II SUSTEXMODA

IEA - USP

II INTERNATIONAL CONGRESS ON SUSTAINABILITY IN TEXTILE AND FASHION

4 - 6th | 11 | 2020

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Instituto de Estudos Avançados da Universidade de São Paulo

SUSTEXMODA

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Dear colleagues,

Welcome to IEA - USP, Institute of Advanced Studies, Butantã Campus in São Paulo - SP. We are happy to welcome you at the II SUSTEXMODA 2020 – II International Congress of Sustainability in Textile and Fashion.

This year we face the obstacles of a global pandemic caused by the Covid 19 that resulted in the reformulation of the format of the II SUSTEXMODA, bringing technological advances and the opportunity for participation and interactivity of new participants who join the construction of this important moment, where sustainability is one of humanity's survival conditions. Our efforts are aimed at recognizing the production processes of the Textile Chain and products and services of the Fashion Industry that include consumers in order to contribute to these new challenges.

The Congress II SUSTEXMODA 2020 offers a special opportunity for inclusion to all researchers, teachers, students and professionals willing to discuss and share knowledge generating opportunities for further development of our research, work and future cooperation in the fields of textile and fashion.

This event is organized by NAP SUSTEXMODA – Support Center for Sustainability Research in Textile and Fashion, characterized by researching efficient solutions and offering possible objective applications to solve or minimize the negative impacts caused to the economy, society and the environment by the different industrial activities and services deeply interconnected in the Textile Chain and the Fashion Industry.

We believe that success is attributed mainly to you participants.

We invite everyone to be part of our group with comments and suggestions via NAP email: sustexmoda.usp@gmail.com. Surely your contribution will make this event unique and memorable.

On behalf of all the other members of the organizing committee, technical committee, national and international scientific committee, we welcome you and thank you for your participation.

Profa. Dr. Francisca Dantas Mendes
Event Coordinator

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II INTERNATIONAL CONGRESS OF SUSTAINABILITY IN TEXTILE AND FASHION

II SUSTEXMODA

IEA - USP

4 - 6th November 2020

The Impacts of COVID-19 and Sustainable Development Goals (SDGs) in the Textile Chain and Fashion Industry

The SUSTEXMODA Congress aims to spread positive impacts and present solutions to the negative impacts caused by the Textile Chain and Fashion Industry in economics, society and environment, from the presentation of research conducted by academia and society.

THEMES OF THE II SUSTEXMODA

GT1
ENVIRONMENT

It comprises research that highlights the impacts and sustainable solutions related to the pandemic caused by covid disease 19 and investigations related to the sustainable development of new products and business models, consumption, trade, price formation, e-commerce, foreign trade (import, export), production processes, service delivery, agreements, transparency, innovation among other issues in synergy with the economic area.

GT2
SOCIETY

It comprises research that highlights the impacts and sustainable solutions related to the pandemic caused by covid disease 19 and research related to NGOs, cooperatives, collectives, labor, genders, needs, teaching, inclusion and social exclusion, regional cultureized and acculturation of sustainability, public policies, transparency, innovation with sustainable development of new issues in synergy with synergy society.

GT3
ECONOMY

It comprises research that highlights the impacts and sustainable solutions related to the pandemic caused by Covid disease 19 and research on the sustainable development of new products, solid waste, effluents, gaseous waste, unhealthy, certifications, political regulations, public, transparency, innovation among other issues in synergy with the environment.

EVENT SCHEDULE

GT1 GT2 GT3

WEDNESDAY - 11/04/2020

8:30 Welcome

9:00 - 9:30 Opening Ceremony

9:30 - 11:30 Table: "The SDGs aimed at minimizing the impacts on the environment caused by the Textile Chain and Fashion Industry"

11:30 - 12:30 Oral presentation and answer table - 1st STEP

12:30 - 13:30 Lunch break: banner gallery link- https://www.sustexmoda.org/banners

13:30 - 15:30 Round table: "Certifications its importance in the Sustainability of the Textile Chain and Fashion Industry"

15:30 - 16:00 Afternoon break: banner gallery - https://www.sustexmoda.org/banners

16:00 - 18:30 Oral presentation and answer table - 2nd STEP

17:00 - 18:30 Oral presentation and answer table - 3rd STEP

THURSDAY - 11/05/2020

8:30 Welcome and Banner Gallery - https://www.sustexmoda.org/banners

9:00 - 11:00 Table: "The SDGs that aim to minimize the impacts on the Economy caused by the Textile Chain and Fashion Industry".

