

## **Making it real: engaging the consumer in sustainable fashion consumption**

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# Making it Real: Engaging the Consumer in Sustainable Fashion Consumption

Dr Natalie McCreesh



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# Making it Real - Installation, Leeds Trinity



# Nothing to Wear - animation





### ***Context:***

With moves towards improving sustainability within the retail sector and a growing requirement to conform to existing and emerging legislation, retailers from ostensibly disparate sectors face the common challenge of encouraging the reduced consumption of saleable products, while simultaneously maintaining their prosperity.

### ***Acknowledgements***

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The 'Making it Real' exhibition was held at Leeds Trinity Shopping Centre (7-8th February 2015). Developing from the idea that overconsumption of clothing is driven in part by a disconnection from the processes that produce the products we buy; this exhibition sought to highlight the backstory to our clothing by showcasing the steps involved in the manufacture of a simple t-shirt.

Present at the exhibition was Dr Rob Speranza of the South Yorkshire Filmmakers Network, who shot a documentary style video of the event. This documentary comprises interviews with the academic team, the manufacturing team and some members of the public who interacted with the exhibition.

There are two versions of the video available to watch; a 3 minute summary video and the full 20 minute documentary (PENDING)

#### NOTHING TO WEAR – ANIMATION

Do you ever consider the true cost of your clothing? Does the 'new you' need new clothes? Do you really have nothing to wear? Why not challenge yourself to update your look from your existing wardrobe.

TRANSFER has worked with Emily&Anne Animations and Dr Rob Speranza to create a short animated video stemming from some of the key themes arising from the research activities. 'Nothing to Wear?' follows Jasmine, a 20-something fashion conscious individual, on her journey to work. It explores how the pressures of living in a consumerist society can easily make us look past the things we already own and prompt a never ending desire to acquire.

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