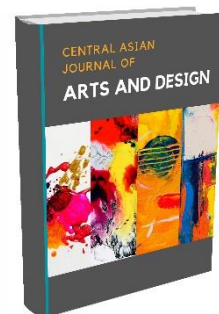




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Upcycling in Fashion Design

Ashurbayeva S. A.

Senior Lecturer, Department of Fashion Design,
Tashkent International University of KIUT, Tashkent, Uzbekistan

Sultanova Risolat, Usmanova Shakhzoda, Rakhmonova Munisa, Turdiyeva Nazokat

The student of FAD-03, Department of Fashion Design,
Tashkent International University of KIUT, Tashkent, Uzbekistan

Khadi-Khodjaeva Sevinch

The student of FAD-07, Department of Fashion Design,
Tashkent International University of KIUT, Tashkent, Uzbekistan

Abstract

Upcycling - is the secondary use of materials and things, creating new functionality for them and increasing their value. A creative approach to a “new reading” of old things. Although upcycling has become most popular in the last couple of decades, it has been around much longer. It’s just that upcycling used to be called “creative reuse.” Before the Industrial Revolution, making new things was expensive, but human labor was practically free, making repairing and remaking things an integral part of people's lives.

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With the advent of the industrial revolution, society began to lean towards overconsumption, but in the changed world there was also a place for creative alteration. Since the beginning of the 20th century, upcycling has been used to create works of art, as well as in other areas of human life where people wanted to save money. This method was a forced measure and was most often used by the poor. Economic instability and shortages of goods forced people to remake old things.

However, as recycling emerged in the late 20th and early 21st centuries, upcycling continued to grow in popularity as people became more aware of environmental issues and conservation.

Now, instead of simply throwing away an unwanted item, it can be a piece of furniture, a toy or clothing, many people are trying to turn it into something new. Modern upcycling brands talk about ecology and teach conscious consumption through beauty and design. And with an advent of social

E-mail address: editor@centralasianstudies.org

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networks in our lives, the concept of recycling has become a fashionable trend. Now people can easily share their ideas and creations with others.



(Sultanova Risolat – fad03U, Tashkent International University of KIUT)

In last 10 years the popularity of upcycling has extremely increased. On Pinterest and Etsy the number of products labeled "Upcycled" increased 275% from about 7,900 in January 2010 to nearly 30,000 a year later. (Davis, 2019)



https://vtoroe.ru/wp-content/uploads/2022/11/IMG_9807-scaled.jpg

Production scraps were used to make upcycled bucket hats and shoppers, and fabrics collected by the “Second Wind” foundation were used for the lining. It turned out to be doubly environmentally friendly since it was possible to use waste fabrics already made from recycled plastic.

Upcycling - tailoring clothes from used items creative rethinking of outdated images. Moreover, this can be called both new collections of large brands and homemade items from handicrafts.



(Turdiyeva Nazokat-fad03U Tashkent International University of KIUT,)

The concept of recycling things and slow fashion is not just one of the main trends of recent years, it is the norm according to experts, the industry should strive. “Problems of ecology and overproduction have already affected all spheres of life, and fashion is no exception. The era of fast fashion with weekly wardrobe updates is becoming a thing of the past, giving a way to conscious consumption and production” [A.Dolinina]

Upcycling - creating new things of old things - is one of the main principles of an environmentally sustainable approach. Upcycling brands use unsold or rejected items, fabric scraps, second-hand clothing and more for their collections, creatively recycling old items into new ones.

THE WAY BRANDS HARM THE ECOLOGY

Clothing production (especially in the mass market segment) causes serious damage to the environment - the fashion industry accounts for a fifth place on the list of all fresh water pollution on Earth. The frightening statistics: in 2020 Burberry destroyed \$36.5 million worth of items from past collections, and H&M burned 12 tons of unsold goods annually. The pandemic led to the fact that after working on the spring-summer 2020 collections, fashion houses were left with a huge amount of unused and unsold material: we are talking about 140–160 billion euros, which is at least twice as much as usual.

All this points to the need to reconsider the approach to production and consumption and upcycling is one of the way available today to solve the problems of overproduction. With the advent of conscious consumption buyers become interested not only in the quality of things, but also in the values that the brand conveys and sustainable development and reduction of the environmental footprint are given key importance. (Smith, 2020)

DEADSTOCK AS A SOURCE OF INSPIRATION

Fortunately, there are already a lot of ways to work with deadstock - unsold remnants of collections. Things can be changed into new ones - this is upcycling. Also, things can be recycled - processed into raw materials. One of the most famous examples is Econyl yarn made from old fishing nets, plastic and industrial waste. Another way to give a second life to an old things is downcycling. It is used for materials that cannot be completely recycled: things are crushed and used as stuffing for clothes, furniture and toys.

“Upcycling and recycling are our history.” (Johnson, 2018)

Students of Tashkent international university of KIMYO have long wanted to make an eco-friendly line by using reused jeans and leather garments .



(*Khadi-Khodjaeva Sevinch fad-07ru Tashkent International University of KIUT,*)



(*Rakhmonova Munisa fad-03u Tashkent International University of KIUT,*)

The idea of circular fashion, recycling and reinventing things is not just appealing to young designers. Gradually, the practice of upcycling is being adopted by the largest luxury brands, which in the recent past simply threw away or burned unsold goods.



(Usmanova Shakhzoda-fad03U, Tashkent International University of KIUT)

Just think of Balenciaga's lace fur coat, Marni's patchwork outerwear made from scraps of old fabrics, or the upcycled by Miu Miu line of vintage clothing from the 30s to the 80s to see the industry's confident movement towards an eco-friendly approach. (Brown, 2017)



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ASAP Rocky steps out at the latest Met Gala in a multicolored quilt found by designer ERL at a thrift store



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BENEFITS OF UPCYCLING

The obvious advantage of upcycling is the reduction of the ecological footprint and a sustainable approach. However, beyond this, upcycling is also about exclusivity and outstanding design.

By using stock parts and recycled materials in the eco-friendly Holo Trip line of suitcases, we have created a truly special product. The case is not only made from recycled PET bottles, but also has a holographic effect: the suitcase changes color depending on the angle from which you look at it. And stock parts and spare parts became a bright accent. They are usually discarded because they do not fit the ideal model.

Sometimes, with the help of upcycling, designers create real art objects, and sometimes they try to make practical and comfortable things that will take a place in their everyday wardrobe. (Garcia, 2021)

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