11:00 - 12:30 Oral presentation and answer table - 1st STEP

12:30 - 13:30 Lunch break: banner link gallery - https://www.sustexmoda.org/banners

13:30 - 15:30 Round table: "The SDGs aimed at minimizing the impacts on society caused by the Textile Chain and Fashion Industry".

15:30 - 16:00 Afternoon break: banner link gallery - https://www.sustexmoda.org/banners

16:00 - 18:30 Oral presentation and answer table - 2nd STEP

17:00 - 18:30 Oral presentation and answer table - 3rd STEP

FRIDAY - 11/06/2020

8:30 Welcome and Banner Gallery - https://www.sustexmoda.org/banners

9:00 - 11:00 Table: "The Global Compact and the Involvement of the Textile Chain and Fashion Industry".

11:00 - 12:30 Oral presentation and answer table - 1st STEP

12:30 - 13:30 Lunch break: Banner display - https://www.sustexmoda.org/banners

13:30 - 15:30 Round table: "Companies in the Textile and Fashion Industry sector and their relations with the SDGs - UN Sustainable Development Goals".

15:30 - 16:00 Afternoon break: Banner gallery - https://www.sustexmoda.org/banners

16:00 - 17:00 Oral presentation and answer table - 2nd STEP

17:00 - 18:30 Oral presentation and answer table - 3rd STEP

18:30 - 19:00 Closing ceremony with the participation of the organizing committee.

ROUND TABLES

04/11/2020 - WEDNESDAY

9:30H 11:30H "THE SDDS THAT AIM TO MINIMIZE THE IMPACTS ON THE ENVIRONMENT CAUSED BY THE TEXTILE CHAIN AND FASHION INDUSTRY".

PROFA. DRA. LILIAN ALIGLERI
Current coordinator of the Interdisciplinary Nucleus for Waste Studies (NINTER). Co-author of the books "Industrial Management and Sustainable Production" published by publisher Saraiva (2016), "Social and Environmental Management" published by publisher Atlas (2009).

PROF. DR. SUZANA BARRETO MARTINS
State University of Londrina - UEL, Coordinator of the research group Design, Sustainability and Innovation - DeSIn.

CHIARA GADALETA
Founder of the Ecoera Fashion by Water Movement. Ambassador to the United Nations.

JULIA VIDAL
Researcher and educator of Brazilian cultural ethnicities, professor of Fashion Design at the European Institute of Design and owner of the Julia Vidal Cultural Ethnicities Brand.

13:30H 15:30H "CERTIFICATIONS - ITS IMPORTANCE IN THE SUSTAINABILITY OF THE TEXTILE CHAIN AND FASHION INDUSTRY"

MARIA JOSÉ DE CARVALHO
Publisher ITTPress International Top Trends and Director of Textilia Net and Textília Textile Magazine Inter-American – Magazine addressed to the Textile Industry.

PROFA. DRA. SONIA REGINA PAULINO
Researcher on Certifications and standards, professor in the Undergraduate Course Environmental Management and Post-Graduation Sustainability of the School of Arts Sciences and Humanities of USP - EACH USP.

ANGELA BOZZON
ABVTEX Program Manager. Executive specialized in Social Responsibility and Sustainability in Fashion.

PROF. MSC JAMES PEDRO NADIN
Production Engineer at The Metodist University of Piracicaba (UNIMEP), Professor in the Undergraduate and Graduate courses of UNIMEP and owner of Sirius Consulting Implementations of certifications in the textile sector.

ENGA. MSC. MARIA ADELINA PEREIRA
Professor in the Course of Textile Technology, Textile Technique at SENAI Francisco Matarazzo School, Superintendent of ABNT CB17 Brazilian Committee for Textile and Clothing Standardization of ABNT. Judicial Forum João Mendes.

05/11/2020 - THURSDAY

9:00H 11:00H "THE SDDS THAT AIM TO SPREAD ECONOMY POSITIVE IMPACTS AND MINIMIZE THE IMPACTS ON THE ECONOMY CAUSED BY THE TEXTILE CHAIN AND FASHION INDUSTRY".

PROF. DR. PEDRO ROBERTO JACOBI
Institute of Energy and Environment IEA - USP - Coordinator of Research Group and USP Global Cities and Coordinator of the Amb/IEE/FAPESP Macro Project Chairman of the Board of ICLEI South America.

PROF. DR. EDUARDO SUPLICY
Councilman of the Municipality of São Paulo. Professor at Getúlio Vargas College.

