

Denim Reconstruction Method as a Sustainable Approach for the Fashion Industry in Sri Lanka

A.M.H.N. Bandara and D.M.S.S. Jayakody

Department of Integrated Design, University of Moratuwa, Katubedda, Sri Lanka

The research seeks the possibilities and extend the limitations of fashion reconstruction method through the denim material for the Sri Lankan fashion industry. It has become one of the most polluting industries in the world. With this perspective reconstruction, 3R concept and sustainability have become the contemporary global trends in the fashion industry. Fashion was rapidly grasped by the local individuals rather than accepting the sustainability concept, caused by the lack of designer intervention and a proper platform. Therefore, the research was focused on introducing sustainability to the local fashion industry through reconstruction method. Hence, the research was limited to the denim material due to its comparatively high durability, stability, comfortability and re-usability. The main objectives of this research were to make a designer platform for Sri Lankan sustainable fashion industry, deliver fashionable solution for the clothing wastage and bringing them back to life, awareness building, contribute to the sustainability and breaking the local fashion barriers. The research was basically experiment and practice led one. Secondary data was gathered about global reconstructed fashion history and trends, denim material and arise of the DIY (Do It Yourself) crafts (related to garment reconstruction) by pursuing the literature. The grounded design theories: “*Wabi Sabi*” concept (theory of imperfection), Design elements and principle were applied for the final executions. As to the outcome of the research, three different construction techniques were identified as layering, mismatching and mixed placing. The silhouettes were derived as one of a kind and spontaneous end results as followed the above techniques.

Keywords: Sustainable fashion, Fashion reconstruction, 3R concept, Fast fashion