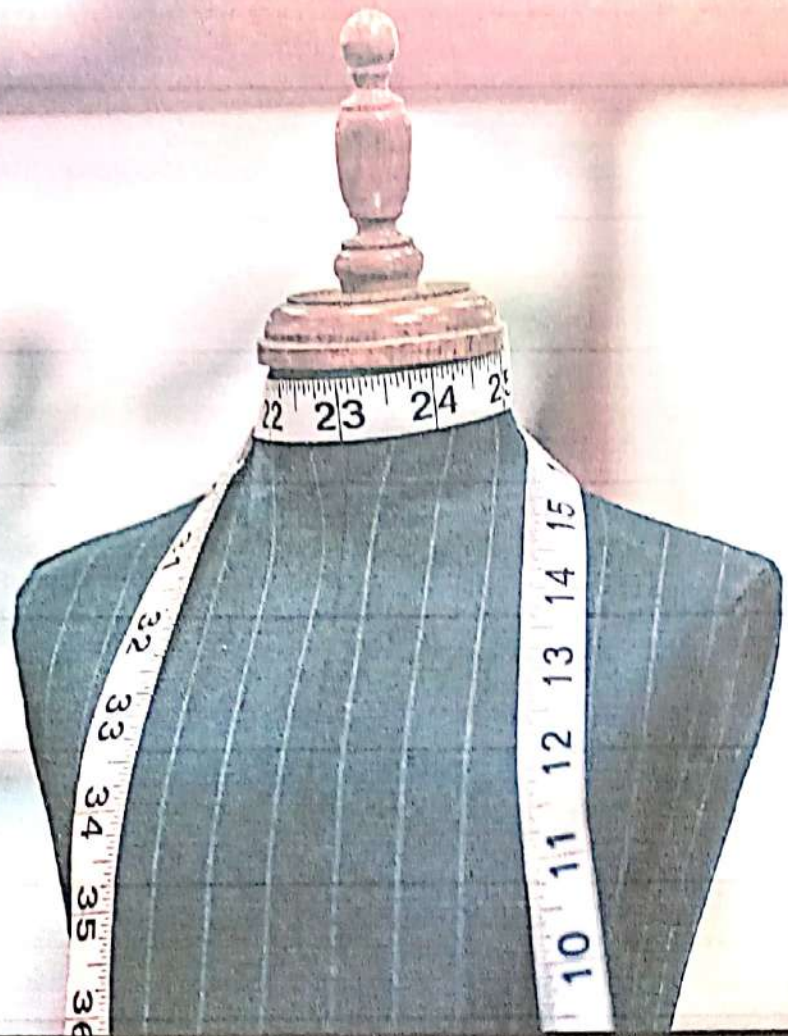


PROCEEDINGS OF THE INTERNATIONAL CONFERENCE ON SUSTAINABILITY

In Fashion Design and Manufacturing (SIFDM) 2021



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DEVELOPMENT OF SUSTAINABLE FASHION*Dr. Sandhya Ravi, Professor & Principal**Nitte School of Fashion Technology & Interior Design*Corresponding Author E mail : Sandhyaravi1206@gmail.com**Abstract**

Today the rising concerns about environmental issues are playing a vital important task in the textile manufacturing industry. The environmental impacts of textile and apparel production, such as energy utilization, use of toxic chemicals and high volumes of waste, both in the manufacturing phase and in the disposal of products, are serious concerns. The application of eco-friendly colors and fabrics are one of the sources to create accessories using hand painted waste silk fabrics to develop accessories to be in sustainable in approach. Unlimited range of innovative designs are fashioned by painting techniques with eco-friendly hand painted silk fabrics with varied techniques which provides the freedom to design and experiment without waste fabrics after construction of apparels. The waste fabrics used to create accessories which emphasis free look, using silk and eco-friendly materials which are at most demand of textile and the need of the hour. Hence, the study aims at creating fabric accessories using cut pieces of the hand painted silks using eco-friendly dyes with floral, abstract, geometrical and conventional designs. The techniques applied here are very simple, easy and the fabric accessories can be developed and finished at home which stress on the sustainable concept of utilizing waste material which is a fast fashion that can be put to best use and to be trendy. The dyes used for silk painting is basically eco-friendly and were absolutely not carcinogenic in nature. The objective of the study is to check the popularity of the designed and developed sustainable fabric accessories with eco-friendly dyes, its visual appeal as accessories and consumer preferences and its acceptance. In the present study, survey method was carried, the tool being questionnaire. Around 14 accessories samples were prepared using sustainable techniques and tested for its acceptance of the developed fast fashion and sustainable fabric accessories. Deprived and below poverty line women were well trained and it was found that the procedure involved was very easy and they can earn a living to support their family. As change is central to fashion, Fashion changes have been ever-present throughout history. These developed eco-friendly fabric accessories products with sustainable designs were popular and also created alertness to protect the environment. This has led to the exploration of maximum use of sustainable techniques are based on the