



# INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

## “Fusion In Fashion – Transform Recycle Fabric Into Trendy Clothing”

Mrs. Preeti Bhatt<sup>1</sup>, Manya Bhatt<sup>2</sup>

Assistant Professor- Fashion Designing & Technology-MATS University Raipur C.G. India<sup>1</sup>

Student-Bachelor of Commerce- Hemchandra University Durg<sup>2</sup>

### ABSTRACT

Fusion in Fashion: Fusion, the amalgamation of diverse elements into a unified entity, has significantly transformed the Indian fashion landscape. The rise of fusion wear has ushered in a new era where contemporary styles seamlessly merge with vintage charm, giving rise to Indo-western fashion trends. This innovative approach to fashion blends elements from different cultures, incorporating Western silhouettes with traditional Indian textiles and styling.

Fusion wear has gained widespread popularity, appealing to people across various social classes and age groups. One of the recent trends in sustainable fashion involves the use of recycled materials, which have become valuable commodities in the global market. Recycling not only holds financial significance but also contributes significantly to environmental preservation. Transforming recycled fabrics into trendy clothing items and creating vibrant designs with innovative styles exemplifies a fusion in fashion. This practice not only showcases creativity but also plays a vital role in conserving limited natural resources.

Recycling has proven to be a success story, yet there is still much more that can be done to further enhance sustainability in the fashion industry. This article aims to promote awareness about sustainable fashion practices, emphasizing the importance of reusing waste clothes and inspiring new trends that contribute to a more eco-friendly and stylish future.

### KEYWORDS

Recycling,

Recycling process, Waste Management,

Practical workshop images, Advantages of recycling, Steps to reduce waste.

## 1. INTRODUCTION

In the context of India's history, the intrusion of Western colonial powers had a significant impact on the social fabric, influencing the lifestyle of Indian women and shaping their fashion preferences. Today, Indian women have seamlessly adapted to societal changes, with a substantial increase in the number of working women compared to the past when most women were confined to their homes. These societal shifts have given rise to a transformation in fashion, catering to the evolving needs of women. The fusion of Western elements into traditional Indian attire is prominently visible in a woman's wardrobe nowadays.

Women's fashion in India encompasses various segments such as sarees, salwar kameez, innerwear, winter wear, sleepwear, tops, shirts, trousers, skirts, denim, and t-shirts, among others. Alongside these distinct categories, 'fusion wear' or Indo-western wear has emerged as a prominent category. Fusion wear represents a blend of ethnic and Western styles, offering innovative solutions that cater to the changing fashion preferences of Indian women. This genre draws inspiration from Western fashion trends and patterns while incorporating Indian sensibilities, including prints, fabrics, and overall styling. Primarily targeting young, fashion-conscious women aged between 22 to 32 years, fusion wear caters to those who seek a balance between ethnic and Western influences while desiring exclusive designs.

While the domestic market for fusion wear shows promising prospects, this segment is also gaining popularity internationally. However, despite the market's potential, a significant issue persists concerning the disposal of garments. On average, a garment's lifespan is estimated to be around three years. After this period, these garments are often discarded as outdated, despite their utility. Consequently, more than one million tonnes of textiles are discarded annually. This wastage includes both old clothing and textile scraps generated during yarn and fabric production, as well as garment manufacturing processes.

Remarkably, approximately 80 percent of the textiles that end up as waste could be recycled and repurposed. Currently, only a fraction of this potential, around 25 percent, is being effectively recycled. Shockingly, less than 5 percent of all discarded garments become actual waste, indicating a vast scope for recycling and reusing textiles. The need of the hour is to raise awareness about sustainable fashion practices and encourage the recycling and repurposing of textiles, thereby mitigating the environmental impact of the fashion industry.

## 2. RECYCLING

This article explores key themes emerging from the study of second-hand clothing economies. The papers in this issue delve into worn clothing markets and recycling technologies from diverse disciplinary perspectives, mapping the growth of the trade in the current global industry that handles millions of tons of used clothing. The diverse materials and the varying timelines of fashion cycles and disposal methods result in an unpredictable supply of unknown quality and quantity. This necessitates the development of specialized markets, but further research is required to comprehend where the highest value is derived and how it can be quantified. Reciprocity, power dynamics, and inequality are intertwined throughout the process.

