

STUDENT RSA DESIGN AWARDS

Think
Differently
About
Design

Teardown icebreaker: 20 mins

Find your table

Introduce yourselves and take apart garment

Focus on your garment (10 mins)

Create a short persona describing an imaginary user of the garment

Share (1 minute each table)

Introduce your garment and your imagined user

Welcome!

Designing fashion for a circular economy



Welcome!

Introductions

Objectives

Circular economy

Understand what it is and how it can be applied to fashion

Better questions

Generate new questions and avenues to explore

Sharing knowledge

Learn from one another and share insights

Agenda

Morning

Exploring the current fashion system
Design for a circular economy

Lunch break

12:30-13:15

Afternoon

Re-design and sharing
Finish 15:15

Principles

Feel at home

Take breaks if you need them, get some tea & coffee refills

Be Present

Don't use your phone in the room

Ask Questions

Ask questions throughout the day, or add them to the 'parking lot'

Be respectful

Listen & respect all different perspectives & experiences & value other's opinions

Participate

Be prepared to get stuck-in and get involved in all the activities we have planned for today

Have fun! - While we are discussing a lot of important topics today, it's also good to have fun while you learn & explore new issues

Welcome!

Housekeeping and photography

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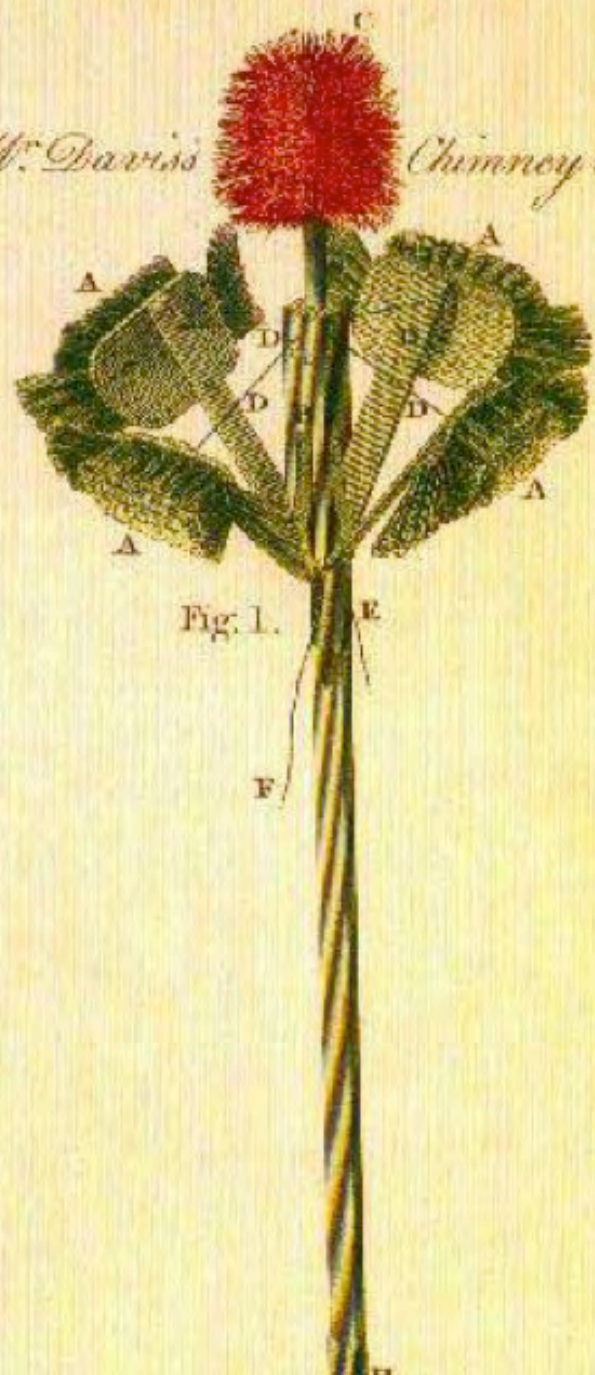
RSA

The
Royal Society for
the encouragement of
Arts Manufactures
& Commerce

Founded 1754



Mr. Davis's Chimney Sweep.



Charles Eames:

“What are the
boundaries of
design?”

**“What are the
boundaries of
problems?”**

In a nutshell

The RSA Student Design Awards (SDAs)

Challenging emerging designers to tackle complex social and environmental issues through design thinking.

Legacy

STUDENT
RSA **DESIGN**
AWARDS
Since 1924

2019/20 briefs



AI 100



Cultivating Community



Make Fashion Circular



Healthy Routes



Branching Out



A Platform for Joy



Just About Managing



Dignity in Displacement



Moving Pictures

Briefs 1-8

Submission Criteria

Social and Environmental Impact

Rigorous Research and Compelling Insights

Systems Thinking

Viability

Creativity and Innovation



Make Fashion Circular

How might we use circular design principles to innovate the way we produce, use and access everyday clothing items?



