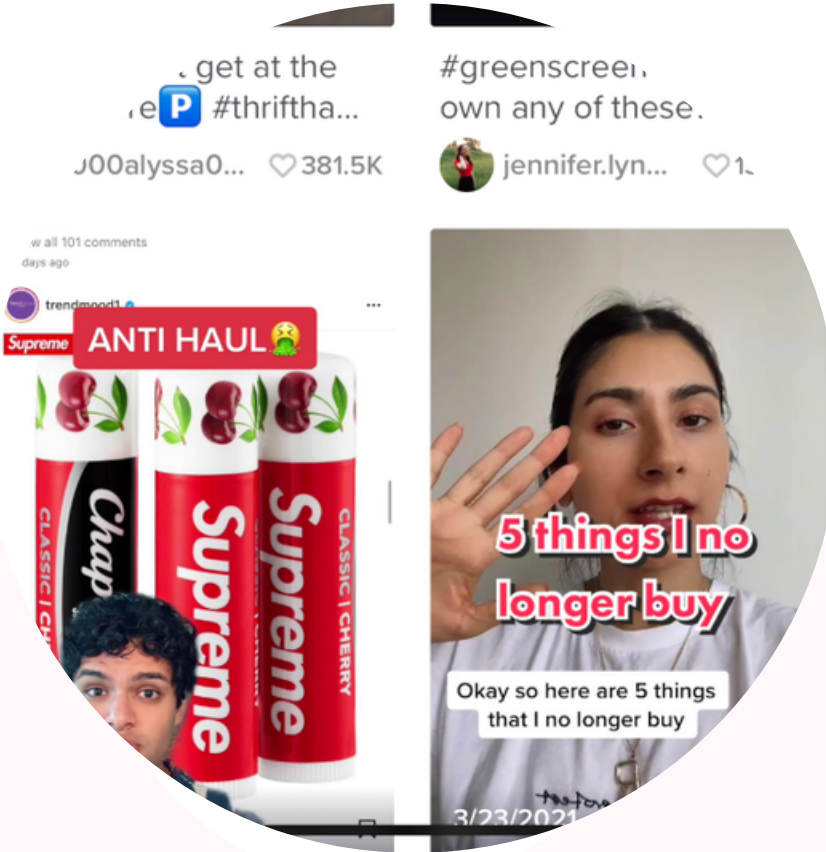
It is predicted that the future of sewing will move beyond gender roles with a newfound appreciation for the craft and an understanding of its concurrence with slow consumption. (WGSN, Youth Culture, 2021)



Image: koto.studio

Conscious Consumers

Consumers are purchasing with greater thought and treating fashion items carefully to extend their lifespan and (Francis and Hoefel, 2018)



#AntiHaul

Hashtag #AntiHaul reaching 21.5m views on TikTok



Image: @alessandraambrosio

#ThanksItsRented

Sustainable influencers promoting rentals and second hand with hashtags such as #ThanksItsRented or #Thriftyed



THE STUDY DESIGN

METHOD

A total of N=127 surveys through online distribution with both Gen Z and Millennial consumers based in London, England and Swansea and Cardiff, Wales during Q3 2021.

ANALYSIS

The data was analysed using cross tabulation analysis (Malhotra et al. 2017) and thematic analysis (Gibbs and Flick, 2018).



FINDING 1 - A SKILLS GAP

Phone Number
123-456-7890

Location
123 Anywhere St., Any City, ST
12345



76% of respondents had made an attempt to repair their damaged clothes.

"I've never tried it, but would like to be able to learn more about how to repair basics"

(Survey Participant, 2021)

"I'm absolutely useless at sewing, so it's a non starter for me unfortunately"

(Survey Participant, 2021)

"I can't sew, so if anything needs repairing, I usually ask my Mother or Grandmother to do it"

(Survey Participant, 2021)



FINDING 2 - VALUE



15% of respondents throw damaged clothes in the general waste bin, whilst 43% take damaged clothes to a clothing bank.

