

# Designing a Sensibility: Engaging people in sustainable fashion consumption through making and design research

Dr Fiona Hackney Prof Fashion Theory University of Wolverhampton

Katie Hill S4S RA University of Wolverhampton

Prof Clare Saunders University of Exeter

Professor Clare Saunders University of Exeter

Dr Joanie Willett University of Exeter

Irene Griffin S4S RA University of Exeter



the project....



WHAT IS A  
SENSIBILITY?

# partners & participants...



**NINA CONSTABLE**  
DOCUMENTARY FILMMAKER

**chyan cultural centre**

**St Gluvias Community Hall,  
Penryn**

Wolverhampton  
**School of Art**  
Est. 1851



**BLACKER YARNS**

*Needles & Pins*



**ANDREW REEVE**

**Environment and Sustainability Institute**

**BLACK COUNTRY  
LIVING  
MUSEUM**

**krowji**



**Antiform**  
Made in England



# underpinning approaches & ideas.....

- Re-making the fashion cycle
- Co-production & collaboration
- Action research
- Participatory practice
- Social design
- Promoting reflexivity
- Capturing behaviour change
- DIY design
- Stitch-hacking



# workshops....

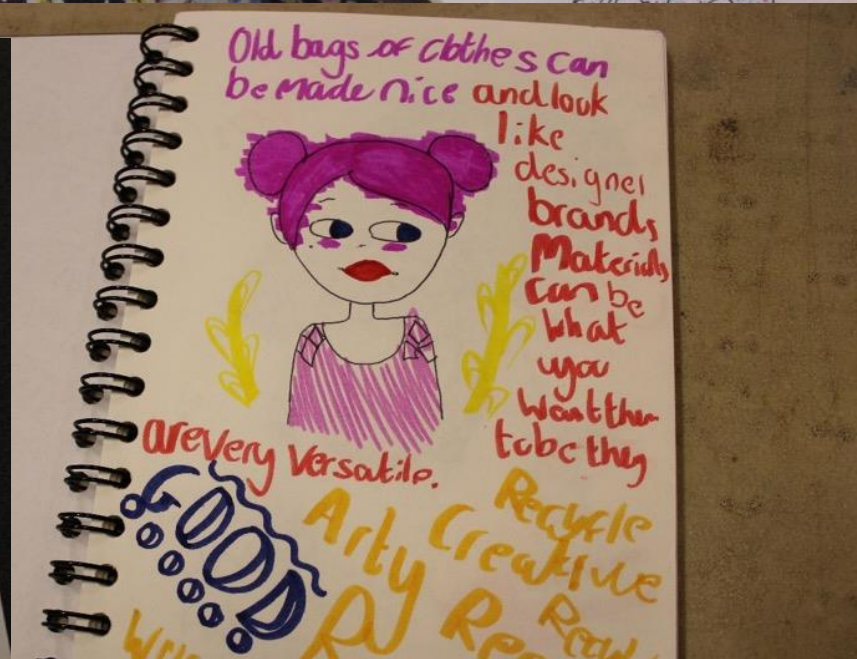
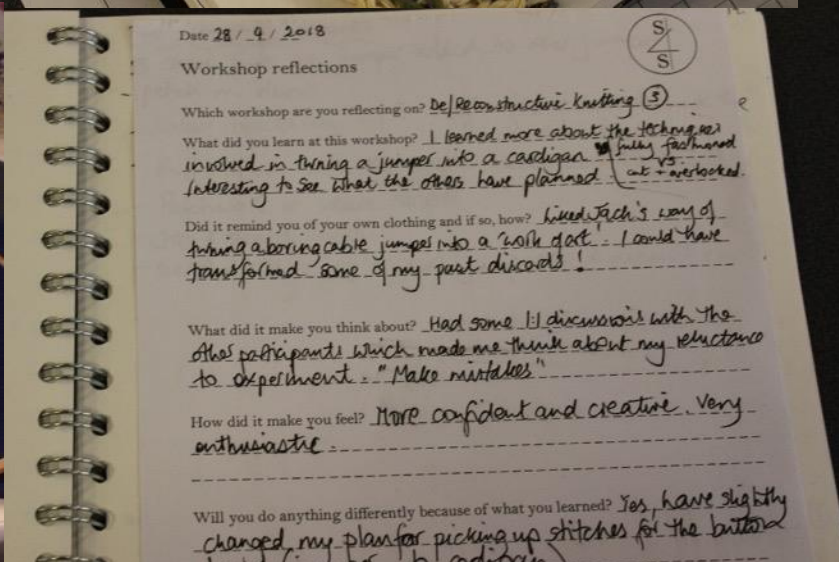
- 1a From fluff to fibre - Cornwall
- 1b De/re-constructive knitting - Midlands
- 2a Towards zero waste - Cornwall
- 2b Creative pattern-making/cutting - Midlands
- 3a Make-do-and-mend - Cornwall
- 3b Creative repair & embellishment - Midlands
- 4a From second-hand to ethical brands - Cornwall
- 4b Remake, repurpose: creative upcycling - Midlands



# making process....



clothing diaries....



# wardrobe audits....



Date 2/12/18

### S4S Wardrobe Audit Clothing Count

Part 1: Before you start counting, estimate how many items you have in the following categories:

Item:	Quantity:
How many clothing items altogether:	300
How many coats:	2
How many jumpers/cardigans:	10
How many T-shirts:	25

Part 2: count the number of items you have in each of the following categories. We have not included underwear and socks. Please include items that are in your wardrobe / drawers / shelves, in the laundry and elsewhere in your house. There are a couple of empty boxes at the end of the list in case you want to add a type of clothing you have that isn't listed here, but is important to you. You might find it easier to make a tally chart because if you're anything like most of the research team, you'll find a lot of your trousers drawer, and dresses in with your underwear!

Item type:	Total number:	Number of items that are:				
		Special occasion items (weddings, etc)	New unworn items	Inherited from family	Gifts	Borrowed items
Pairs of shoes, boots, sandals						
Coats						
Hats/Scarves/Pairs of gloves						
Jumpers/Cardigans/Sweatshirts						
T-shirts/casual tops	55		5	1		
Shirts/formal tops						
Trousers / Shorts / jeans	12					
Skirts	8		1	1		
Dresses	0					
Suits	0					
Workwear	3					
Sportswear						
Specialist outdoor clothing	7					
Nightwear						
Original	10					



# next stage....

- Policy recommendations
- Exhibition
- Community events
- Workshops
- Academic conferences
- **Participant initiatives:** stitch groups, guide activities, consultancy, peer-to-peer, design training, networks,
- **Participant behaviour:** second-hand, use skills for upcycling and alteration, clothes swapping, gentle persuasion, clothing advice, self-auditing wardrobes

# links....

Website: [sites.exeter.ac.uk/s4s](http://sites.exeter.ac.uk/s4s)

Twitter: @S4sSensibility

Instagram: s4s\_sensibility

Facebook: <https://www.facebook.com/S4sSensibility>

Youtube Channel:

S4S Project <https://www.youtube.com/channel/UCISPU0KuQXLMtSoLKRSE8Eg>

Contact us: f.hackney@wlv.ac.uk

k.hill4@wlv.ac.uk