Award:

PPL Dream Fund Award of £2,000



Moving Pictures

Conceive and produce an animation to clarify and illuminate the audio content Category 1: 'Fashioning a Circular Future' audio by Lily Cole

Awards:

PPL Dream Fund Award of £1,000

RSA Staff Choice Award in memory of Carol Jackson of £500



MAKE FASHION CIRCULAR

**OUR MISSION IS TO
ACCELERATE THE
TRANSITION TO A
CIRCULAR ECONOMY**



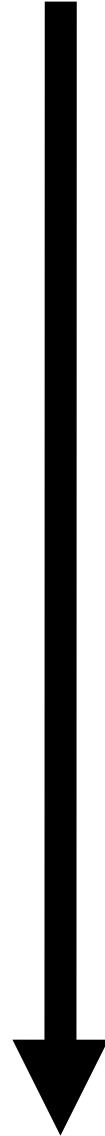
THE LINEAR ECONOMY IS RIPE FOR DISRUPTION



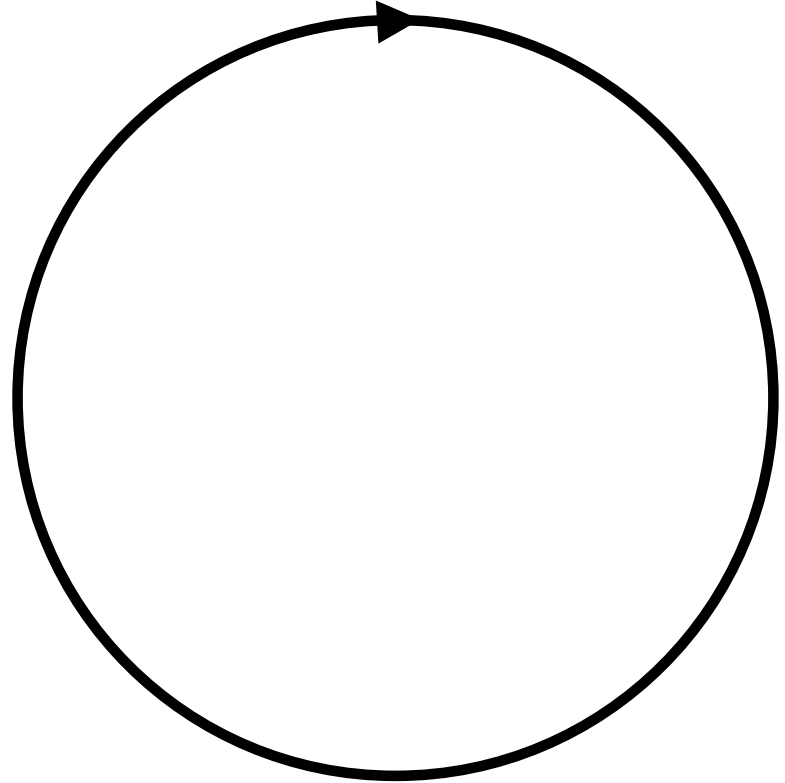
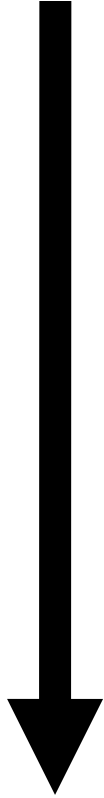
TAKE

MAKE

DISPOSE







A CIRCULAR ECONOMY IS BASED ON THREE PRINCIPLES




**Design out
waste &
pollution**

The first principle is represented by a black circle on the left. It contains the text "Design out waste & pollution" in white. Above the circle is a white icon of a sun with rays, and below it is a white wavy line representing water or a path.

**Keep
products &
materials
in use**

The second principle is represented by a black circle in the center. It contains the text "Keep products & materials in use" in white. A white curved arrow starts from the top of the circle and points to the right, indicating a cycle or flow.

