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*The Environmental Audit Committee states that 3,000,000 TONS OF CLOTHING ends up in household bins every year, with 20% of that going into LANDFILL and the other 80% BURNED, with £140 MILLION WORTH OF GARMENTS being trashed in the UK alone, it is no wonder that THE UK IS SEEN AS THE EPICENTRE OF FAST FASHION IN EUROPE!*





# PROJECT BACKGROUND:

Welcome to the inaugural edition of  
the Re:Fashion Challenge Zine.



The project is a collaboration between the Gawthorpe Textiles Collection and the University of Central Lancashire fashion department and aims to bring the notion of 'slow fashion' to a younger generation of fashionistas living in, and around east Lancashire.

We know that fashion trends change constantly but we are seeing more savvy youngsters who are aware of sustainability issues surrounding the fashion industry and want to drop fast fashion but don't know how to make the move. These Gen Z as they are known, born between 1997 – 2015, know that fast fashion items are often made out of cheap, synthetic materials, which shed tons of plastic microfibres into the environment every year when they are washed, and want to do something about it.

The Environmental Audit Committee states that 3,000,000 tons of clothing ends up in household bins every year, with 20% of that going into landfill and the other 80% burned, with £140million worth of garments being trashed in the UK alone, it is no wonder that the UK is seen as the epicentre of fast fashion in Europe!

When garments are mass produced at a low cost you see overconsumption, little value is placed on the garments because they are so cheap, creating a throw-away society, wear it once and chuck it away! Li Edelkoort, the trend forecaster stated in her 2017 anti-fashion manifesto that rather than boycotting brands that employ cheap labour, customers have become seduced by cheap, disposable clothes. She says 'now that several garments are offered cheaper than a sandwich, we all know that something is profoundly and devastatingly wrong'

What is the solution? We need to equip the Generation Z with the skills to repair, re-make, re-use, recycle and re-sell these garments without stigma of being seen as not 'on-trend'. We need to sell the message of 'slow fashion' which is 'buy less and wear it more'. Buying clothes for a fair price, that might make them more expensive, you will cherish them more, keep them longer, wear them more. This is the strategy of a circular economy and is crucial to adopt for the fashion industry to shake off its dark sustainable issues.

This Re:Fashion Challenge was our way of starting this process in East Lancashire. We put a call out for young fashionistas in the region who wanted to learn more about sustainable fashion and recycling. We found eight amazing youngsters to work with us, with ages ranging from 13 – 18, from different backgrounds, but all with a passion for fashion. We worked for one week in August, at UCLan Burnley Campus, in Victoria Mill to produce these collections, culminating in a photoshoot at the end of the project.

We split the participants into four groups, and each had a mentor who was a UCLan fashion design graduate to lead them, working with four separate themes devised by the mentors and which each participant chose in the induction session. Each theme was very different and enabled the participants to work on a trend they had a passion for. You can read more about these themes within this Zine.

Each mentor brought in items for their team to use that linked to their theme such as bin liners, sleeping bags, tents, leather skirts, even a sari, and we provided a selection of resources and discarded items to feed into the collections such as elastics, old tins of buttons, old garments, plastic tablecloths and bags, deadstock fabrics, threads, needles, scissors etc. We were mindful to try and work using a zero-waste philosophy and used up even tiny scraps of fabrics in the creation of these garments.

Each mentor shared their specialist knowledge and expertise with the participants, who were so quick to pick up new skills. They encouraged the participants and supported them in creating the ideas they had designed.

We were so proud of the final outcome and hope that you enjoy looking at the images throughout this Zine.

If you would be interested in finding out more about sustainable fashion projects, joining a fashion design or textile course or learning more about Gawthorpe Textiles Collection please contact  
Amanda at [aodlin@uclan.ac.uk](mailto:aodlin@uclan.ac.uk)  
or  
Bev at [b.lamey@gawthorpetextiles.org.uk](mailto:b.lamey@gawthorpetextiles.org.uk)