Clothing recycling is a subset of textile recycling, involving the retrieval of old clothing and subsequent processing. The end products encompass clothing suitable for reuse, cloth scraps or rags, and fibrous materials. The interest in garment recycling is growing rapidly due to increasing environmental awareness and the pressure on landfills. Donating clothes has become more convenient, with registered charity collection services offering accessible options. Certain organizations, like The British Heart Foundation, provide a complimentary clothing collection service from your residence, which can be easily arranged through their website. There's no need to request a bag; you can simply reuse your own bags and boxes from home. Recycling not only benefits the environment but also offers advantages to individuals in various aspects of life, whether at home, work, or during leisure activities.

## 2.1. Problems and issues

The main hurdle occurs when unsuitable items are placed in the recycling bin. Given the variation in accepted recyclable materials from one location to another, it is vital to be aware of these differences. Even if a piece of packaging is labeled as recyclable, correct sorting and preparation for collection are crucial tasks. The significant issue arises when inappropriate items are deposited in the recycling container, as the materials accepted for recycling differ depending on the area. Therefore, proper sorting and setting out for collection must be conducted, despite packaging indicating its recyclability.

## 2.2 Reasons to Recycle Your Clothes

During festive seasons, many people take the opportunity to improve their lives by making resolutions to break free from negative habits or embrace positive ones. It's possible that one of your resolutions is to declutter and refresh your wardrobe. In advanced economies, clothing consumption is so rampant that it has almost become a tradition to discard garments we no longer like or that no longer fit us at least once a year.

If this scenario sounds familiar, think twice before tossing everything in the trash! There are several compelling reasons to contemplate recycling your clothes. Some of these reasons include:

### 2.2.1 Reduction in greenhouse gases:

Numerous garments are made from organic materials obtained from natural sources, rendering them biodegradable. Nevertheless, when clothing ends up in landfills, the lack of oxygen required for the decomposition of organic materials results in anaerobic digestion. This process releases detrimental greenhouse gases, which, within landfills, often go uncontrolled and are released into the atmosphere, accelerating climate change. Recycling 100 million pounds of clothing has an environmental effect equivalent to taking 26,000-35,000 cars off the road.

### 2.2.2 Saving landfill space:

Landfills present not just environmental issues but also financial burdens for municipalities. Annually, numerous tons of clothing end up in landfills, occupying valuable and expensive space. Building landfills consumes a significant portion of the budget, and their ongoing operation costs millions of dollars each year. Recycling assists municipalities in handling landfill expenses, enabling them to allocate their budgets to other crucial municipal needs.

### 2.2.3 It conserves energy:

The production of clothing demands a significant amount of energy; every item undergoes a complex manufacturing process that consumes an extraordinary amount of electricity and water. By recycling clothes when they are no longer desired, you guarantee that all that energy is not simply wasted.

### 2.2.4 Benefits people in developing countries:

Opting to recycle your clothes results in a portion of those garments being sold to developing countries, where they play a role in bolstering local enterprises. There exists substantial worldwide demand for second-hand clothing, and these apparel items act as a reliable income source for entrepreneurs and their families.

## 2.3 Recycling Process

All clothing has a useful second life. Recycling process can be done both commercially and individually.

### 2.3.1 Commercial Process

In the commercial recycling process, garments are initially gathered, then sorted and categorized into natural, synthetic, and blended fabrics. Among these, high-quality clothing is sent to charitable organizations and utilized as second-hand apparel. Garments that are no longer wearable are considered damaged textiles and are processed in factories to create cloth scraps. These scraps are collected and supplied to the wiping and flocking industry. Other materials are directed for fiber reclamation and stuffing purposes. Fibers obtained from old fabrics are reclaimed and utilized in the production of new garments. Threads extracted from the fabric are repurposed for reweaving new garments or blankets. This method is applicable to both natural and synthetic fibers. Incoming textiles are sorted by type and color. Initially, the material is shredded into fibers known as shoddy. Subsequently, depending on the intended use, additional fibers are blended with shoddy. The blended mixture undergoes carding and spinning processes for weaving or knitting. Furthermore, garments are shredded to produce fillers for various applications such as car insulation, roofing felts, loudspeaker cones, furniture padding, panel linings, and more. Woollen garments are sent to specialized firms in fiber reclamation to create yarn and fabric. Cotton clothes are recycled and repurposed for paper manufacturing, automotive, mining industries, and various other applications. Certain old clothes are creatively repurposed by fashion designers to craft stylish garments and bags. Additionally, fibers derived from recycled PET plastic bottles find applications in the active sportswear market.