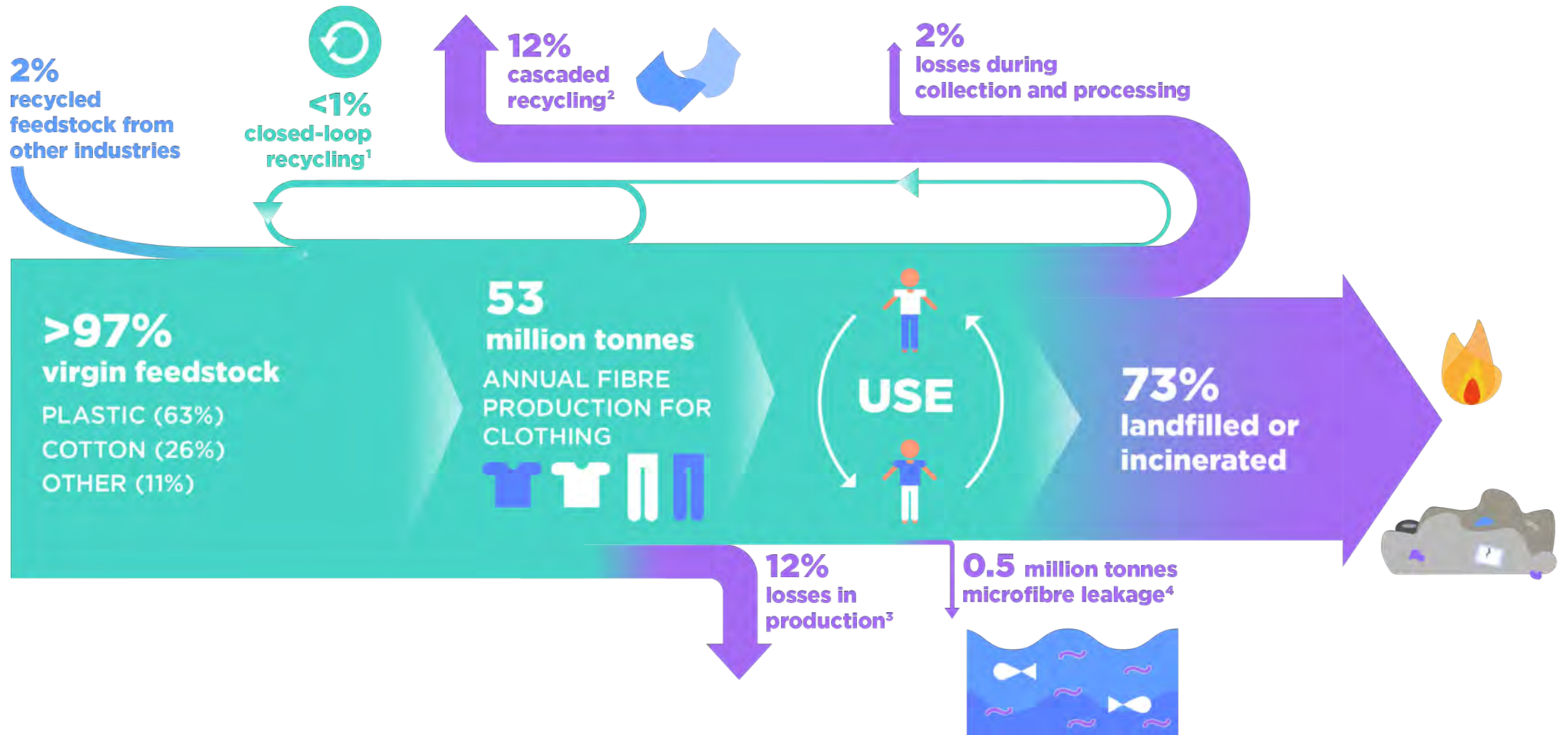


**Regenerate
natural
systems**

The third principle is represented by a black circle on the right. It contains the text "Regenerate natural systems" in white. Above the circle is a white icon of a tree with a cloud above it, and to the right is a white icon of a hand holding a pencil, symbolizing regeneration or growth.



WHY FASHION?




**FOR FASHION TO
THRIVE IN THE
FUTURE, WE MUST
DESIGN A CIRCULAR
ECONOMY FOR
CLOTHES**





HOW CAN WE DO THAT?

