



Sveučilište u Zagrebu / University of Zagreb  
Tekstilno-tehnološki fakultet  
Faculty of Textile Technology



## **Dan otvorenih vrata Znanstveno-istraživačkog centra za tekstil 2019.**

**Tema: Kružno gospodarstvo - izazov za sektor tekstila / odjeće / kože / obuće**  
Tehnički muzej Nikola Tesla, 25. rujna 2019.

### **ODRŽIVI MODNI DIZAJN – POLAZIŠTA I MOGUĆNOSTI**

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## BRZA MODA – *FAST FASHION*

jeftina, pristupačna, trendovska odjeća.

"brzi" aspekt potrošnje – problem okoliš

## SPORA MODA - *SLOW FASHION*

modni koncept **poštuje ljudske životne uvjete** i oskudne globalne resurse te stvara jedinstvene, personalizirane proizvode.

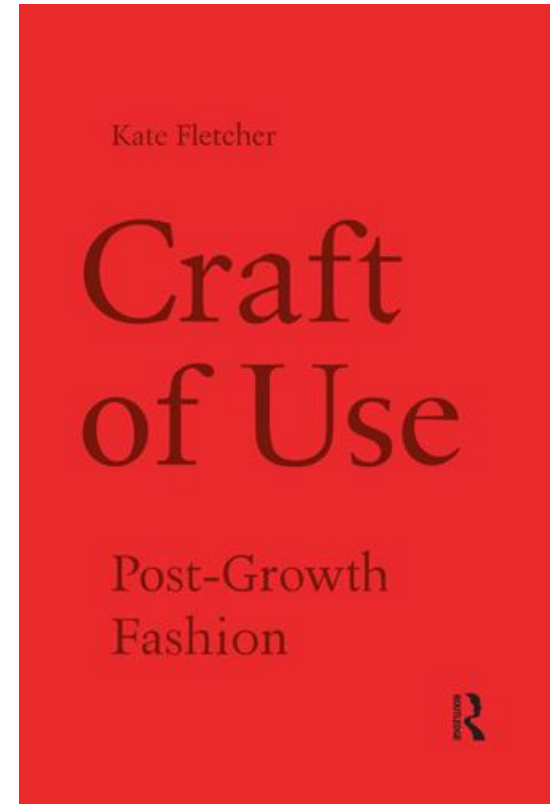
**trajni proizvodi**, tradicionalnih proizvodnih tehnika ili dizajnerskih koncepata koji nisu sezonski.