### 2.3.2 Individual Process

Recycling, whether undertaken by individuals or fashion designers, is driven by specific needs and the desire to create trendy fashion garments. This practice has deep roots in our country and can be considered a timeless fashion trend. Think back to how our grandmothers used discarded garments to create quilts or cushion covers. Today, we call it 'upcycling,' which is simply a fashionable term for this age-old practice. The goal is to craft something stylish and contemporary. "What we're doing is designing one piece using the leftover fabric after completing a collection. The remaining fabric scraps are repurposed for making packaging materials, buttons, and more. This approach is reminiscent of the traditional practices in Indian households, where many of us still mend our worn-out denims with patches," explains the designer. The aim is to minimize wastage in the textile sector as much as possible. It's truly remarkable to realize that seemingly useless clothes can be creatively repurposed into something entirely new.

Old garments find new life as cushions, handbags, quilts, and more. Damaged clothing serves a practical purpose as rags and dusters.

Vibrant fabrics can be utilized as borders for lampshades.

Fabrics in electrifying colors can be transformed into headbands and wristbands.

Worn-out garments can be turned into artistic creations by sewing patches, buttons, beads, and iron-on graphics.

Since the early days of the industrial revolution, the textile industry has been recognized as a significant polluter of rivers. Efforts to minimize wastage have gained momentum due to heightened environmental awareness. People are increasingly conscious of waste collection and recycling. Creating a viable market for recycled textiles through the purchase of such products can significantly reduce landfill waste.