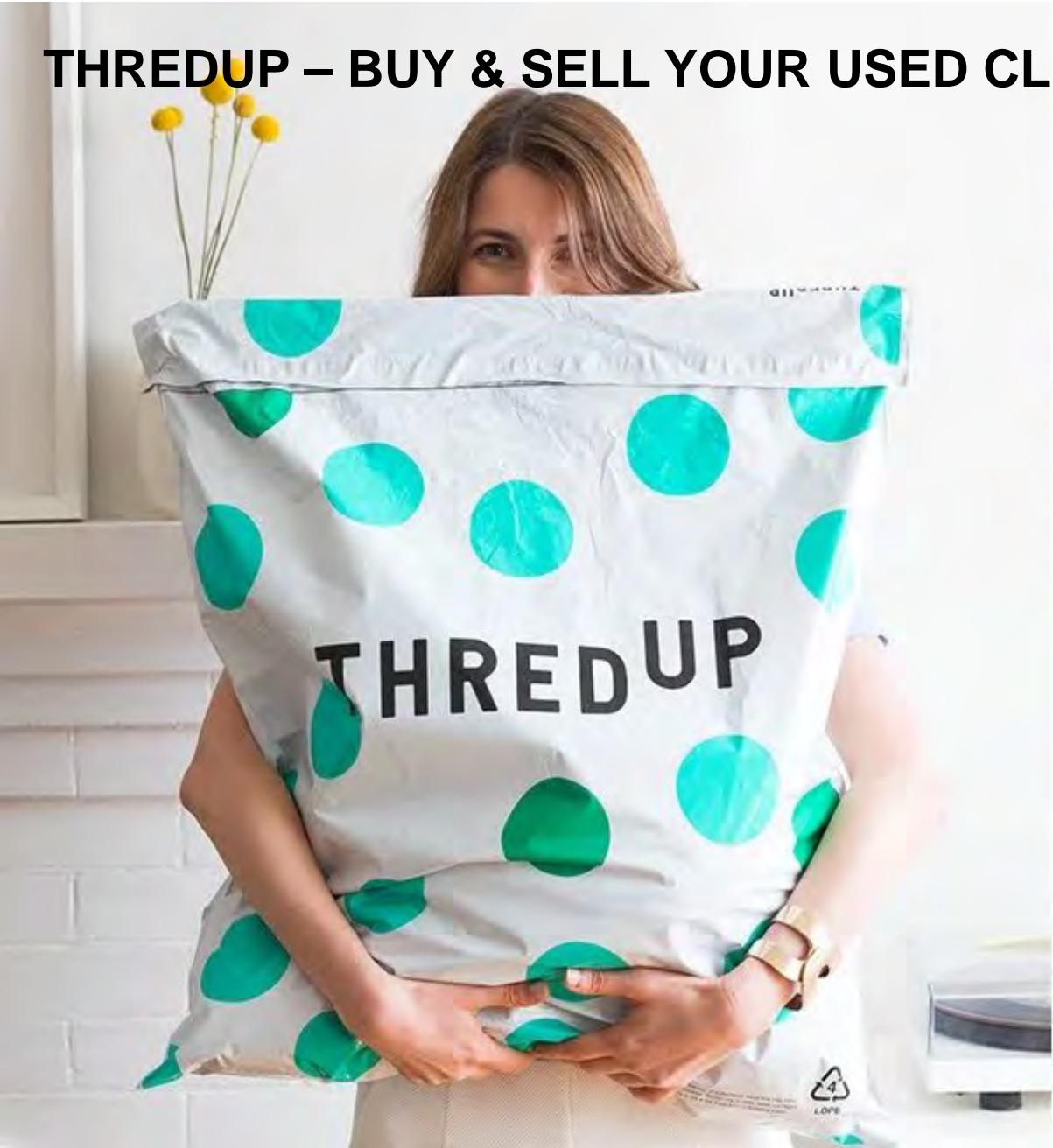


**IN A CIRCULAR ECONOMY FOR FASHION,
CLOTHES ARE USED MORE,
MADE TO BE MADE AGAIN,
FROM SAFE AND RENEWABLE MATERIALS**

**CAN YOU IMAGINE A
WORLD WHERE
CLOTHES ARE USED
MORE?**



THREDUP – BUY & SELL YOUR USED CLOTHES ONLINE

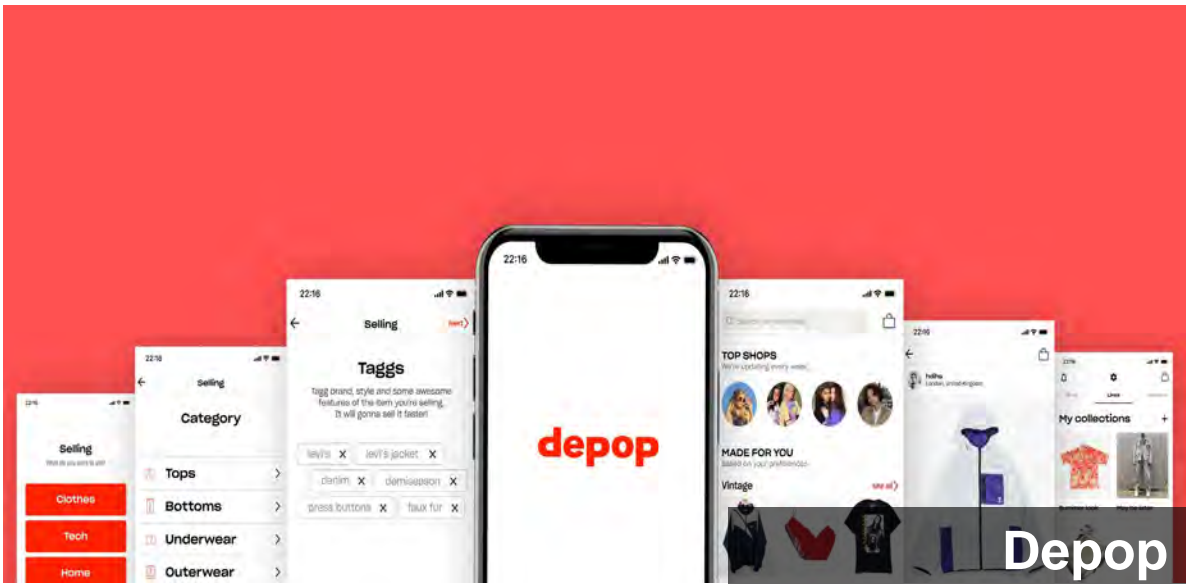




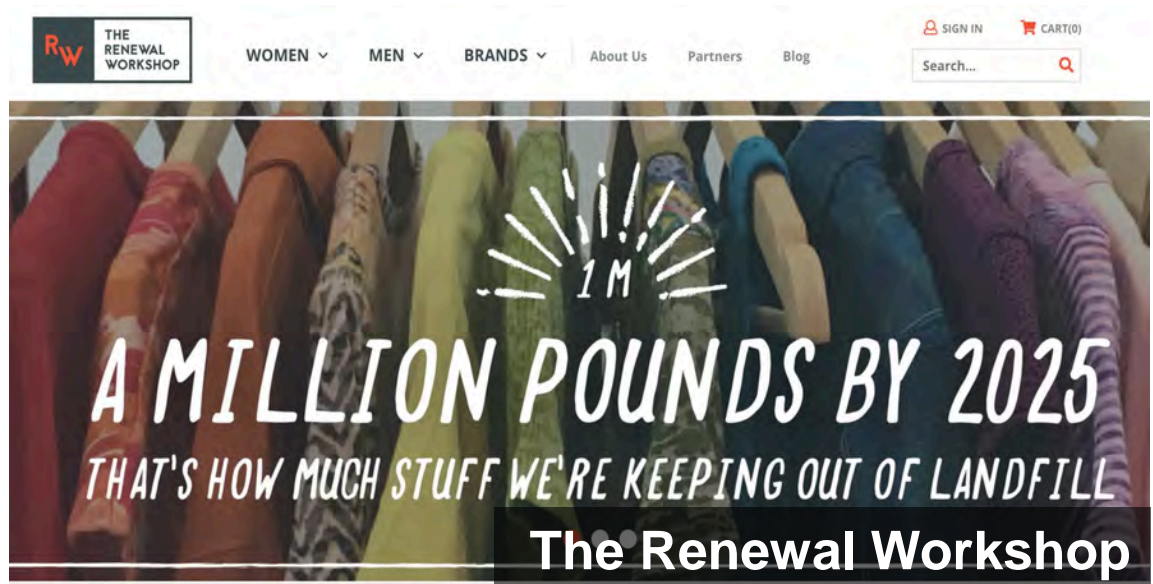
The Real Real



URBAN RENEWAL Urban Outfitters



Depop



The Renewal Workshop

**CAN YOU IMAGINE
HAVING A WARDROBE IN
THE CLOUD?**



RENT THE RUNWAY – UNLIMITED – WARDROBE IN THE CLOUD



PLANS

WHAT'S NEW

CLOTHING

ACCESSORIES

KIDS

DESIGNERS

FALL EVENTS



SIGN IN



LIMITED TIME ONLY
\$80 OFF UNLIMITED

20% Off Your First Order or \$80 Off Unlimited Trial. Use Code: SOSMART [Details](#)



Memberships From \$69

You're going places. Subscribe to a designer closet that keeps up with you.