- **S ekološkog stajališta** - manje odjeće i industrijskog otpada

**KATE FLETCHER, 2007.**

# SPORA MODA - SLOW FASHION

**KATE FLETCHER.** *Slow Fashion, u: Ecologist - The journal for the post-industrial age,* 2007.



London College of Fashion

- KVALITETA - KVANITETA

**Sustainable Fashion And Textiles: Design Journeys (2008)**

- brza moda odraz pohlepe
- Usporiti proizvodnju

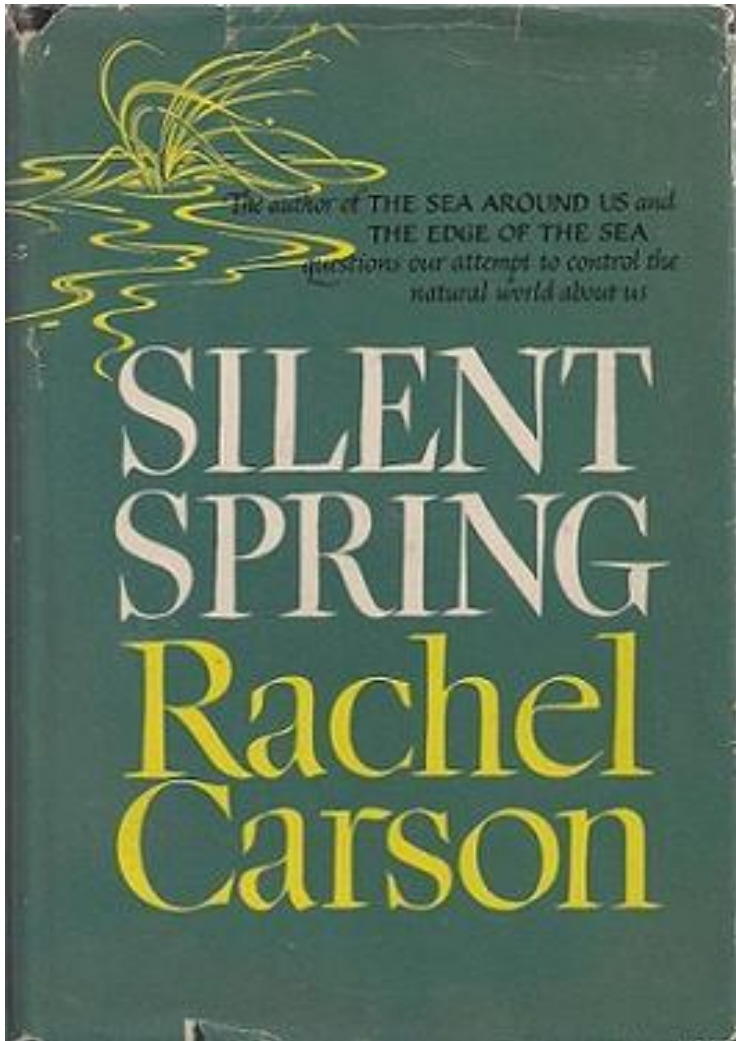
**Craft Of Use: Post-Growth Fashion (2016)**

- POTROŠAČ



Michelangelo Pistoletto: *Venera od krpa*, 1967.

**Rachel Carson, *Silent Spring*, 1962.**



Posljedice korištenja **sintetskih  
pesticida** na okoliš



**1984**

**SAD**

je bio drugi najveći  
proizvođač pamuka na  
svijetu  
i....



.....PESTICIDA **ALDIKARB (poznatog kao Temik)** - za uzgoj pamuka, graha i kikirikija

## USA

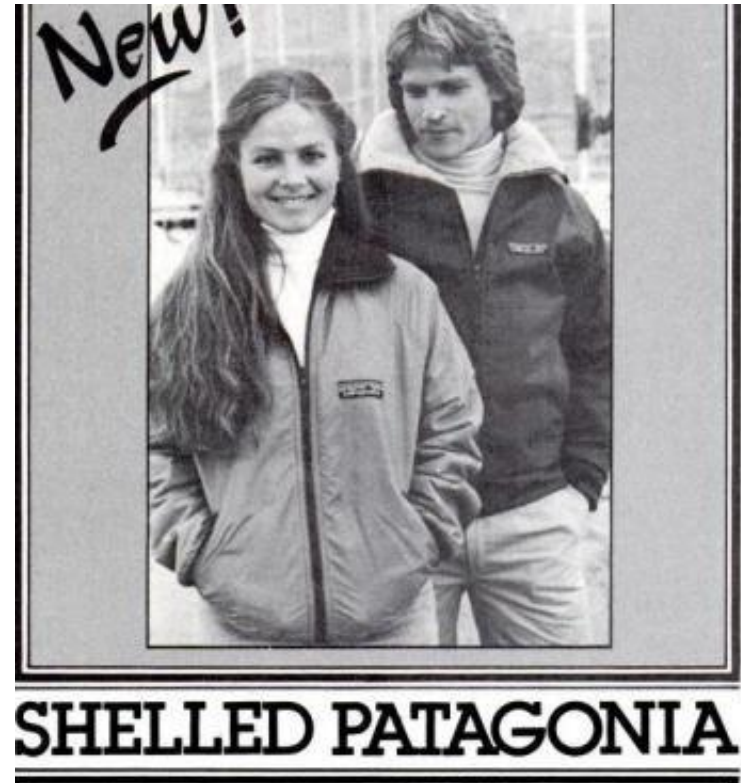
- tvornica u Bhopalu, Indija, 1984. eksplozija, 40 tona pesticida završilo u atmosferi - 15 000 ljudi poginulo, 200 000 izloženo povećanoj stopi pobolijevanja i smrtnosti.
- 1985. godine u Americi najveći slučaj trovanja hranom u Americi.