### 3. PRACTICAL WORKSHOP IMAGES

#### 3.1 Conversion of old sari and waste material to trendy dupatta

##### OLD SARI

##### WASTE MATERIAL TRENDY DUPTTA



#### 3.2 Conversion of old sari to trendy kurta

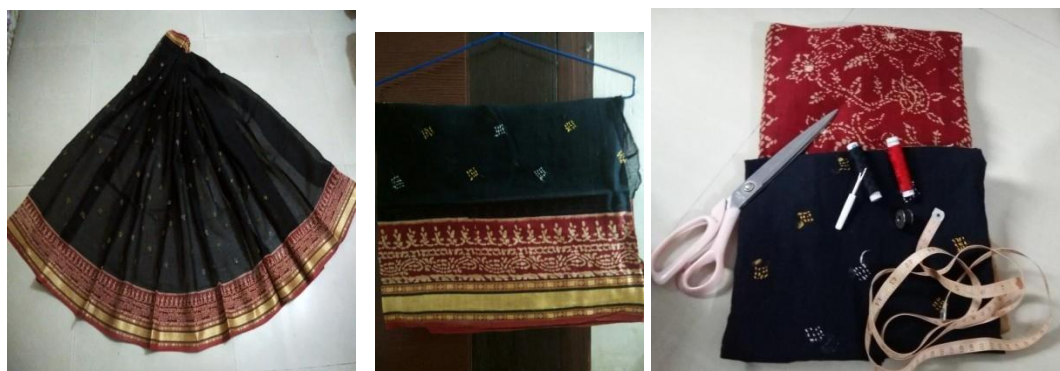
##### OLD SARI

##### TRENDY KURTA



#### 3.3 Conversion of old sari to trendy kurta

##### OLD SARI



## TRENDY KURTA MAKING



### TRENDY KURTA



### Conversion of old sari to trendy kurta

#### OLD SARI



**TRENDY KURTA**



**3.4 Conversion of old kurta and waste material to trendy dupatta**

**OLD KURTA**

**WASTE MATERIAL**

**TRENDY DUPATTA**



**TRENDY DUPATTA**



### 3.5 Conversion of waste material to trendy rajasthani odna

#### WASTE MATERIAL



#### TRENDY RAJASTHANI ODNA



### 3.6 Conversion of waste material to trendy jacket

#### WASTE MATERIAL



#### TRENDY JACKET MAKING



#### TRENDY JACKET



## **4. ADVANTAGES OF RECYCLING**

### **4.1 Percentage usage of discarded textiles**

Textile recycling plays a crucial role in environmental conservation. Repurposing clothes helps minimize the need for landfill space, which, in turn, mitigates the environmental hazards associated with landfills and protects water supplies. When rainwater seeps through discarded textiles, it picks up harmful chemicals and bleaches, resulting in toxic runoff. Fabrics made from synthetic fibers decompose slowly, while materials like wool release methane during decomposition, contributing to global warming. Recycling these



fabrics significantly reduces these environmental risks.

By recycling textiles, the consumption of energy is significantly reduced, as recycled clothes do not require re-dyeing or sourcing of new materials. This reduction in the use of dyes and chemicals minimizes their production and, subsequently, their adverse environmental impact. Approximately 70% of old clothing is repurposed as second-hand apparel, while 6% is used for waste bags and zips. Another 8% is reclaimed to create fibers for recycled products, 7% is repurposed as wiping material, and the remaining 9% is shredded and utilized as stuffing material. It is remarkable that more than 70% of the world's population relies on second-hand clothing. The use of raw materials derived from recycled fabrics is cost-effective, making it an attractive option for manufacturers. This sustainable approach not only conserves resources but also contributes significantly to environmental protection.

## 4.2 Saving environment by saving waste

Reducing what you waste is a great way to reduce your impact on the environment. From thinking differently about what you buy, to using reusable items, to composting at home - there are lots of ways to make a real difference.

## 4.3 Easy steps to reduce waste

The fundamental step is to consider your purchases before making them. Prior to shopping, reflect on ways to minimize your waste. One approach is to opt for items with minimal packaging or choose second-hand products. Is it possible to invest in something durable rather than a disposable item? Rechargeable batteries, for instance, are more economical than disposables and can be utilized repeatedly. Additionally, using genuine crockery and cutlery for your gatherings instead of disposable ones can have a significant impact.

To reduce the use of carrier bags, opt for reusable shopping bags. Store them in your car's trunk or carry a folded cotton bag in your handbag or pocket, ensuring you always have one readily available.

## 4.4 Buying habits

We often buy gifts and products by habit but is that sustainable. Are these products really wanted or are we just creating extra waste? How robust are the goods we buy and will they last?

## 4.5 Repair and re-use

Many of the items we dispose of haven't necessarily reached the end of their useful life. Before discarding them, consider reusing or finding alternative ways to repurpose them.

When it comes to clothing, it's simple to extend the lifespan of our garments, which can save money and benefit the environment. Making minor changes to how we purchase, utilize, and dispose of clothing can make a significant difference.

Additional tips for repairing or repurposing include:

- A basic repair can breathe new life into furniture.
- A few quick stitches here and there can give clothing a fresh appearance.
- Reach out to family and friends for assistance; someone is likely skilled with a needle and thread or proficient with tools.
- Many stores offer repair services; you can find them on your local high street or by searching online or in local directories.
- Investigate whether any organizations collect clothes and textiles for recycling purposes.

You can drop off unwanted items at recycling points and clothing and textile banks located in supermarket and local parking lots. Additionally, consider donating items to registered charities and re-use organizations.

If you are raising funds for your school, church, or organizations like the Girl Guides or Scouts, there are textile companies that can arrange collections to help you generate funds for your cause.

#### 4.6 Conscious Consumers

Consumer awareness regarding sustainable fashion has undeniably seen a significant rise, and the entry of retail brands into the realm of sustainable fashion has made a substantial impact, according to designers. In the past, fashion excess was perceived as a concern limited to affluent nations. However, with high-end retail brands establishing their presence in India, a culture has emerged where wearing the same garment twice is discouraged, leading to excessive waste. Thanks to robust environmental campaigns, there is now a growing number of conscientious consumers who prioritize sustainable fashion. Some individuals are willing to invest in a single recycled garment, even if it comes at a higher cost, due to its longevity, rather than buying two separate garments.

