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The End Of The Textile Industry by Laurianne Da Rocha

This article mainly talks about how sustainable brands nowadays are responding to textile waste by starting to experiment on making garments that are durable, easy to adapt, yet, also fashionable. The reason why I chose this article is because there are plenty of upcycling brands or thrift shops to recycle and reuse textile waste, yet there is still so little brand that are trying to make a reduction to produce on the waste itself. Also, just reading the title of the article really gain my curiosity as reader and customer on understanding more on what these brands or market are trying to sell, because the word “convertible” usually just used when one is speaking in a context of vehicle and rarely been used in fashion.

The main vision of these brands is to make modifiable clothes that promote garment longevity without sacrificing on quality or design. They want people to start being kinder to the planet by buying their garments that also added with invention of malleable materials with adaptable look. Personally, I find their vision really amusing and this type of idea is apparent than ever, knowing how the amount of textile waste that we have are starting to damage our planet. It is also inspiring for them to create a garment with a numerous experiment and long considerable design to attract their customer. However, if these brands really want people to buy less and wear their product more, it might be a hard challenge for them to make their design to be

as appealing as possible, because their design should and must always be satisfy their customers' needs and passing all the trends that ever been made, also covering on the current ones.

There is one brand that the article mention named *Petit Pli*, which is a brand who is experimenting with clothing that grows with the wearer. They are using mono-fiber polyester that is allowing the body shapes or height of the wearer to change. One of the successful experiments that they did is inventing clothing for pregnant women. "*After pregnancy, the fabric contracts again, retaining its original shape.*" In my opinion, this is such a fantastic idea as the innovation then will help women to not throw away the clothes that they had been wearing for short period of time. But, as we grow up, I believe that our personalities, needs, and taste can be changed from time to time, even when we reach adulthood. So, the need and activity of pregnant women (e.g., wearing dress to make them easier to pee) and what they need after giving birth may also change. If this happened, then what and how to make the design to last a lifetime and beyond?

Other than that, I believe that people nowadays are still convinced to wear anything that reflect on their personality or even just any occasion that they will attend while wear this product. From meeting with clients, having dinner with their loved ones, or just chilling around at Marina Bay Sands. Will the design that these brands made be applicable for all the occasion? If let's say it is, will the material that they used are also comfortable enough for the customer to wear on daily basis? These are the questions and issue that may occur and needed to be answered to make their vision a success.

To conclude, the idea of convertible clothing can be a solution for controlling the amount of textile waste in the future. However, I think that convertible fashion brands should really consider and go deeper on understanding about who their customer are, what their pain and gains, and most importantly the design and materials that they use so that it will make their customer to buy less and always wear their product. They must think beyond about how to engage and make more accessible method for their product to convert into many looks, yet also easily worn.