PUNK  
*princes*



# MENTOR

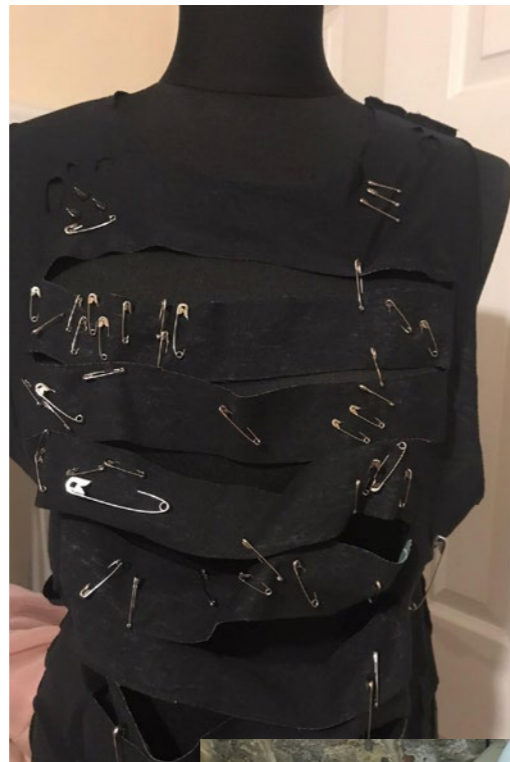


## AGNETA KRISTIANA STEINA

My name is Agneta and I am an international student from Latvia. I came to the United Kingdom to continue my fashion design studies at the University of Central Lancashire. My love for fashion started when I was a child, I was always interested in clothes, creating fashion shows for my parents. I would use my mother's clothes and create interesting designs, not just by putting on clothes, but with the idea to change a simple outfit into something extraordinary.

Throughout my life, I have had the chance to experience many interesting things, not least taking the huge step to move to the UK to study. I made this decision to get more experience and gain more opportunities in Fashion Industry. Back home in Latvia, I had the opportunity to go to Portugal for a month as an exchange student. My role was as a Design Intern for a luxurious wedding and evening dress company. Having the chance to work in a different country and learning a new culture gave me the chance to learn so much and really built my confidence. I also had the chance to work with Fyodor Golan as an intern in Latvia which I really loved, and working with these different brands gave me a huge insight into how things work within the fashion industry at different levels.

In Latvia I created my first collection in my final year of College and this process confirmed that a life in fashion is absolutely my career aspiration. Moving to UCLan to study has given me opportunities to be more experimental and try out new ways of working. I have learned new skills and enjoyed the varied projects, but the one that stands out the most is the "Made in Lockdown" brief. It involved creating an original garment by researching different ideas yet working only with the limited resources around the house. This brief reminded me of the quote by Orsola de Castro who is the Global Creative Director of Fashion Revolution who said, "The most sustainable garment is the one already in your wardrobe." I loved the photo shoot and as I have modelled a lot before it was great fun to model my own outfit!



## TIP:

Why not take an old skirt that you no longer wear and turn it into something else? Agneta and her team, Imogen, and Reba, took an old leather skirt and refashioned it as a bra top. Use a bikini top you already have as a base to create a paper pattern. You can add stitch details or other embellishments such as the metal studs used in this collection. Don't throw away the rest of the skirt. You can see that the Punk Princess team have added a pink tartan pleated frill to the bottom of their leather skirt. Two items of fashion from one old skirt and some leftover fabric. It just takes a bit of ingenuity and some basic stitching skills.

I decided to develop the theme 'Punk Princess' for my group in the Re Fashion Challenge. The inspiration comes from punk girls who are unapologetically independent, bold, and self-assured. They wear whatever expresses their personal aesthetic. To become a punk girl, you must be confident in your identity.

I chose this topic because I knew I would be a fashion mentor to young teenagers, and I wanted the topic to be easy to understand and interesting at the same time. I also thought that this theme would work well with the aesthetic of repurposing old clothes and distressing the fabrics.