PROFA. DRA. ANNICK SCHRAMME
Academic Director of Knowledge Network Creativity & Fashion Management at Antwerp Management School.

PROFA. DRA. LILYAN BERLIN
Professor at ESPM RJ, researcher at the Re-Lab Research and Practices Laboratory Sustainable, Textile Designerand Social and Environmental Scientist.

JANAÍNA STROPP
Architect, by PUC CAmpinas, Universidad Politécnica de Valencia - Spain. Third generation of owner of The Pluz Size EmeEll Brand in Campinas SP.

13:30H
15:30H

"The SDDS THAT AIM TO SPREAD SOCIETY POSITIVE IMPACTS AND MINIMIZE THE IMPACTS ON SOCIETY CAUSED BY THE TEXTILE CHAIN AND FASHION INDUSTRY".

PROF. DR. CARLES CARRERAS I VERDAGUER
University of Barcelona - Founder and director of the Urban Trade Observatory - OCUB of the University of Barcelona.

PROF. DR. IAN W. KING
Professor of Aesthetics and Management London - United Kingdom.

ALDERWOMAN SONINHA FRANCINE
School of Communications and Arts of USP.

DOLLY JAIN
Pink Lemon female empowerment project in India.

06/11/2020 - FRIDAY

9:00H
11:00H

"THE GLOBAL COMPACT AND THE INVOLVEMENT OF THE TEXTILE CHAIN AND INDUSTRY FASHION."

DR. MARCELO DE ANDRADE
Co-founder of Earth Capital Partners, private equity investor with a focus on specialized in sustainability finance. Founder/President of Pro-Natura International.

FERNANDO VALENTE PIMENTEL
Chairman of the Board of Directors of ABIT Brazilian Association of the Textile and Clothing Industry. Economist at Candido Mendes College.

CARLO PEREIRA
Executive Director Global Compact Network Brazil.

GUILHERME WEEGE
CEO of Malwee Group Administrator at FAAP, Harvard Alumni and Specializations wharton, insead and uci - UN ambassador.

PROF. DR. GIOVANNI MARIA CONTI
Phd, Associate Professor, Coordinator of Knitwear Design Lab - Knitlab fashion Design Degree at Politecnico di Milano. Member of LeNS - International Learning Network on Sustainability.

13:30H 15:30H "COMPANIES IN THE TEXTILE SECTOR AND THEIR RELATIONS WITH THE SDGs - SUSTAINABLE DEVELOPMENT GOALS OF THE UN".

FABIO FELDMAN
Researcher, environmental causes advocate and currently Sustainability Consultant.

PROFA. DRA. REET AUS
Fashion designer, PhD professor at EKA – Estonian Academy of Arts and environmental activist, founder of the REET AUS COLLECTION® and THE UPSHIRT®. It is a pioneer in the area of industrial upcycling for fashion and has developed the UPMADE ®.

GUSTAVO NARCISO
Biochemical engineer at USP, worked with diversity and inclusion at C&A.
Executive Manager of the C&A Institute.

ANA SUDANO
Acting for 20 years in the Brazilian fashion market, she worked as a stylist for fashion companies. Today, she works in planning, curating and creative direction for BEFW - Brasil Eco Fashion Week, sustainable fashion week. In addition to consulting in product development and collection planning, he is a Professor at Senac SP.

NELSA INÊS FABIAN NESPOLO
CEO of Justa Trama Central Cooperatives.

1ST DAY

ORAL PRESENTATION | NOVEMBER 4, 2020

GT1 ENVIRONMENT

1st STAGE 11H30

GT1 575.65

SOLID WASTE MANAGEMENT IN THE WEAVING PROCESS

LAKTIM, M. C. 1; KOHAN, L. 2; BARUQUE-RAMOS, J. 3; ENGLER, R. C. 4

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The generation of solid waste from the textile industry is more voluminous in the weaving stages and in the cutting of clothing, producing a significant amount of bristle (leftovers from the spinning process), bushings (leftovers from the yarns in the weaving process), flaps (generated in the cutting) and other waste. For this research, the focus was the residue in the fabric production phase and the measures to add value to the Brazilian textile industry. The purpose of the article was to verify what are the residues in the weaving and knitting and where they are designated. A bibliographic study was carried out and two exploratory interviews were conducted, in the large weaving Cedro Textile (Minas Gerais) that uses cotton as the main raw material and, in the knitting - Company A, of medium size (Sao Paulo) with market turned to polyester. As a result, there was a wide range of waste generated in these companies and with wide destinations in: recycling, reuse, co-processing, incineration, decontamination, landfill etc.