1992. godine konferencija Ujedinjenih naroda o okolišu  
„Rio Earth Summit” - *zelena pitanja*

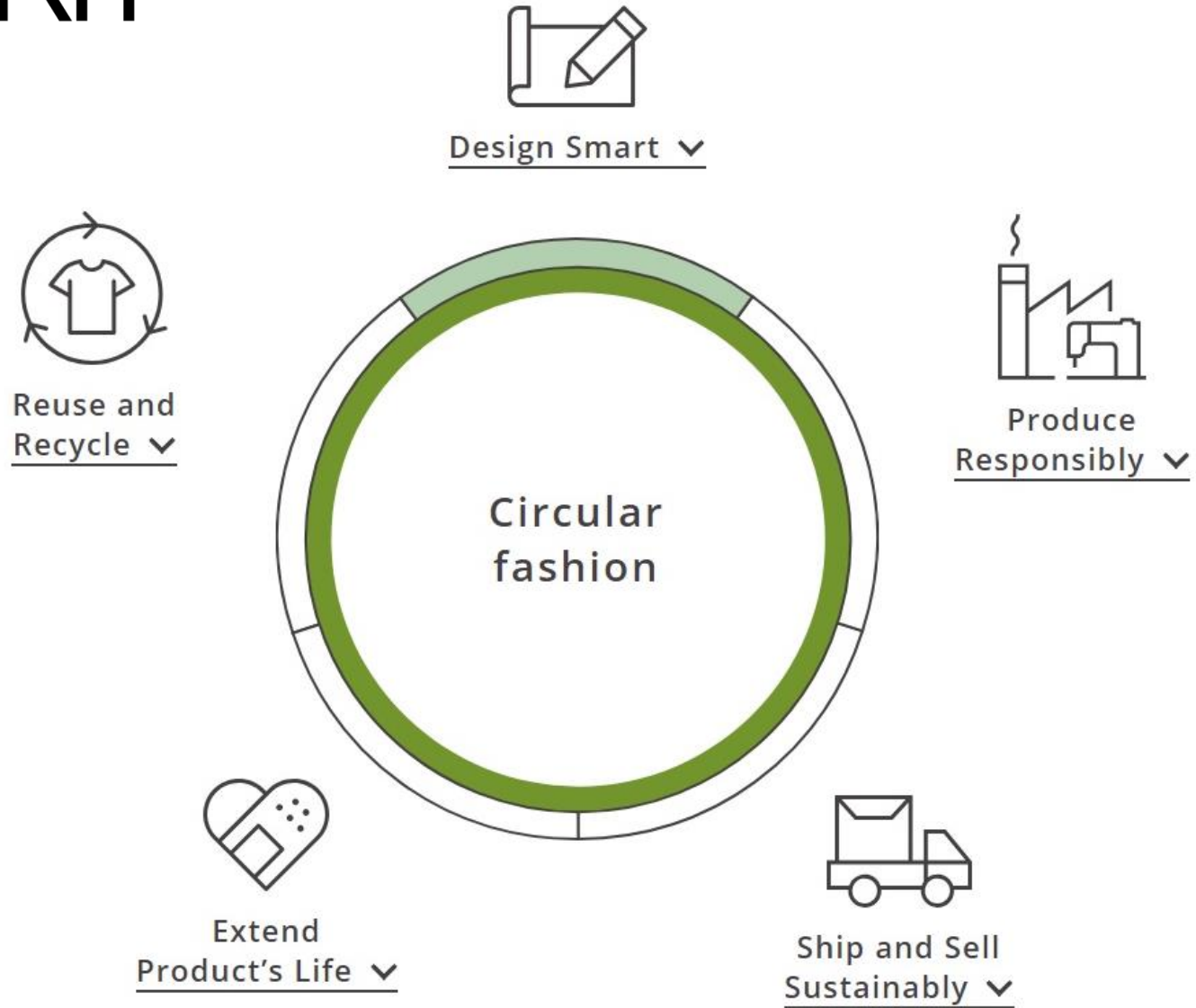


procjena životnog vijeka pamuk



procjena životnog vijeka: pamuk,  
vunu, najlon i poliester





# Better Than New



Patagonia® Surf Trunks from 1994

It's Fashion Week, when the design world turns its attention to what's new. We'd like to point out something better: what lasts. While we're proud of the quality and performance of Patagonia clothes, every new thing we make—everything anyone makes—costs nature more than we now know how to repay.

That's why Patagonia has chosen to celebrate our old stuff as well as our new. We've asked customers to send in photos and stories for our Worn

Wear™ blog, which chronicles Patagonia clothes that have lasted for years or decades and become old friends. The Patagonia Surf Trunks from 1994 you see here belong to Christo Grayling, who has worn them paddling and surfing everywhere from India to Baja to Ecuador. They're still in use, though beat up, scratched up and altered. Fabric from a beach umbrella now makes up the rear. The missing strip at the hem serves as a patch on another pair of Patagonia shorts.

This fall we're opening Worn Wear used-clothing sections in several of our stores. Here you can find high-quality Patagonia clothes still on their way toward gaining the character to become great Worn Wear stories. It's part of our Common Threads Partnership with our customers to reduce consumption, repair what breaks, recirculate what we no longer use, recycle or repurpose what wears out, and reimagine a world where we take only what nature can replace.



patagonia

Join us at [patagonia.com/commonthreads](http://patagonia.com/commonthreads)

© 2013 Patagonia, Inc.

# DON'T BUY THIS JACKET



It's Black Friday, the day in the year retail turns from red to black and starts to make real money. But Black Friday, and the culture of consumption it reflects, puts the economy of natural systems that support all life firmly in the red. We're now using the resources of one-and-a-half planets on our one and only planet.