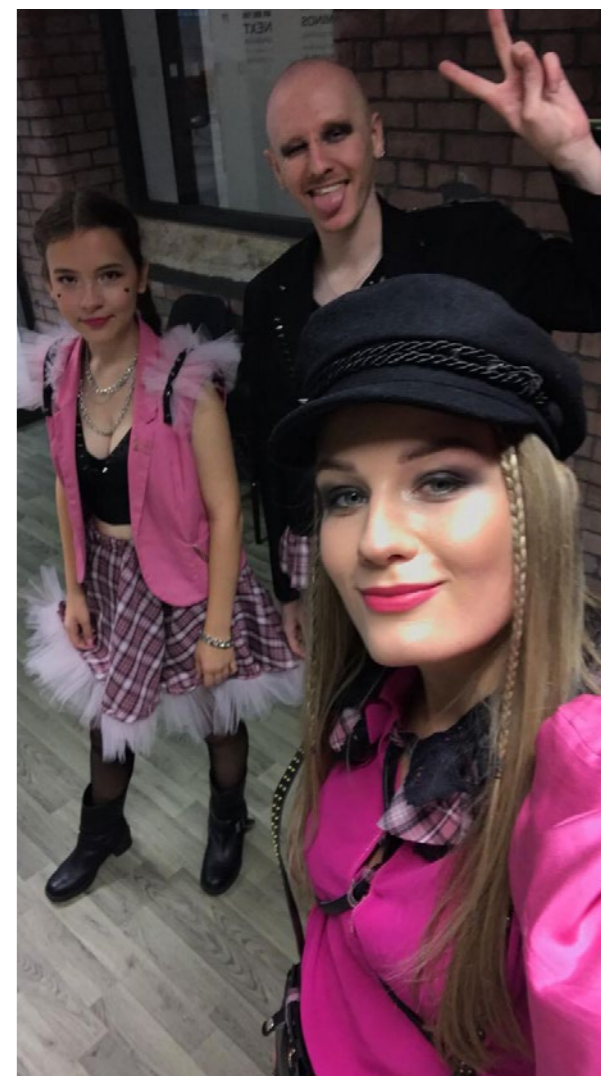
I put together a theme board showing how contemporary street punks wear leather, denim, metal spikes or studs, chains, and military-style boots. To give the theme a princess twist I thought of the singer Avril Lavigne, and she was the muse behind this collection. In my group, I told my girls the main rule: imagine that you are creating a collection for Avril!



## Imagine that you are creating A COLLECTION FOR AVRIL!

Our inspiration for fabrics were based on Punk style, Metallic style, and catwalk collections such as Versace, Moschino and of course the Queen of punk Vivienne Westwood! When creating this collection, I found some deadstock tartan style fabric that would bring the collection together. We also used pre-loved items such as blazers, leather skirts, old blouse and trousers, T-shirt, shorts, safety pins, metallic cone spikes, dog collars, belts, old jewellery, and various other fabric samples to create the final punk princess collection especially tulle.

As a fashion mentor to my team, I absolutely enjoyed every part of working with the girls and the project brief. I am happy to give my fashion knowledge to somebody who wants to be a Fashion designer. This experience was something new for me and the process was very interesting. I think we managed to achieve what we set out in our design ethos, and I am very proud of my team. This project made me realise, that we can be so creative and make something actually so UNIQUE and BEAUTIFUL from pre-loved items and save the environment and limit pollution.





*To become a punk  
girl, you must be*  
**CONFIDENT**  
**IN YOUR**  
**IDENTITY.**



Model: Imogen Osbaldeston  
Garments by: Imogen Osbaldeston  
and Agnetta Steina



Model: Reba Haworth  
Garments by: Reba Haworth



Model: Jacob Connolly  
Garments by: Imogen Osbaldeston



**TIP:**

Take the sleeves out of an old jacket or shirt top by unpicking the seams. You can insert sleeves from another garment to create a new shirt as Reba did for her look or add a net embellishment to the shoulders to create a new unique waistcoat like Imogen.





*The  
Great  
Outdoors*



# MENTOR



## PHOEBE O'GORMAN

I'm Phoebe and I study Fashion Design at UCLan. I am currently in my third year and out on placement at Dooley and Rostron in Manchester who have a rich history of luxury tailoring and creating bespoke shirts. They also make handcrafted suits, which is an area I am particularly interested in learning about as I am passionate about the craftsmanship of garments, and hand-made elements.