EXPLORE PLANS

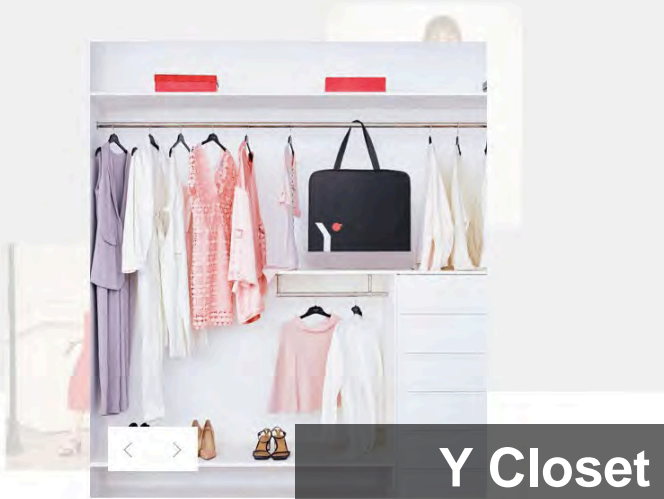
数百万件全球时装
随心换穿

明星博主都在用的共享时装APP

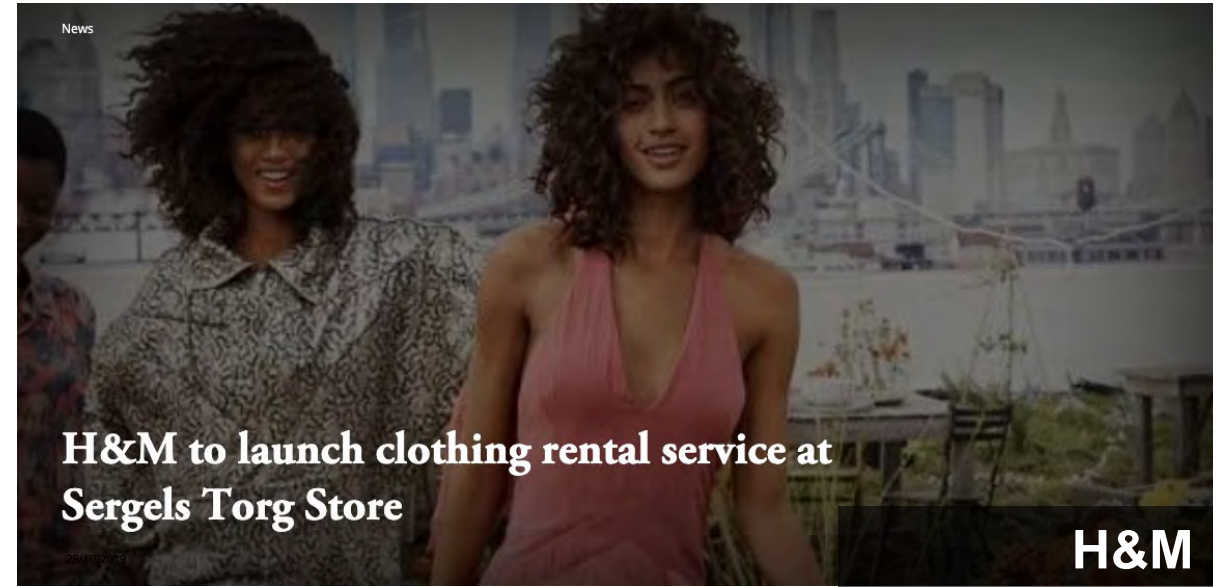
新用户首月仅需¥299 ¥499

输入手机号 立享优惠

领200元新手券



Y Closet



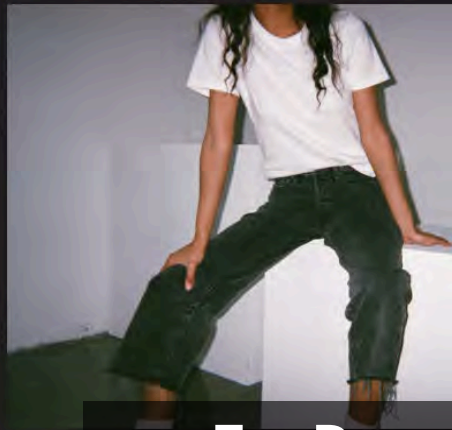
H&M to launch clothing rental service at
Sergels Torg Store

H&M

THIS IS NOT A T-SHIRT

This is a lifetime membership to a better way of living

Join the waitlist



For Days

Shine at your next event!

RENT A DESIGNER
DRESS, A CHANEL BAG
OR LOUBOUTIN SHOES

2 WEEK FREE TRIAL



StyleLend

**CAN YOU IMAGINE A
WORLD WHERE
CLOTHES ARE MADE
TO BE REMADE?**




ADIDAS – FUTURECRAFT.LOOP – MONOMATERIAL RUNNING SHOES



Subscribe to our newsletter and get 10% discount

Free standard shipping

Free returns



INFINITY REGISTRATION AREA

WELCOME TO THE INFINITY REGISTRATION AREA

Thank you for joining our circular revolution by buying an Infinity Jacket.

Please follow the instructions below to register your Infinity.