Because Patagonia wants to be in business for good long time—and leave a world inhabitable for our kids—we want to do the opposite of every other business today. We ask you to buy less and to reflect before you spend a dime on this jacket or anything else.

Environmental bankruptcy, as with corporate bankruptcy, can happen very slowly, then all of a sudden. This is what we face unless we slow down, then reverse the damage. We're running short on fresh water, topsoil, fisheries, wetlands—all our planet's natural systems and resources that support business, and life, including our own.

The environmental cost of everything we make is astonishing. Consider the R2 Jacket shown, one of our best sellers. To make it required 135 liters of

## COMMON THREADS INITIATIVE

### REDUCE

**WE** make useful gear that lasts a long time  
**YOU** don't buy what you don't need

### REPAIR

**WE** help you repair your Patagonia gear  
**YOU** pledge to fix what's broken

### REUSE

**WE** help find a home for Patagonia gear you no longer need  
**YOU** sell or pass it on\*

### RECYCLE

**WE** will take back your Patagonia gear that is worn out  
**YOU** pledge to keep your stuff out of the landfill and incinerator



### REIMAGINE

**TOGETHER** we reimagine a world where we take only what nature can replace

water, enough to meet the daily needs (three glasses a day) of 45 people. Its journey from its origin as 60% recycled polyester to our Reno warehouse generated nearly 20 pounds of carbon dioxide, 24 times the weight of the finished product. This jacket left behind, on its way to Reno, two-thirds its weight in waste.

And this is a 60% recycled polyester jacket, knit and sewn to a high standard; it is exceptionally durable, so you won't have to replace it as often. And when it comes to the end of its useful life we'll take it back to recycle into a product of equal value. But, as is true of all the things we can make and you can buy, this jacket comes with an environmental cost higher than its price.