While the movement toward eco-friendly practices has been gaining momentum, the fashion industry is only just beginning to embrace these changes. Awareness about the value and impact of upcycled/recycled garments is gradually reaching consumers, although pricing remains a barrier. The expenses associated with processing and recycling are still high, resulting in elevated costs for such products and garments.

### 5. CONCLUSION

Recycling is a transformative process wherein used or discarded clothes, textiles, and similar items are creatively repaired, reused, repurposed, refurbished, upgraded, and remanufactured to enhance their value and composition. This practice has been a part of human history and has experienced a resurgence in recent years due to various factors, including growing environmental concerns and resource scarcity. Recycling contributes to the improvement of material and product quality, reduces waste, generates employment opportunities, and promotes sustainable consumer behavior. Despite its numerous advantages and increasing interest, recycling remains a niche activity. A significant gap in current knowledge about recycling lies in the lack of a comprehensive understanding of challenges and success factors related to scaling up recycling businesses. This study aims to fill this knowledge gap by employing a diverse range of methods, including process review, environmental analysis, and workshops. The research results highlight the achievements in recycling efforts, key challenges, and success factors. The study also explores the causal connections between challenges and success factors, crucial system mechanisms, and interventions necessary for the expansion of recycling businesses. The transformation of unused clothes, textiles, and similar materials results in the creation of new and fashionable dress materials, blending traditional and Indo-Western styles. When it comes to the popularity of Indo-Western fusion fashion in India, there are several reasons behind its widespread acceptance.

Indo-Western garments offer an elegant and stylish appearance while retaining a touch of Indian culture, making them suitable for various occasions. They strike a perfect balance between Indian and Western elements, avoiding excessive Americanization or excessive ethnic traditionalism. This versatility makes them suitable for individuals of all ages and has especially gained traction among young people in India. Indo-Western fusion garments come in diverse styles, ranging from bold to modest, and complement the Indian body type well. Compared to cumbersome traditional Indian attire, fusion wear is more comfortable, making it a preferred choice, especially among the working class. Fusion garments have gained immense popularity among Indian consumers, encompassing males, females, and children. These outfits have become a trendsetter and are now considered fashionable. They are widely accepted for both formal and informal events, as well as work attire. Numerous Indian designers are actively working on this trend, resulting in a variety of fusion apparel available in the market. Additionally, embroidery techniques such as Meenakari, Kundan, Resham, and Zardozi work are employed to create traditional and decorative dresses.

In contemporary Indian fashion, denim jackets and pants adorned with Indian-style embroidery and embellishments are highly coveted. A shorter version of the traditional kurta, known as 'kurti,' paired with denim pants or trousers, has gained popularity among both men and women. Another favored Indo-Western fashion choice is a kurti paired with straight-cut pant-style salwar and a dupatta. Over time, new fusion

styles have emerged, including short dupattas, pants with slits, and spaghetti-style tops for salwar kameez. The combination of Patiala-style salwars with short shirts is another example of Indo-Western fusion wear that resonates well with Indian youth.

This trend of Indo-Western fusion wear has also permeated the realm of bridal fashion. Sarees are draped in Grecian styles, and saree blouses have adopted more westernized patterns. Lehengas paired with halter tops represent another Indo-Western fusion fashion choice gaining acceptance as wedding attire. Ongoing efforts are directed towards further fusion innovations, aiming to minimize waste and contribute to environmental conservation.

## 6. REFERENCE

- [1] Fashion and orientation: dress, textiles and culture from 17<sup>th</sup> to the 21<sup>st</sup> century(Geczy Adam)2013.
- [2] Indian Fashion: Tradition, Innovation, Style( Sandhu, Arti)2014
- [3] Fashiontt.blogspot.in
- [4] Thehindubusinessline.com
- [5] Sakaltimes.com

