

Business or Craft

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Keywords: up-cycle, knit, design, sustainability

Where is the fashion industry going? While the mountains of trash are piling up the fashion industry is focused on producing more at lower costs to make higher profits. This dress is done as a commentary on this industry where the craft is close to lost and the business is in focus. There are many reasons why the craft could be a way to a more sustainable fashion industry. If we were to value the production and producers of clothing and the techniques used we would be able to get higher quality clothing with a longer life and happier people around the world. Focusing on craft technique and slow fashion often contradicts the business of fashion but is essential to the future of fashion and the world. The idea in this dress was to combine men's business shirts with one of the most typical craft techniques; knitting. The focus on used shirts was also a way to up-cycle already made products instead of adding completely new product. Utilizing about 25 used mens' shirts and the basic stitch used in knitting started the design process. I looked at the colorschemes of the shirts and played with the order of the stripes to get the best effect. Once the order had been decided the stripes were cut. Each stripe is cut into 6 pieces to be able to create and face the 6 knit stitches in each row. The dress is pieced together in the stripes with the knit stitches left loose and faced so they can function like actual knit stitches would, with each row linking through the next. The shaping of the dress is done through the stripes and stitches as well. The shirts are all cotton and the dress closes with a zipper on the side. As the dress evolved I decided to add the big "chunky" collar to replicate more of a knit style of a garment.