There is much to be done and plenty for us all to do. Don't buy what you don't need. Think twice before you buy anything. Go to [patagonia.com/CommonThreads](http://patagonia.com/CommonThreads) or scan the QR code below. Take the Common Threads Initiative pledge, and join us in the 11th "R": to reimagine a world where we take only what nature can replace.

patagonia  
patagonia.com



TAKE THE PLEDGE

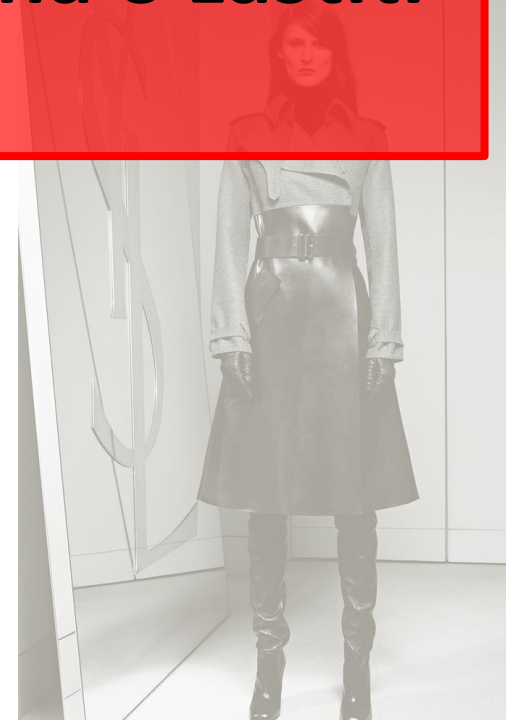
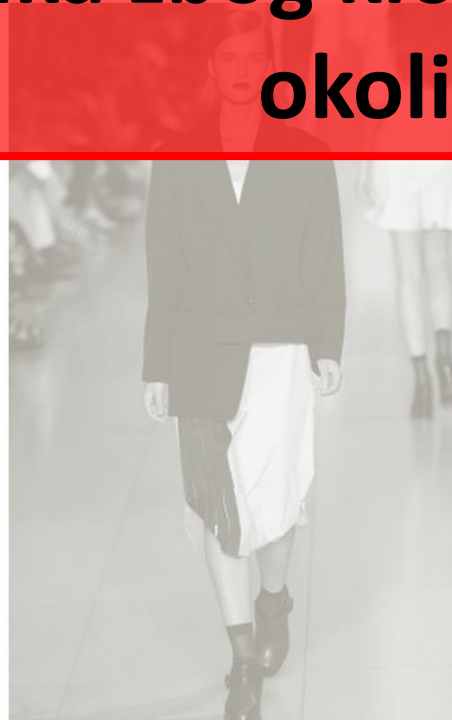
\*If you sell your used Patagonia product on eBay® and take the Common Threads Initiative pledge, we will collect your product on patagonia.com for no additional charge.







**kineska tvornica *Panyu Kamking Bleaching* -  
crvena oznaka zbog kršenja zakona o zaštiti  
okoliša**





QUEEN OF COURTS. RULER OF QUEENS.

NEW  
WORK  
MADE

kineska tvrtka *Fountain Set (Holdings)* - tajno ugradila kanalizacijske cijevi za izbacivanje nepročišćene tamnocrvene otpadne vode u rijeke s razinom kroma 19,5 puta većom od dopuštene.

Kada je otkriveno da izbacuje 20 tisuća tona toksične vode, tvrtka se jednostavno preselila u drugu kinesku pokrajinu u kojoj je nestašica vode još veća.

Reebok

TOMMY HILFEEGER



ZARA







**U kineskoj tvornici koju koristi Zara došlo je do velikog zagađenja 2014. godine –zbog dugotrajne izloženosti kemikalijama na bazenima za pročišćavanje vode dio radnika preminulo.**

ZARA



U kineskoj tvornici koju koristi Zara došlo je do velikog zagađenja 2014. godine – radnici umrli zbog dugotrajne izloženosti kemikalijama na bazenima za pročišćavanje vode.