GT1 591.88

RECYCLED POLYESTER (PES AND PET) FOR THE IMPROVEMENT OF A WEDDING DRESS

R. Ruschel-Soares 1; J. Baruque-Ramos 2; A. Perini 3

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Polyester from plastic products (PET) or textile fibers (PES) constitutes a huge source of pollution and also a waste of recyclable material. The aim of the present study was the creation of a wedding dress employing materials from polyester recycling and artisanal processing from PET bottles. In the experimental development, tests were carried out for the production of embellishment that would be applied to the fabric. In total, four tests were performed (cutting the plastic with paper punches, cutting the plastic and molding with fire, molding by melting and silicone molding, and molding with metal crimpers) and the first one was chosen for application. A short dress was developed, with an overskirt that can be separated from the garment. Both the bust of the dress and the overskirt were embroidered with a line with 100% recycled PES composition, and with the 'sequins' created from the material tests.

GT1 577.85

LIGNOCELLULOSIC MATERIALS AS COMPONENTS FOR SUSTAINABLE FOOTWEAR

L. Kohan 1; P. R. B. Fernandes 2; J. Baruque-Ramos 3

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Lignocellulosic materials are traditionally applied in the footwear industry due to physical and mechanical properties and more recently for their biodegradability. This research aimed

to realize a bibliographic review about lignocellulosic source applicated in footwear, in order to identify material performance improvement and comfort. The choice of footwear component implies in foot adjustment, temperature and humidity, plantar distribution, forces impact and motor control. As results, papers presented several trends in vegetable fibers application mainly to reinforcing composite sole to orthopedic device; more recently, cellulosic materials have been applied in sole and upper shoes, they are made by castor oil polyurethane, cotton fabrics and others. Besides the increase in biobased components can facilitate the circular economy process and reduction of solid residues disposal.

2nd STAGE 16H00

GT1 455.61
SUSTAINABILITY AND THE GARMENT INDUSTRY: THE GMR CASE

A. C. Siqueira Martins 1; C.C. Siqueira Martins 2

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Sustainability is a recurring theme in debates about the future of fashion. But in practice, what have companies in the sector, especially in the clothing segment, promoted? In this sense, this research aimed to explain the possibilities of sustainable practices in garment industries. To this end, a case study was conducted in a large Brazilian fashion group, through data collection, interviews and participant observation, in which the actions developed were investigated, which thus confirmed the viability of companies in the clothing sector to carry out projects in the four pillars of sustainability: environmental, social, cultural and economic. Through the sharing of the possibilities of action identified in this context, it is expected to inspire other brands and companies to position themselves and act in the same aspect.

GT1 458.62
AGRO-INDUSTRIAL BY-PRODUCTS: TEXTILE RAW MATERIALS

S.A. Costa 1; M. Ribul 2; S. Baurley 3; S. M. Costa 4

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In recent years, the textile industry has sought to develop new processing possibilities in order to reduce the environmental impacts generated along the stages of the value chain. Among them, we highlight the search for alternative fibers from biodegradable residues, the reduction of water consumption and chemical reagents, the substitution of chemical processes by enzymes, the use of natural dyes and the treatment of effluents. Thinking about these issues, the BR-UK Network was created, which aims to map the by-products of the agricultural industry with the potential to develop processes and textile products for consumption and production conscious in the context of the circular economy. This work presents straw a abundant agricultural by-product of sugarcane in Brazil and wheat in the United Kingdom.

GT1 618.77

SUSTAINABILITY OF THE USE OF TEXTILE FIBERS (BANANA AND COCONUT) IN THE PRODUCTION OF UNCONVENTIONAL MATERIALS

PINHEIRO, L. F. 1; SIQUEIRA, M.U. 2; BARUQUE-RAMOS, J. 3

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The reuse of materials from nature is today one of the main alternatives for the generation of new materials. The natural fibers from agrofuels, including banana fiber (Musa sp), and coconut fiber (Cocus nucifera), attract the interest of the textile sectors for their specific advantages, such as an inherent condition of being renewable, biodegradable and recyclable. However, there is a great concern in adapting the

treatment and production processes to the sustainable format. This article provides an overview of the use of natural fibers for the production of unconventional materials; A brief definition of textile materials is provided to understand the structural system; Fiber limitations, and finally a sustainable vision of the oriented production process, considering the life cycle, recognizing the limits of environmental renewal, adequate to make the adopted procedures less harmful, to the entire textile chain it covers.