"If it's a sentimental item then definitely, if it's easily replaceable, I won't repair"

(Survey Participant, 2021)

"I would pay to repair more expensive pieces, but for damaged cheap clothes, I would recycle instead"

(Survey Participant, 2021)

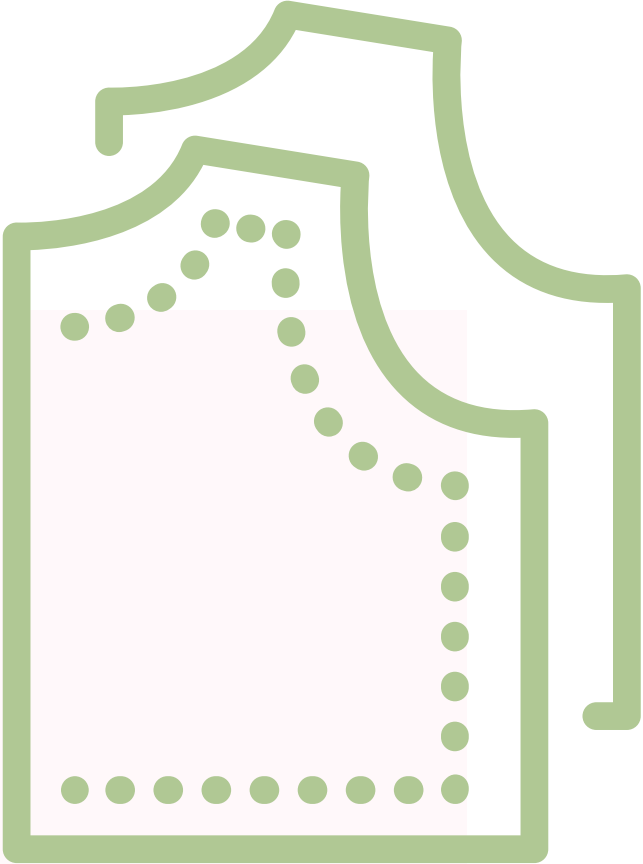
"It depends on the quality of the clothing in the first place"

(Survey Participant, 2021)



FINDING 3 - ACCESSIBILITY

12345



**50% of respondents
do not knowingly
have access to repair
services within their
local area.**

"I don't have the skills to
sew, but I would take
clothes to somebody who
could if I knew how to find
them."

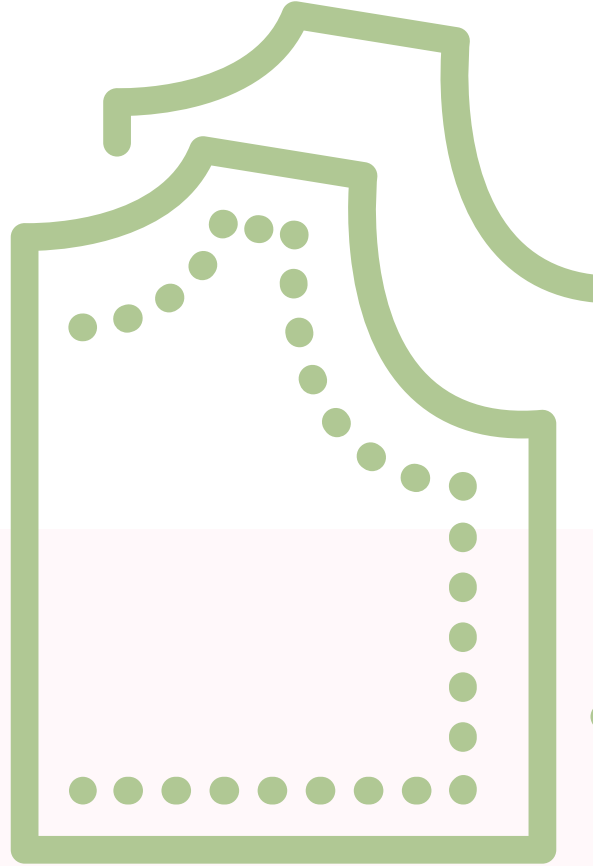
(Survey Participant, 2021)