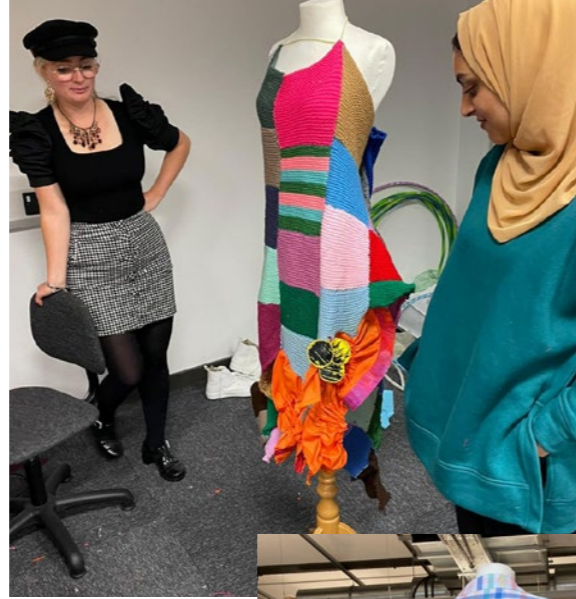
Prior to joining the fashion course at UCLan I studied Fine Art and Textiles at A-level which was the beginning of my creative journey.

Throughout my time at UCLan I have worked on lots of exciting projects and learnt many new skills like pattern cutting, professional manufacture processes, design development, illustration and CAD. In my first year I was selected for the 'ones to watch' exhibition, for my dress design, which incorporated intricate textile elements and was exhibited at the PRI Gallery.

Fashion has always been my passion! and I am always looking out for ways to learn new things and experience different aspects of the business. I have experienced working backstage at London Fashion Week with upcoming designers like Luis De Javier, Florentina Light and Mimi Wade, this experience was invaluable and was so fantastic to meet these new designers and see their work up-close.

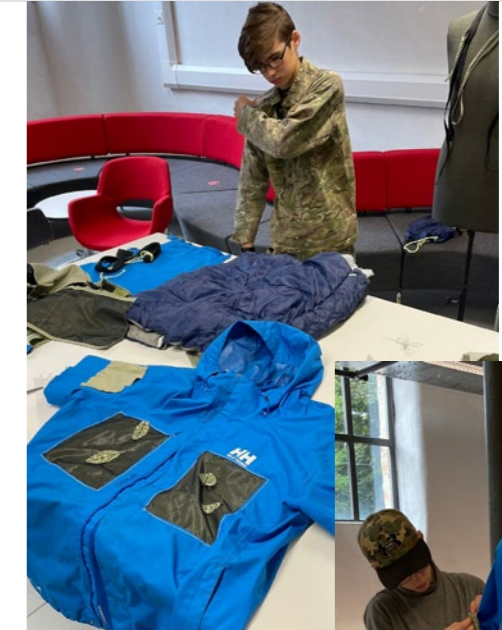
I have also been lucky enough to have a one-to-one mentorship with the award winning sustainable fashion Designer Bethany Williams, who offered me great advice with my own work whilst giving an insight into her own sustainable practises. This is one of the reasons I was so keen to work on this Re:Fashion Challenge and share my knowledge with aspiring local designers.

During the pandemic many people turned to creativity to get them through, I also used this time to practice my fashion illustration skills by attending online workshops with 'Drawing Cabaret Couture' and I learnt new, but time-consuming skills such as hand knitting! I also attended the wool heritage event - 'Slaidburn Heritage and Meadow' and 'Dent Heritage Centre' that are near to where I live in Waddington and is known for practising traditional spinning. This research into yarn and knitwear inspired my University project 'Made in Lockdown' where I created a garment constructed entirely out of yarns sourced locally. I hope to further explore my knitwear design experiments at MA level, as I feel using local yarns and natural dyes could be the answer to towards a more sustainable future.



## TIP:

Repurpose an old sleeping bag – perhaps the zip is broken or there's a tear in the outer fabric and the stuffing is spilling out? Take inspiration from Phoebe and Charlie from the Great Outdoors team, who made a pair of shorts from an old sleeping bag. Perfect for those cold evenings when you are camping. Don't forget to allow for the thickness of the fabrics when you are cutting out your shorts. You just need a simple pattern with an elasticated waist. The shorts even have their own repurposed bag that used to hold the whole sleeping bag.



For the Re:Fashion Challenge I worked with my participants on the theme of 'The Great Outdoors' inspired by our collective re-found love of nature throughout the pandemic, learning not to take it for granted. I also wanted a theme that could re-use items that were constantly discarded such as the hundreds of tents that are left after festivals, and could end up in landfill and other more basic items such as sleeping bags, sports bags and old pre-loved coats.

