

# Ideas for Design Briefs

Fashioning an Ethical Industry and Abbie Price, R.A.J.E, UK

1. Level	Pre-16, FE, UG
2. Pre-requisite knowledge required by educators	A. No background knowledge required
3. Pre-requisite knowledge required by students	A. No background knowledge required
4. Number of students	Any number
5. Length of time required	Adjustable
6. Type of activity	Individual work, Group work, Ideas for projects, assignments and briefs, Practical
7. Discipline	Design
8. Topics covered	Big business, Care and repair, Companies, Consumers, Environment, Fair trade, Ethical initiatives / brands, Purchasing practices, Second hand clothes, Slow Fashion

## OBJECTIVES / LEARNING OUTCOMES

- To inspire tutors with ideas for bringing sustainability into design assignments.



- Design an item of clothing or accessory taking into account the resources, capabilities and skills of a specific group of fair trade producers. Search the IFAT membership database at [www.ifat.org](http://www.ifat.org) for a list of producer groups and their websites.

Contributed by Fashioning an Ethical Industry

- Research two companies, such as Zara and People Tree, which have different approaches to lead times. How will these diverse approaches to lead times affect your design - taking into account the potential impact of short lead times on workers? What do you need to consider when designing with different lead times? Some ideas include complexity of design, distance from retail, number of processes, samples. See Fashioning an Ethical Industry factsheet on purchasing practices at <http://fashioninganethicalindustry.org/resources/factsheets/issues/factsheet17/>

Based on an idea by Abbie Price from R. A. J. E.  
<http://weareraje.com>

- Research a brand that promotes itself as ethical. Design a collection to extend and complement the company's existing range. See <http://www.cleanclothes.org/companies/ethical.htm> for more information about different types of 'ethical'/'alternative' brands.

Contributed by Fashioning an Ethical Industry

- Design inspiration: Over the course of the Fashioning an Ethical Industry project, we have come across many ideas for approaching sustainability within design work. We hope these ideas will inspire your design assignments and motivate students to see design differently:

- Design based on producers' skills and capabilities.
- Design with adequate timings, stability and pricing.
- Design for leasing rather than selling.
- Design to engage.
- Design fewer, higher quality, more durable garments.
- Design for multiple use.
- Design truly fast fashion (for example that biodegrades quickly).
- Design with re-claimed material.
- Design for repair.
- Design for re-use/for the materials to be reclaimed.
- Design for reduced laundering.
- Design from a sustainable dye palette.

See examples of student work that incorporates some of these ideas at  
<http://fashioninganethicalindustry.org/fashionstudentswork/>



This is an excerpt from:

### **Sustainable Fashion: A Handbook for Educators**

Edited by Liz Parker on behalf of Fashioning an Ethical Industry, UK, and Marsha A. Dickson on behalf of Educators for Socially Responsible Apparel Business, USA.

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**[www.halomedia.co.uk](http://www.halomedia.co.uk)**

Download the complete Handbook, chapters or individual contributions from

**<http://fashioninganethicalindustry.org/resources/teachingmaterials/handbook/>**

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