"I would repair if I knew how to,
or knew someone who could do
it "

(Survey Participant, 2021)

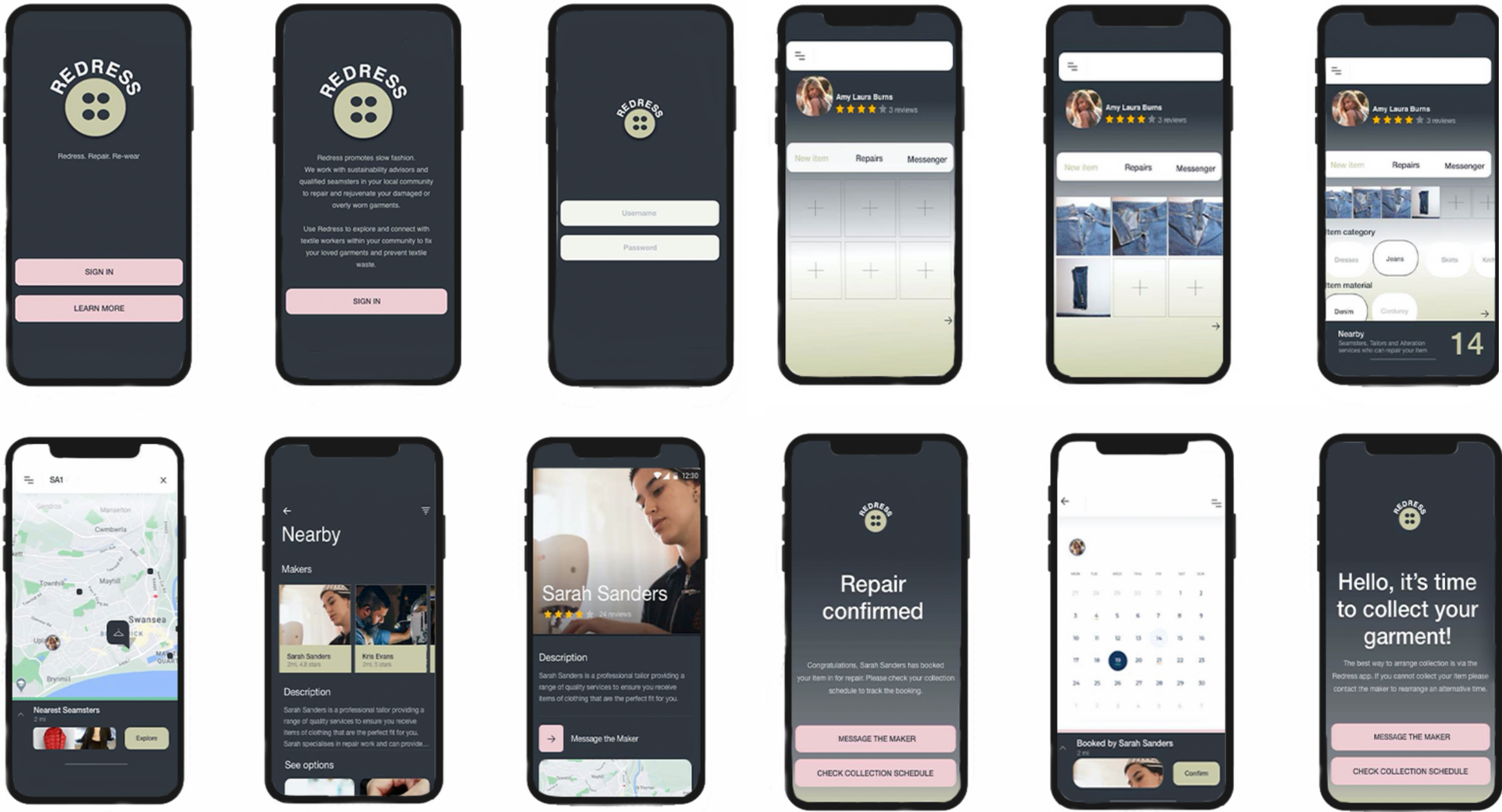
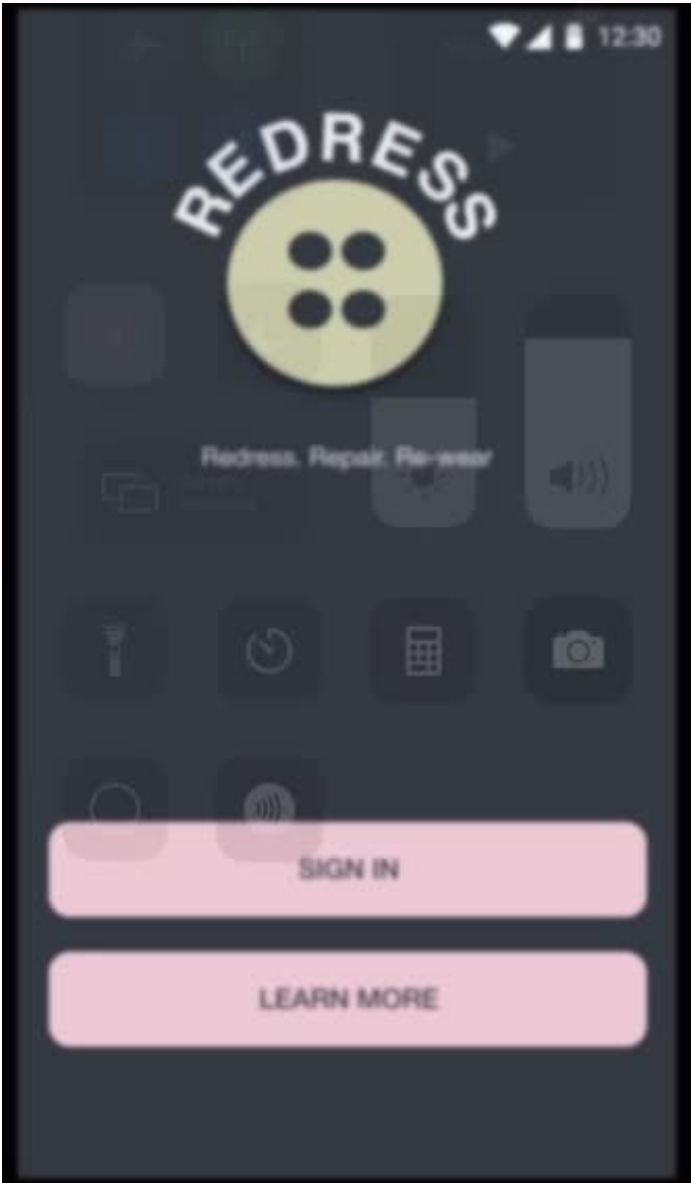
KEY TAKEAWAYS

- Repair extends garment lifespan and thus promotes a circular economy (Fixing Fashion White Paper, UK Parliament, 2019)
- Gen Z and Millennial consumers want to make ethical decisions (WGSN, Youth Culture, 2021)
- An evident lack of engagement with localised repair services



THE APP

A key driver for the Redress app was the importance of embedding the customer journey into the lifecycle of their garment and to actively include them in the maintenance and end-of-life process.



(Yablonski, J., 2021) (Statista, 2022)

ACKNOWLEDGING LIMITATIONS

- Value is a driving factor for whether a garment is worthy of repair
- Redress is conceptual and not in production
- Further development needed on desirability
- Embedded plug-in within the already existing resale applications

The Redress concept is a call for social change.

It introduces a positive rhetoric on repair and thus an opportunity to facilitate breaking the harmful cycle of reproducing the non-repair practices and gives the user control over the end of use of their clothes.

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