I thought this theme would appeal to both girls and boys, and I was right as I was lucky enough to have two amazing participants to work with on this project who really embraced the re-cycling techniques. We had a team meeting and made initial sketches, I brought them fabric samples from the discarded items so they were able to collage and envisage what their designs could look like. We quickly moved into playing around with shapes on the stand, and this helped the participants to think of different silhouettes.

# FESTIVAL RE:FASHION

For the first outfit my mentee used a clever mixture of knitted squares, old shirts, bags to create a colour-clash of ruffled embellished garments that really showed off the richness of textures you can create with a mix of fabrics and yarns. The other mentee wanted a more masculine approach and re-purposed a sleeping bag into a cool pair of shorts worn with an oversized coat made from a mixture of pre-loved jackets, bags, and deadstock fabrics. I think it was very important for me to act as a facilitator throughout this re:fashion challenge, and to allow the participants to express their ideas freely. I was really impressed how quickly they picked up new skills and how fast they worked, remaining highly motivated throughout. I think the shoot was the perfect ending to this fantastic project and seeing the garments being worn really brings them to life.







Modelled and garments designed by: Charlie Whitbread



*breathing  
new life  
INTO  
FESTIVAL  
LANDFILL  
FABRICS*



Model: Phoebe O'Gorman  
Garment by: Aleena Akhtar



Model: Agneta Steina  
Garment by: Aleena Akhtar

**TIP:**

A blanket of granny squares can be refashioned into a garment – a jumper, a jacket, or a dress, as Aleena from the Great Outdoors team has done. Don't be afraid of unusual juxtapositions of fabrics and techniques. Here you can see an embellishment of frills added to the base of the dress created from recycled pieces of tents, sports bags, and jackets. The effect is original and unique.





GOMIBAKO



# MENTOR



## JACOB CONNOLLY

Hola, my name's Jacob and I am a graduate from the UCLan Fashion Design course. Prior to studying for my degree I studied fashion at Wigan and Leigh College, and have always been passionate about my own creative styling, wearing garments in different ways to stand out from the 'norm'. Customising garments is in my blood, and I have collected over 100 pairs of shoes from stilettos to trainers, because I believe that shoe choice can really make a huge difference when creating a look.

I have a great deal of experience in many different aspects of fashion, and since graduating in 2019 I have worked as a freelance Pattern cutter, print designer, costume maker. Currently I am in the process of setting up my own sustainable - slow fashion label because I am passionate about sustainable solutions and offering customers exciting ways of wearing re-used and pre-loved items in a fresh and fashion-forward way. My final collection entitled 'Hawaiian Punch' was shown on the catwalk at the prestigious Graduate Fashion Week, in London. Images of my collection were used throughout Graduate Fashion Week events and my collection received praise for pushing boundaries of gender fluidity and sustainable solutions, using deadstock fabrics, and found items to incorporate into my garments. As well as fashion designing I have also a lot of experience modelling, I have worked as a photographic and catwalk model and stylist.



## TIP:

There are a variety of ways to create graphic imagery on your garments to make them truly distinctive. A plain white t shirt can be transformed with simple appliqued shapes in a contrasting colour, as you can see in this collection by Jacob, Noel and Wardah. Or you can add interest to a plain shirt with fabric paints or pens. Wardah has used her knowledge of Japanese calligraphy to decorate this plain white shirt. Plan what you are going to do before you start. Draw any motifs out on paper first and you may be able to trace the image through the fabric.

An old Sari is the perfect dimensions to create a kimono jacket as Noel and Jacob did for their Gomibako theme. It can be embellished with applique to create layers of fascinating texture and attractive details. Allow your creativity to flow and don't allow yourself to stifle your ideas.

I was excited to be asked to work on this Re:fashion Challenge and put together an exciting theme for my group entitled 'Gomibako' which is Japanese for 'trashcan', in reference to the discarded materials we would be creating with.

The theme was focused on Japanese street style which mixes aspects of avant-garde styling and silhouette with classic preppy punk aesthetics, and just a little bit of 'Y2K' for good measure. If you combine all this in a mixing bowl and set into a preheated oven to bake at 250 you will discover lots of new and exciting ideas!. The objective was to create a theme as open as possible for the participants to choose which aspects they related to most.