3rd STAGE 17H00

GT1 638.82

LACE RETAIL: INTANGIBLE HERITAGE AND SUSTAINABILITY, NEW LOOKS OF FASHION.

AUGUSTO, M. 1; SOUZA, J. 2

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Doutoranda em Belas Artes - Ciências da Arte e do Patrimônio, Faculdade de Belas-Artes, Universidade de Lisboa, Largo da Academia Nacional de Belas Artes 4, Lisboa, Portugal
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2 Jessica Serbeto Baldez de Souza
Graduada em Artes Cênicas com habilitação em Indumentária, UFRJ.

The article intends to analyze the creative process carried out in the workshop Rendando Retalhos and the use of cultural practices with research instrument to create new modes of fashion design from the reuse of materials. The research presents the issues addressed during the production of the parts for the workshop. The process was based on the use of waste from discarded tissues and its reuse and the valorization of the intangible heritage of Brazilian culture, using it as an object of research and inspiration, especially renaissance income. And that aimed to create the design of embroidery based on the shapes and methods of construction of lace and the construction of garments from discarded flaps. In order to generate new possibilities for sustainable creation.

GT1 620.78

SUSTAINABLE MANUFACTURE OF FACE SHIELDS MASKS USING RECYCLING AND UPCYCLING PROCESSES

SANTOS, M.Q. B. 1; SOUZA, M.S.S. 2; SILVA, C.R.F. 3; RODRIGUES, A.W.B. 4

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This article presents the extension project, carried out by the Materials Engineering and Design courses of the Federal University of Cariri (UFCA), for the sustainable manufacture of face shields masks and the transformation of possible residues of this process through upcycling. In the manufacture of brackets (rods) that hold the displays of face shields masks were used thermoplastic injector and extrusion of defective saline bottles. After verification, the defective pieces were worked with the associations of artisans who take advantage of corn straw in the Cariri region of Ceará, and were transformed into bag handles using upcycling. The methodology used in the development of the project was action research. The goal of the project was the manufacture of 26,000 masks, which were given to health professionals in the Cariri region and later to other regions.

GT1 604.74

TEXTILE WASTE BANK: IMPLEMENTATION STRATEGIES

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This work addresses the development of the Textile Waste Bank system. The method used was Action Design Research, with the support of ethnographic methods and tools, experiments, survey and flows methodology. The results indicated relevance and feasibility of implementation if aspects such as articulation and collaboration between actors and society are observed.

GT1 606.89

TEXTILE WASTE RECYCLING: A REVIEW

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The textile industry generates a large amount of waste during the production process (crops, spinning, weaving, processing, etc.). In the manufacture, for example, there is the problem of tissue flaps generated during the cutting of parts, with estimated global production of around 150 million tons per year, 85% of which is incorrectly destined. Usually, the solutions for textile waste are defibered, used as thermal or acoustic insulators in the construction industry and fillings of artifacts. This stems from the difficulty of finding adequate means of separating the tissues since their composition fibers are usually mixed. Given this reality, it is imminent to search for alternatives aimed at recycling or reusing these wastes, thinking about environmentally friendly processes capable of recovering textile waste. Therefore, the objective of this work was to seek in the literature studies on tissue recycling by chemical and mechanical means, through updated research. The methodology used was RSL - Systematic literature review, selecting papers that addressed textile recycling. As a result, it was observed that the proposals presented in the papers give an account of a continuous effort, with emphasis on the issues of chemical recycling in mixed tissues, with great impediment to more simplified recycling processes. Fortunately, there are many interesting and promising initiatives to be evaluated.

2nd DAY ORAL PRESENTATION | NOVEMBER 5, 2020

1st STAGE 11H00

GT1 633.81

FASHION FOR WATER - SECTOR PROJECT GUIDED BY THE SDGs

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Since the beginning of the A Fashion For Water project, created for textile and fashion companies to discuss, analyze and implement good practices in water resource management, a branch of the Ecoera Movement, the SDGs (Sustainable Development Goals) are used as goal guides and organization. SDDS 6 and 14 guide goals directly related to the good management of water resources and water care. SO 12 provides guidance related to sustainable attributes throughout the production process, including consumer information. Finally, SO 17 represents the general context of the group, in which partnerships involving various fields of the textile chain are fundamental for good practices to occur in a manner so that there is a significant positive impact on the environment.

