

# RESEARCH THEME

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**Title of the doctoral research** Fashion industry's positive transformation: new approaches for a sustainable change in the designers' mindset

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**Abstract**

Today, we are witnessing a radical paradigm shift in the fashion industry, considered one of the most polluting. This transformation has led the companies of the system to implement research and development strategies oriented to combine consolidated approaches of design disciplines, with the experimentation of innovative and sustainable and inclusive processes and tools in respect of the planet, biological diversity and resource preservation; people and social inclusion; cultural values and heritage preservation; circular and performance economy, also in view of scenarios proper to Industry 4.0 and technological implementations.

While the strategies of companies that are investing in sustainability are complex, several design approaches are also flourishing that combine established attitudes of design disciplines with experimentation with innovative, sustainable and inclusive strategies, processes and tools.

Such design-driven approaches, as zero waste or wholegarment, aim to challenge traditional action and reveal new ways of addressing problems through the adoption of creative solutions. The adoption of these approaches shows that a shift in fashion thinking is possible: new types of thinking can be opened up by coming to challenge the current fashion system and optimizing its processes and practices (i.e. improve the management of virgin resources, refine production practices, rethink waste).

Therefore, we see the leading role of design as a transformative agent which envisions the future and plugs solutions into the fashion industry strategy by reorganizing the thinking, its application, and the resulting effects.

This PhD research could focus upon:

- the role of design in leading a sectorial sustainable transformation in the fashion industry
- exploring new design approaches that are emerging as positive solutions for the fashion system (zerowaste, wholegarment, 3d printing)
- the sustainable potential synergies with the fashion industrial systems producing new convergence of economic interests, and a potential concomitant systemic resources optimization.

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**Keywords** Fashion Design for Sustainability, mindset change, sectorial transformation