We started by discussing the theme in our group and worked on initial sketches, which we developed further as we began to work with the fabrics and 3D elements. With my team we strived to make our collection a work of 'cultural appreciation' - Japanese street style is dear to my heart as a street style "traditionalist" and all-around punk girl - rather than an exercise in appropriation.

## GOMBIAKO JAPANESE FOR 'TRASHCAN'

I encouraged the participants to work mainly with fabrics and textiles to encourage their learning, and I improved their technical sewing skills by passing on my knowledge to them; We looked though the donated 'discarded' items and utilised a linen shirt and sari to create a patchwork textile for a kimono inspired robe. We used old T-shirts and fabric scraps to produce graphic tees, and an old robe and bomber jacket were transformed into a mini dress.

The participants really expressed their creative ability and packed these garments with their personal interests and design ideas, and as the week unfolded, their goals were always at the forefront of our work practices. This proactive attitude - across all the teams - continued into the photoshoot styling to create pictures we were all incredibly proud of and can't wait to see published in the zine. I hope this experience has left everyone involved as invigorated and inspired as it has me, and that we've helped instil the ideals of sustainability within the next generation of talented creatives.



Outfit by: Wardah Ahmed



Modelled and garments  
designed by: Jacob Connolly



Model: Noel Peel  
Garment by: Noel Peel



Model: Imogen Osbaldeston  
Garments by: Wardah Ahmed



*Just a little bit*  
**OF 'Y2K'**  
*for good measure*

**TIP:**

Ditching fast fashion doesn't have to be boring and you don't have to lose the enjoyment of clothes. Instead, this is an opportunity to put new life into clothes you already have in your wardrobe. Your personality can shine out of the pieces that you have embellished or customised yourself. A denim jacket or a pair of jeans are the perfect vehicles for some applique, embroidery, or drawing with fabric pens.





*Botanical*



*Bin-liner*



# MENTOR



ALLISON ORR

Hi, my name is Allison and I have really enjoyed being part of the Re:Fashion Challenge and sharing my skills with my participants. I have a Bachelor of Arts with Honours in Fashion Design from UCLAN, I have also recently attained a Post graduate MA in Fashion Design within UCLAN. Looking back, one of my favorite projects was the 'Zero Waste' project in final year. Sustainability has always been at the heart of my designs and this brief pushed the boundaries of what I thought was possible to achieve. We had to pick an object to inspire the designs process, I selected a £3 ugly shell vase (obviously handmade!) Despite the outward appearance, what drew me to vase was the interesting surface texture which I endeavoured to recreate using the plastic bags that were building up in my Uni flat kitchen as a reaction to the recent articles regarding the plastic waste issue in our oceans. I began to experiment with different methodologies for creating a rough surface in these smooth plastic bags and ended up with a successful garment that inspired me to look further into the use of single use plastic within my final graduate collection.

My final collection was a performative collection consisting of 6 outfits and accessories which aimed to bring attention and raise awareness to plastic waste and its effects it is having on our oceans. My monochrome collection draws your attention to the texture of the plastic bags used in the garments, by manipulating the plastic bags to form beautiful gossamer fabrics that replicate the oceans currents, waves and movements. The result is sensory in all areas sight, touch and sound. I have always had a keen interest in modern art specifically sculpture which I try to incorporate into all of my collections.

I was fortunate enough to show case my 2019 collection at Graduate Fashion Week, London, and subsequently selected for the prestigious Gala show which features 28 of the top collections from all Universities. This event acted as a springboard for me and within a short period of time I was invited to show my graduate collection at the IJS 'International Jewellery show' in London. My collections have also been featured in Glamour magazine as part of an article on Sustainability within fashion. I also participated in the Foreign and Commonwealth office #DREAMBIG 2019/2020 campaign and the GFW X UKFT event where I got the chance to work alongside Dame Zandra Rhodes and Hilary Alexander OBE.



## TIP:

Scared of sewing? There are other ways of adding detail and embellishment. Allison, Eira and Dainy used scraps of sheer organza in a range of muted colours to create floral detail which they have glued onto the base fabric of white plastic. Don't be afraid to use unconventional materials and mix your fabrics to create interesting juxtaposition of textures and colours.

The theme I choose for my team was 'Botanical Bin-liner', I chose this because coming out of lockdown encouraged me to think of alternative ways of creating and finding inspiration by using only what's directly available to me.