GT2 SOCIETY

GT2 592.67

CIRCULARITY IN THE FASHION INDUSTRY AND UPCYCLING

CARVALHO, M. M. 1; SCHULTE, N. K. 2; ROSA, L. 3; SILVEIRA, I. 4

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The article aims to present the experience report of the Trama Ética Institute in the project "Fashion Entrepreneurs". This study is classified in its nature as applied, qualitative, descriptive and bibliographic. In order to reason about the reuse of disposal parts and reverse logistics as raw material in the production of new fashion products, the theoretical basis on the concepts of circular economy, the upcycling method and aspects of sustainable fashion was used. The results indicate ways of transforming the material discarded by the textile, clothing and post-use industries through upcycling in promoting sustainability within a closed cycle of industrial production. It was concluded that there was effective applicability of the project in practice for training and the exchange of knowledge, however, it was perceived that it is necessary a realignment that allows the contribution of the project to the economic autonomy of women and their role as entrepreneurs in the transformation of the fashion production chain.

GT2 594.69

"LIVING IN SEWING ": CAPACITATION IN MULTIPLIER AGENT DESIGN

SANTOS, H. N. D. 1; PROCOPIO, L. S. 2; BARUQUE-RAMOS, J. 3

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"Living in Sewing" is a project that prepares people in the development of diverse skills within the world of fashion, materializing ideas and dreams. In addition to embroidery classes the project features crochet and knitting classes, which are also enriched with aspects of design. The project has the participation of teachers and students, who teach the techniques of design, entrepreneurship, creative economy. The main commitment is to serve the communities in the search to form multipliers of the learning process in sewing, embroidery, crochet and knitting, awakening in the participants an improvement of aesthetic and artistic taste.

GT2 590.66

COLLECTIVE CABINET DESIGN AND THE IMPACTS OF COVID-19

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The Collective Locker is a project initiated in Florianópolis (SC) with the aim of disseminating the culture of sharing. Most of them are shared garments stored in furniture in the form of cabinets built with reuse of materials. This article represents part of the dissertation project of the Graduate Program in Clothing and Fashion Design that addresses the same object. Thus, the objective is to present the Collective Cabinet project, collect data on the shares in the city and verify the impacts caused by the COVID-19 pandemic in its actions. This study is classified as applied, qualitative and descriptive research. It is intended to elucidate the importance of the project in the reality of the contemporary context and to list the influence of thought and sustainable practice in the face of socio-environmental and economic crises.

GT2 622.79

INCLUSIVE FASHION IN SANTA CATARINA: AN INVITATION TO MODEL ON THE REAL LIFE CATWALK

THEIS, M.R. 1; SANTOS, J.A. 2; EVERLING, M.T. 3

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Marli Teresinha Everling

Including design focuses on the development of products, services and environment with interface appropriate to human diversity, Identify and solve challenges that favor access for people with disabilities. This experience report presents reflections on the relevance of university actions from the student's perspective and their experience in inclusive fashion. The development of garments, including fashion design, the know of the human body, ergonomics and creation of suitable products. In this sense, it mentioned
participation of the Brazil South Inclusive Fashion Award and considerations regarding the relevance of clothes created to serve users with disabilities and reflections of the interaction with Covid-19.

3rd STAGE 17H00

GT2 603.73

THE IMPORTANCE OF QUEER REPRESENTATION WITHIN THE WORLD OF FASHION

SANCHES, L.C.S. 1; MARTINS, N.C. 2

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This article deals with a case analysis, through a qualitative research of three brands (Residue, Okoko & Abel and Nastra), whose objective is to conceptualize the importance of initiatives that give decent space to the Queer public and the importance of their representation in fashion. For this, we will mainly use Butler's ideas [1] about queer theory; Lipovestsky [4] and Treptow [5] on Vanguard; and Gwilt [6] for sustainability and design by empathy.

GT2 593.68

FLAVIA ARANHA AND PARTNERSHIPS: FROM EARTH TO BODY

MASSARO, T. 1

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In the currency of fast fashion, the fast fashion that strengthens in the world since the 1980s, slow fashion, slow fashion, was born in the 1990s. Constituting itself as one of the pioneer brands of this fashion in Brazil, Flavia Aranha is recognized by its peers in these terms and also for making a sustainable fashion. Since its inception in 2009, the brand has been working

with partners and producing what they have been calling living clothing, composed of plants and natural elements. Among the partners are artisans, spinning companies, weavers, embroiderers, farmers and farmers from various Brazilian regions and biomes, with which the brand seeks to regenerate relationships by cocreating and making them visible together while producing fashion. Within an anthropological proposal we immerse in the mesh where the brand and its partners are seeking to understand how a sustainable clothing is made.