Z A R A

***‘Žao nam je, ali ne možemo odgovarati na individualne zahtjeve za informacijama u vezi našeg rada.’***

Kina - 450 do 750 dolara na mjesec

**Made in China?**

Sjevernoj Koreji - 75 dolara na mjesec

**! Bangladeš - 68 dolara na mjesec !**



**2012. požar u tvornici, Bangladeš – smrtno stradalo oko 20 radnica koje su šivale odjeću za H&M**



**H&M**



**2013. godine – urušila teksilna tvornica u Bangladešu: mrtvih 1132, ranjenih 2500 ...**

**Benetton**

**Mango**

**Primark**

**Matalon**

**The Children's Place**

**Loblaw**

**Walmart**

**Disney**

**Kmart, Target, Big W i Cotton On**

**Demanding Proper  
Justice For  
Rana Plaza  
Workers**  
ইভাস্টিভাল বাংলাদেশ কাউন্সিল - (IBC)

**No More  
Death in  
RMG Industries**  
ইভাস্টিভাল বাংলাদেশ কাউন্সিল - (IBC)

**I Don't  
Want to  
Die for  
Fashion**  
ইভাস্টিভাল বাংলাদেশ কাউন্সিল - (IBC)



Aktvisti



# Andrea Crews, Francuska, "Fashion Art Activism".



<https://futur404.com/andrea-crews-15/>

Amsterdam, 2008. – 430 000kg odjeće, trodnevna radionica reciklaže



Stella McCartney solidalizirala se s prosvjednicima klimatskih promjena i za održivu modu, 14.06.2019., Milan Men's Fashion Week, Spring/Summer 2020 men's collection.

**Dr. ANNA BRISMAR (od 2015.)**

voditeljica ZELENE STRATEGIJE (*Green Strategy* [www.greenstrategy.se](http://www.greenstrategy.se)) i

vlasnica [www.circularfashion.com](http://www.circularfashion.com)

GREEN STRATEGY

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SUSTAINABLE FASHION

CIRCULAR FASHION

NEWS

CONTACT



**WE BRING CLARITY, QUALITY  
AND NEW IDEAS TO  
YOUR SUSTAINABILITY WORK**

the fashion or textile industry.

As consultant and owner of Green Strategy, Dr. Brismar offers **high quality consultancy services and tailored advice** to fashion brands, apparel companies, international chains and textile organisations on how to develop, advance and communicate their sustainability and circularity work more successfully.