HOW TO REGISTER YOUR INFINITY

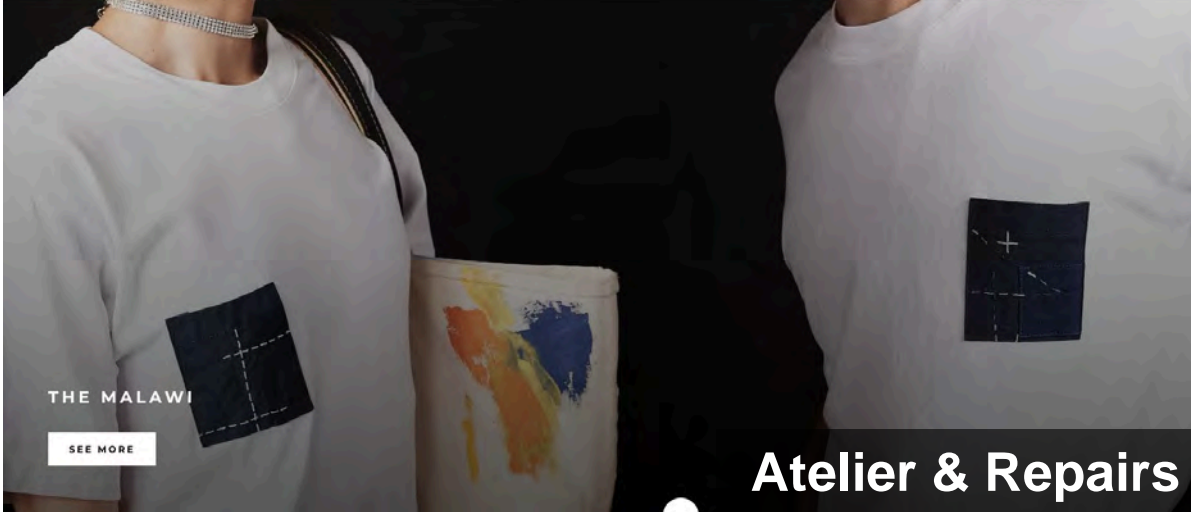
- 01 / Find the unique QR code on the inner label of your Infinity jacket;
- 02 / Scan the code and wait to be redirected to the registration page.
- 03 / Don't have a QR scanner at hand? Click on the button below and wait for the registration form to load.

Fill in the form, and you're done!

[Register](#)

Important: each Jacket is unique as you are. Make sure to use a different email address for each Infinity jackets.

NAPAPIJRI



THE MALAWI

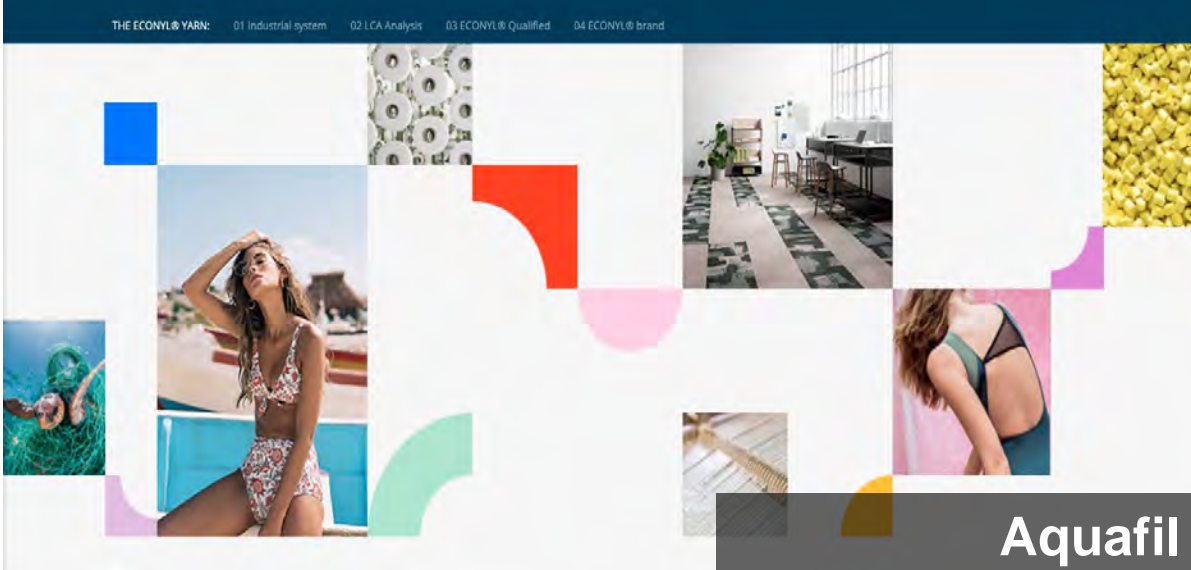
[SEE MORE](#)

Atelier & Repairs



RE/DONE

THE ECONYL® YARN: 01 Industrial system 02 LCA Analysis 03 ECONYL® Qualified 04 ECONYL® brand