As a designer who works sustainably, the effects of the lockdown have really pushed the idea of what actually is sustainable design? The pandemic led designers to be extreme and create collections with literally anything that was readily available so with that in mind, we all have a plastic bag filled with other plastic bags laying in a kitchen cupboard! and we all have some form of plant life either in our gardens or in the plant pot by the back door everyone forgets to water! So, this was my literal inspiration.

I tried to keep the theme as open as possible to allow my team as much creative freedom as possible to design whatever they wanted to make.

## what actually is SUSTAINABLE DESIGN?

By encouraging my team to be flexible and adapting to different materials that aren't necessarily fabric gave creativity a chance to flourish as it took away the pressure of sewing which can be scary for beginners.

By using alternative methods to make the garments like keyrings, hula hoop and plastic tablecloths it allowed my team to problem solve ways to make functioning garments which will help make them more resilient as a young designer's.

The final outcome was even better than I had hoped for, and the garments looked stunning in the photoshoot. I could imagine these outfits being worn on the cover of an album by someone like Bjork or Roisin Murphy which is amazing considering they are made out of plastic bags, tablecloths and scraps of fabrics!







Modelled and garments  
designed by: Dainy Casper



Model: Phoebe O'Gorman  
Garment by: Allison Orr.



Modelled and garments  
designed by: Eira Odlin-Bates



*Imagine them on an*  
**ALBUM COVER**  
**OF BJÖRK**

**TIP:**

Add style to your outfit with the right accessories like we did for our professional photoshoot with photographer Alex Hurst. Allison created her unique bucket hat by glueing shards of broken CDs to a plain white hat. Choose jewellery, belts, bags and shoes that match the look you are creating. A statement necklace or earrings, a different hairstyle or new make up look can all transform how you look and how you feel. You can have fun experimenting too. Try different combinations and take pictures on your phone. You could even have a photoshoot with your friends. Slow fashion can be fun too!



## Why are we doing this?

Gawthorpe Textiles Collection are keen to promote the values of slow fashion, making and craft. Our aim is to help people to make ethical and environmentally sustainable fashion choices. Using our collection of textiles as inspiration to learn from a time before fast fashion to begin to value the craftwork that goes into our fashion items, we aim to reposition each garment from a throwaway commodity to an item to be treasured.

## Learning from the Past

This project is part of the Gawthorpe Textiles Collection (GTC) Ethical Textiles community project. GTC is an internationally renowned collection of global Textiles with a focus on education, wellbeing and the preservation of traditional craft skills. The collection was created by the Honourable Rachel Kay-Shuttleworth MBE to use as teaching aids to support the skills development, employability and wellbeing of the local population.

## What can you do?

Are you wondering what you can do as one individual to change the fashion industry from fast fashion to slow fashion? The UK Parliament published a report in February 2019 into the Fashion industry called Fixing Fashion. One of their conclusions is that the most sustainable garment is the one we already own and that repairing, reweaving, reusing and renting are preferable to recycling or discarding clothes.

## Make a difference:

1. Give your old clothes away to friends or to charity shops but remember only a third of donations actually are resold. The rest go into landfill so only donate high quality clothes.
2. Recycle and repurpose. Learn to repair and reuse. Colourful and creative patching and darning can make your clothes original and different. If they are too damaged to repair, make them into quilts or rugs or other products.
3. Swap your clothes. Organise a one-off event or set up a clothing exchange where people can bring something and take something away.

## Follow us:

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**Facebook:** @GawthorpeTextiles @ValleyStStudio

**Website:** www.uclan.ac.uk www.gawthorpetextiles.org.uk



The National Lottery Community Fund

Alex Hurst, our photographer. [www.alexhurst.co.uk](http://www.alexhurst.co.uk)

Tony Attard and Panaz who sponsored the prizes for the Re: Fashion Challenge

Judges for the Re: Fashion challenge: Sarah Lloyd, Panaz, Nic Corrigan, Whitehall Studios, Rizwana Matador, Cover Me Collection, Ashley Sutcliffe, Live Like The Boy, and Charlotte Steels, Gawthorpe Textiles Collection

The staff at University of Central Lancashire Victoria Mill, Burnley

Michael Huckerby, The Lawrence Hotel, Padiham for hosting the launch of the Re: Fashion Zine





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