### Professional and educational background

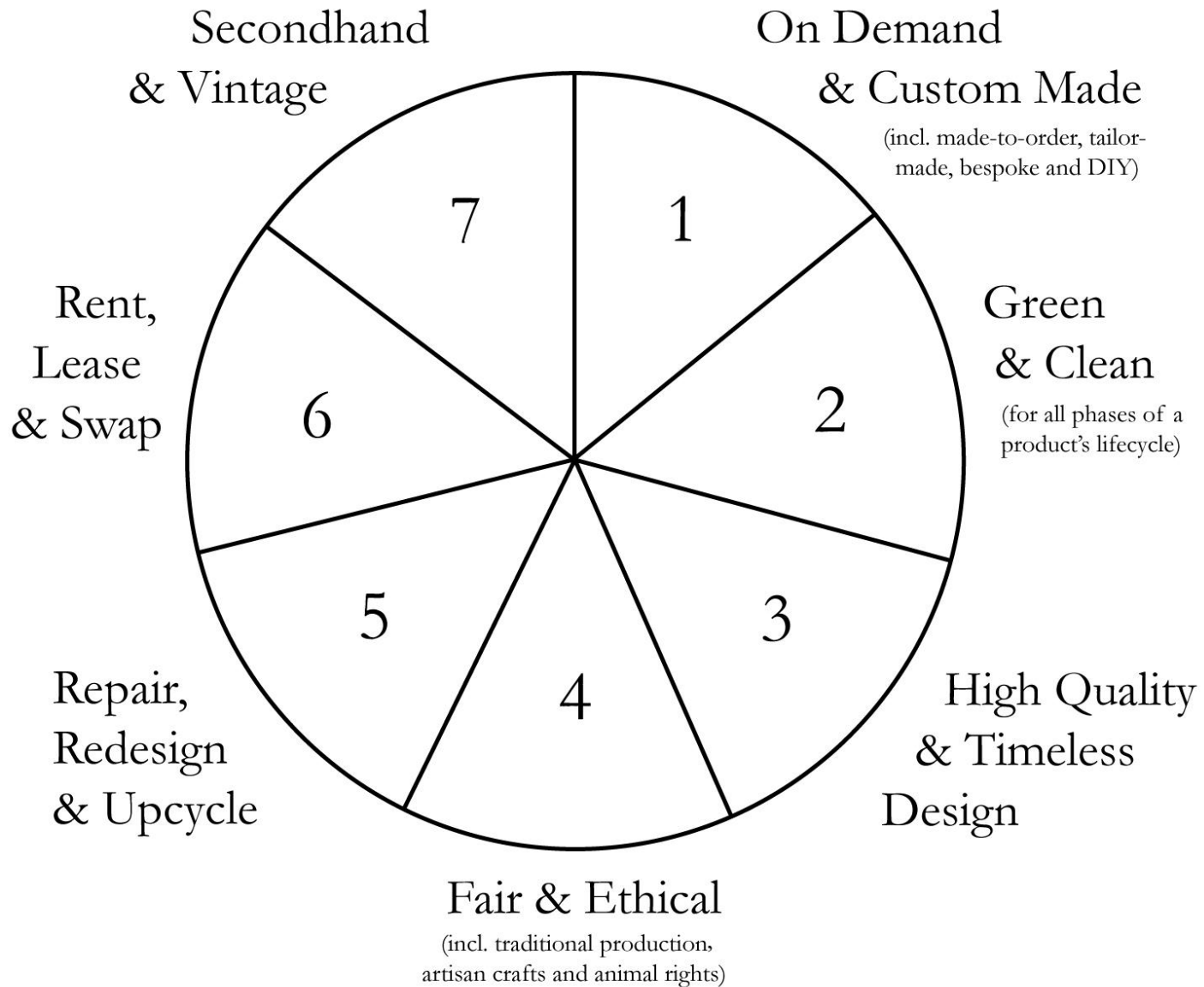
Altogether, Dr. Brismar has more than 15 years of experience as a consultant and researcher in the environmental and sustainability field. Before founding Green Strategy in 2012, she worked as sustainability consultant for various international organisations, such as the World Bank, Stockholm International Water Institute (SIWI), Stockholm Environment



- > **Speaking at Giving Women Conference 2018**  
2018/10/09
- > **Today's environmental problems require major mindshifts**  
2018/03/26
- > **New logo for Green Strategy – reflecting our core values**  
2018/02/15

### Categories

- > **What is happening for Green Strategy?** (20)
  - > **Consultancy work** (2)
  - > **In-house work** (4)
  - > **Non-profit work** (4)
  - > **Seminars and conferences** (12)



## MODNI MANIFESTI

[www.fashionrevolution.org](http://www.fashionrevolution.org)

*#4 Moda poštuje **kulturu i njeno nasljeđe**. Njeguje, potiče i nagrađuje **tradicijske vještine i stare obrti**. Otkriva kreativnost kao svoje najjače bogatstvo. Moda nikada ne prisvaja bez davanja počasti izvorima inspiracije. Moda odaje počast obrtnicima.*