Aquafil



THE JEANS REDESIGN

Arvind
REDESIGNING THE FUTURE

BESTSELLER

Boyish
JEANS



H&M



HNST



Lee



MUD JEANS

OUTERKNOWN

Reformation

SAITEX

TOMMY HILFINGER

WEEKDAY



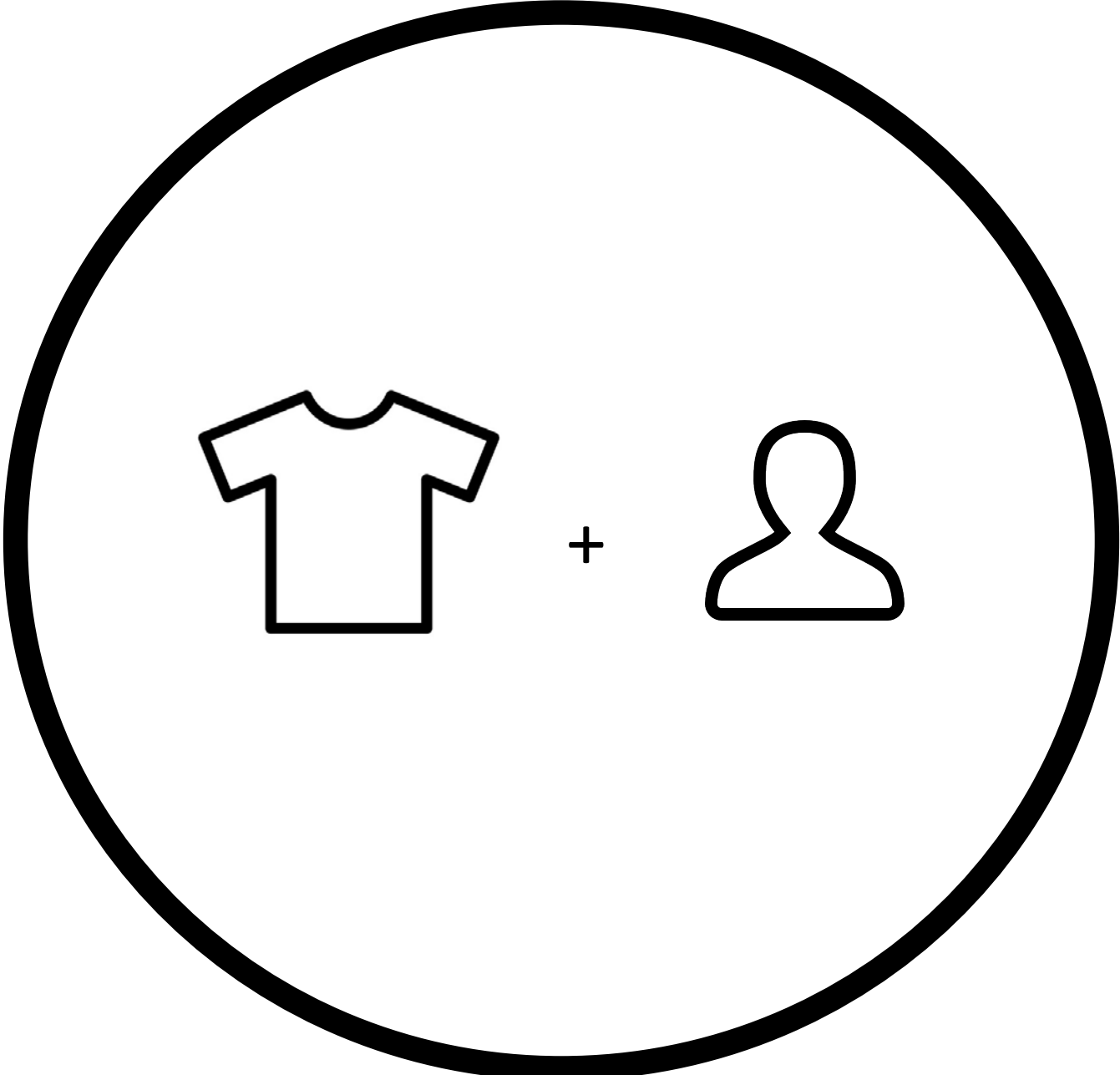
4 FOCUS AREAS FOR CIRCULAR JEANS







**WHAT DOES IT MEAN FOR US
DESIGNERS?**

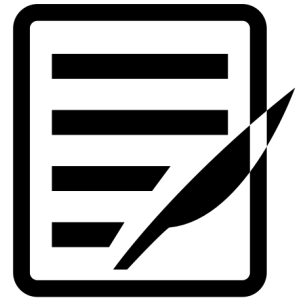






\$







#FASH
FASH
FASHIO



PROD. NO.

SCENE

TAKE

ROLL

DATE

SOUND

PROD. CO.

DIRECTOR

CAMERAMAN

LET'S MAKE IT HAPPEN

Break

Break

Session 2

Map the system

Exploring how fashion currently works

Session 2

Map the system

Thinking about the **current, linear** system, brainstorm:

- How was your garment produced
- How it might have been used
- What might happen to it at the end of its life

Break

Lunch

Break

Conversation Menu

- What's your favourite item of clothing? Why?
- How long have you had the garments you're wearing?
- What would your ideal garment label tell you about your clothes?

Session 3

Design sprint

Redesign using circular principles

Session 3

Design sprint

Group pitches

Session 4

Critical friends

Critical Friends

I like...

I wish...

Reflections

Reflections & feedback

ow.ly/necQ50xaXP7



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