GT3 ECONOMY

GT3 588.87

CITIZEN CONSUMPTION FOR THE SENSES OF AFFECTION: THE PROJECT AFFECTIVE PLOT AND THE TECHNICAL MEDIATION OF THE HERING BRAND

CARVALHO, P. R. 1; DELNERO, 2; TRINDADE, E. 3

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With the objective of contributing to the debate on fashion and sustainability through the methodological approach of consumption and brands as sygnic mediations, this article presents: theoretical review on fashion and material culture; on advertising, citizenship and affection in contemporary consumption; and a reflection on the Affective Trama project, supported by the Hering brand, in its aesthetic, ethical and logic dimensions.

3rd DAY ORAL PRESENTATION | NOVEMBER 6, 2020

1st STAGE 11H00

GT3 602.72

SUSTAINABILITY IN COTTON DYEING: USE OF SEAWATER AS SOLVENT.

FERREIRA, I. L. S 1; BISPO, L. G. M 2; STEFFENS, F. 3; OLIVEIRA, F. R. 4

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Water is an essential element for life. It has wide use, whether in the domestic segment, in the agricultural or industrial area. In the industry, the textile sector uses water resources in practically the entire production process, with dyeing being one of the largest responsible for the high demand for water. For this reason, it is important to innovate and rethink methods and insums of processes so that they become more sustainable. This work aims to present the use of seawater in the dyebath with reactive dyes. For this, four distinct situations were analyzed for dyeing 100% cotton fabric, using 25%, 50%, 75% and 100% seawater as a process solvent.

GT3 451.60

SPORTSWEAR: PRODUCTION, TECHNOLOGY AND SUSTAINABILITY

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This research aims to compare different production processes of the sportswear sector regarding the parameters of the number of systems involved, embedded technology and environmental sustainability. For this, the object of study selected was the sports t-shirt. The following production processes were studied: circular (conventional) knitting and seamless knitting. In the conventional production process, there are a lot of steps for the manufacture of the fabric and making of the t-shirt. In the new processes, the manufacture of the t-shirt is reduced to a single equipment. Technological innovations in knitting machines contribute to the optimization of production processes and are gradually making the product more sustainable, in addition to eliminating pollution and preparing this industry for the Fourth Industrial Revolution.

2nd STAGE 16H00

GT3 574.64
THE TRUE COST: OS DOIS LADOS DO VERDADEIRO CUSTO

Reis, G. C. 1; Laktim, M. C. 2; Engler, R.C. 3

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The use of concepts such as 'sustainable development', 'global warming', 'footprint ecological', emerged and are important topics in the discussion, which began in the 1970s, on the impacts of human activities and the consequent environmental degradation. Environmental disasters

resulting from the industrial way of life of rich countries have since posed the environment as a global issue. The aim of this article is to perform a critical analysis of the discourse expressed in the documentary "The True Cost", the bibliographic review and movements that emerged after the Rana Plaza building disaster, Bangladesh, in 2013. However, movements such as Accord, Alliance and Fashion Revolution can contribute to increased laws and decreased socio-economic and environmental impacts.

GT3 640.83
MEETING POINT: BUSINESS METHODOLOGY IN FASHION

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It seeks to describe, briefly, the process of articulation between designer and artisans of Cariri's Santana (CE) for collaborative creation of a fashion product with bilros lace, which preserves local identity, manual production, thinking of visualizing identities and promoting the maintenance of artisanal. The experiences were subsidized for the methodological elaboration of a business model in fashion articulating the social, environmental and economic bias, directed to brands that collaborate with cultural craft enterprises, developed by the AZU brand.

GT3 641.84
NEW FASHION RETAIL AT THE PERIOD OF ONLINE MARKETPLACE DEVELOPMENT

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The development of online fashion trade leads to a change in the economic model of traditional retail. Now topical question for businesspersons is: how fashion retail will be transformed due to the growth of online commerce and with changing customer behaviour. The recent events of global self-isolation due to Covid-19 pandemic have accelerated the development of online commerce and made fashion retail change faster. The article shows examples of new retail solutions in Russia and Kazakhstan. It was discussed which marketing

communications began to occur exclusively via the Internet, and which interactions remain important for traditional trade. The problem of transformation of traditional retail and the development of a new format is also considered from the point of view of sustainable development and reduction of negative impact on the environment.

