

# The BIG Draw 2021

Competition theme – Sustainable Fashion.

Throughout 2020, the COVID-19 pandemic ensured that a lot of our shopping was directed online, which isn't the most sustainable option in terms of shipping and delivery.

However, before, during and after the coronavirus hit, designers and innovators across the world were thinking of ways to align the fashion industry with a more natural approach, in order to protect both our planet and the quality and variety of fashion we have grown used to.

## A COMPOSTABLE PLANT AND POMEGRANATE-BASED HOODIE

London-based clothing startup Vollebak has designed a hoodie from eucalyptus trees that is fully biodegradable and compostable within eight weeks. Made from pulped eucalyptus and beech wood that has been sourced from sustainably managed forests, the plant-based jumper achieves a mossy hue from being dyed with pomegranate peel.

Vollebak, which Steve Tidball established in 2015 with his twin brother Nick, calculates that it will completely break down within 12 weeks if buried in soil, or eight weeks in a home compost heap, and even faster in an industrial composting facility. The hoodie also decomposes at different rates depending on the climate – with bacteria-filled environments breaking down the material quicker.

According to Tidball, making biodegradable clothing was not a challenge, but rather creating something that could be manufactured in a sustainable way. Vollebak made the hoodie from eucalyptus and beech using a closed-loop production process, where over 99 per cent of the water and solvent used to turn the pulp into fibre was recycled and reused.





## FASHIONABLE PROTECTIVE CLOTHING MADE FROM UP-CYCLED PLASTIC

Colombian clothes brand Maaji is selling fashionable virus protective clothing made from recycled plastic.

Since sisters Manuela and Amalia Sierra founded the brand in 2002, Maaji has been dedicated to leveraging the latest research to produce eco-friendly materials, fabrics and printing processes. In addition to this, they have planted over 100,000 trees and continue to lead beach clean-up efforts.

Items for sale include a protective hoodie mask and a long jacket with face protection. The fabrics and protective layers of the garments are knitted with premium post-consumer recycled yarn, from plastic recovered bottles. They also use an Eco Digital printing process that reduces water usage by 98 per cent, meaning that the overall production process produces 80 per cent less CO2.





## SUSTAINABLE TRAINERS MADE FROM RECYCLED TIRE SOLES

The French startup Off the Hook (OTH) is a unisex, sustainable, trainer brand. These unique shoes have soles made from recycled, world-travelled tires. Moreover, each pair is tattooed with GPS coordinates referring to an unusual place.

One tire is recycled for every three pairs of shoes produced by OTH. Ethical and ecological, Off The Hook produces its shoes in a workshop in Portugal and makes its leather in a tannery in Italy, in order to limit its carbon footprint. The leather is also obtained from scrap pieces from a garden glove factory. This 100 per cent European production ensures that labour laws are respected and that certain chemicals are avoided. In short, everything is done for the well-being of the planet.

“Each time, we have a different pattern for every sole, and each time I produce three pairs of sneakers, there is one tire recycled,” OTH founder Arnaud Barboteau told Springwise.



## VEGAN PUFFER COAT IS STUFFED WITH FLOWERS

The clothing brand Pangaia has developed a puffer coat which uses flowers as an alternative to tradition duck or goose down stuffing. The vegan coat instead uses Flower Down, which is derived from fibrous wildflowers.

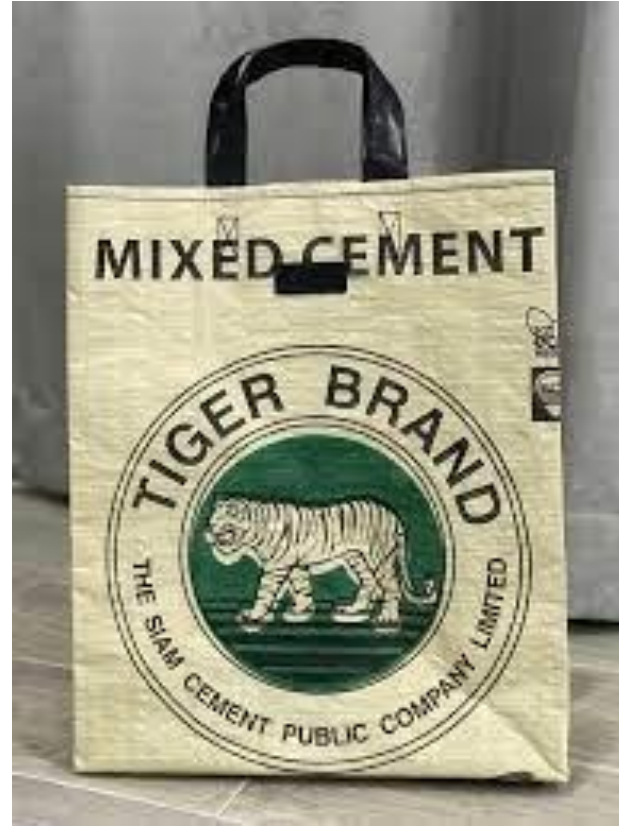
To create the stuffing, Pangaia combines the wildflowers, which are shredded and combined with a biopolymer made from vegetable waste, with aerogel, a non-toxic porous solid foam made of 85 per cent paper. The result is durable thermal insulation as warm as most high-end feather down jackets. The company claims that jackets made with Flower Down will keep the wearer warm in temperatures as low as minus-20 degrees celsius.

The wildflowers used are not farmed but are grown in a process that involves ecosystem recovery and preservation. The flowers do not require any external irrigation when grown and utilise habitat restoration to conserve a species of local butterflies. The Flower Down manufacturing process creates a water repellent filling that is completely biodegradable, and the shell is made from 100 per cent recycled polyester.





- So now its your turn to come up with an idea or design to do with sustainable fashion. Get you thinking caps on!
- Could you be re using old materials, making natural colour dyes, cutting down on waste?



# What you need to do...

- Put your design on an A4 sheet of paper.
- You don't have to MAKE it just design it.
- You can use any materials you want to.
- If you would rather draw using a tablet or collage you can.
- Add notes to explain your idea.
- It could be any item of clothing or fashion accessory.
- Hand in with your name and form on to the art room.
- By deadline of 15<sup>th</sup> October 2021.