Porter Classic, Tokyo – tri do pet jakni godišnje




*Sashiko tehnika- ubod, vez (stare jakne, denim..)*



## THE TEAM

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*"I wanted to inspire my children and show them there is a way out of poverty, and that is through skills and education. This is what happened to me. I now have skills that I can take with me wherever I go, and with my work I can ensure my children complete their education, so the poverty cycle can be broken.*

*I love being part of the Mayamiko family, to all our friends and donors, thank you for your help and donations and please keep supporting us. You are changing our lives"*



*"After my apprenticeship I was told I was successful and Mayamiko offered me a full time job! I now have a higher salary, paid sick leave, paid holidays and Mayamiko pays into the government pension scheme as well as a gratuity scheme.*

*It is more than a dream that I now have the safety of a monthly income and if I do my job well, I can keep growing and maybe I can also train to become a tailor. That would give me more skills for the future. I would also like to learn English better."*

♥ LOVE



*"My name is Towera Chiposa, age 25 and just married last year, we are 4 in our family and I am the first born. I have a Teveta foundation Certificate in Textile and Designing and I am the Mayamiko tailoring academy teacher.*

*My dream for the future, is that Mayamiko will train more women to empower them. I see their lives change through the training and after, and this is what gets me out of bed in the morning."*

Towera - Tailoring academy teacher

♥ LOVE



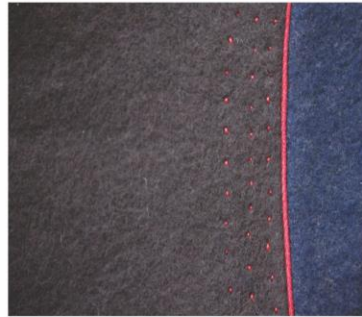
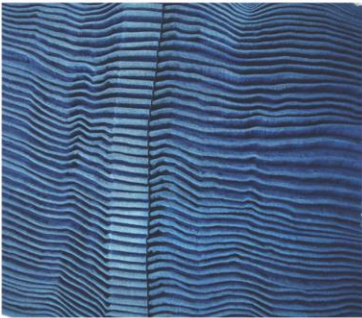
Tihana Mikša Perković: PAST...AT LAST (2016)





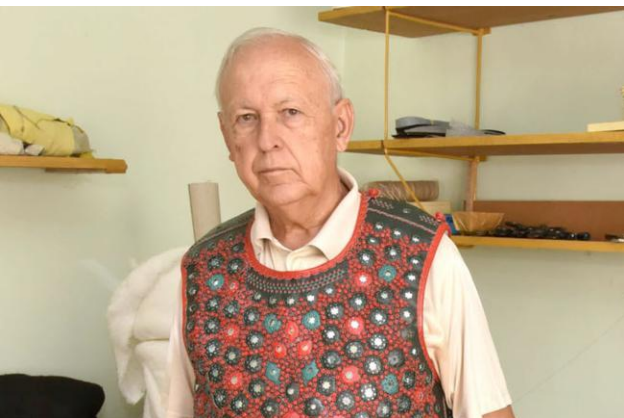
**Bizovac**





Damir Begović (2018.)





**STJEPAN POSAVČEVIĆ,**  
**VINKOVAČKI KOŽUŠAR**  
<http://www.glas-slavonije.hr/343172/4/Kozusak----ukras-svake-prave-sokacke-skrinje>

# ESHI

Jelena Zenko Milović

U suradnji s lokalnom zajednicom podržavaju tradicionalno tekstilno rukotvorstvo i oblikuju suvremenu interpretaciju



**CILJ**

**nadahnuće i podizanje svijesti**



## **KATE FLETCHER**

Konferencija "Rediscovering Culture: Transforming Fashion", National Institute of Fashion Technology (Nift), New Delhi, 31.01.-02.02.2018.

**"ODRŽIVOST U MODI – ODGOVORNOST NA POTROŠAČU"**

I made  
my  
clothes

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#WHOMADEMYCLOTHES  
FASHIONREVOLUTION.ORG