3rd STAGE 17H00

GT3 626.80
COLLABORATION: DESIGNING SUSTAINABLE BUSINESS MODELS

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To bring about sustainable systemic change in the scope of product and service design, this article proposes an analysis of some strategies and business models that foster the circular economy and underlines collaboration as a key action in the process. These models, which build interconnected systems with the end consumer and get continuous feedback for improving, transparently and sustainably benefit those who produce and those who consume. Also, their holistic view expands the thinking and development of Universal Design. The collaborative design of these business models promotes quality relationships among people and increases communities' value besides taking advantage of opportunities that arise through the concept of glocalization.

GT3 599.71
'FIT FOR PURPOSE': PPE SUSTAINABLE DESIGN EVALUATION IN A CLINICAL SETTING

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This research aimed to evaluate the perceived acceptability of a re-designed sustainable PPE protective apron in an acute healthcare setting during the COVID-19 pandemic.PPE production and its disposal is quickly becoming another sustainability issue for the fashion

industry which is already the second biggest polluter on the planet. This redesign incorporated the UN SDG 12th Sustainable Goal of “Responsible Consumption and Construction. “Using “Design Thinking” and action orientated “Innovation Frameworks” redesign options and prototypes were explored, and a sustainable raw material was sourced to produce a new base material for the existing apron to be manufactured locally in Manchester. Surveys were carried out to capture clinical staff views on the garment suitability and on the sense of psychological safety associated with the re-designed apron compared to its predecessor.

GT3 607.75
IMPACT OF COVID-19 ON FASHION CONSUMPTION

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As a result of the pandemic derived by COVID-19, much of the activities of diverse and widespread nature around the world were forced to stop. Aiming at adapting to this new scenario of social isolation, the fashion industry seeks to act swiftly and with the help of digital marketing to remain close to its consumer. Thus, this article is a study related to the new form of consumption that has established in recent months and the marketing actions employed in social media by fashion brands worldwide in the period of pandemic by COVID-19.

GT3 609.76
TEXTILE AND COOPERATIVE WASTE BANK: TECHNOLOGICAL ASPECTS FOR IMPLEMENTATION

MASSI, F. O. 1; SAMPAIO, C. P. de 2; MARTINS, S. B. 3

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This project aimed to identify, through bibliographic review, action research and desk research, what are the technological aspects involved in the implementation of a system of collection, separation and disposal of textile waste called "Waste Bank", having as object of study a cooperative of selective collection of the city of Londrina / PR. The results of this study will support an implementation plan, containing guidelines, recommendations and proposals for the insertion of technological aspects, considering the social and economic context of the cooperative, as well as the environmental issues pertinent to this type of project.

GT1 ENVIRONMENT

GT1 B617.125

THE REUSE OF HOUSEHOLD WASTE IN NATURAL DYEING AS A TOOL FOR UPCYCLING

B. S. Juliana 1; Profa. D. M. Francisca 2; K. A. M. Jabbar 3; A. J. K. Adam 4

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This research aims to describe the experimentation of color extraction from household waste, for the application, for the application of the natural vegetable dyeing technique, as a more sustainable option for the upcycling process. Based on the research of the case study, this article intends to record the process f collecting the materials, extracting the colors and their applicability. The study aims to deepen the knowledge about possible alternatives that generate less impact on the environment throughout the process plant stamping and, also, to spread the concepts of sustainability in fashion. Therefore, this content becomes relevant for valuing and artisanal production process, reconnecting with ancestral knowledge. This article also intends to serve as a record f ancestral artisanal processes, based on the indigenous and African matrices that are pillars of Brazilian culture.

GT1 B461.105

REVERSIBLE DENIM CLOTHING THROUGH THE UPCYCLING TECHNIQUE

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The hyperconsumption that we notice in the 21st century within the fashion industry can sometimes make its connection with sustainability seen as a paradox or something even intangible, which would hardly materialize in practice. However, some solutions/concepts are already being proposed, such as slow fashion, upcycling and reversible pieces. With strategies and studies like these, it is already possible to combine fashion with sustainability, in order to reuse resources, increase the life cycle of the product, besides, of course, to reduce impacts caused by fabrics, as is the case of the raw material jeans chosen for this project. Thus, this article aims to show the design result of the monograph written by the author, but in a simpler and more objective way.

GT1 B572.109

MODULAR CLOTHING AND SUSTAINABILITY: POSSIBLE PATHS

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Modular clothing presents itself as an opportunity to propose a variety of possibilities for the use of the same garment without this meaning a greater investment and/or more consumption, implying a minimization and awareness in this regard, besides meeting a more accelerated and multitasking social context, which demands products capable of dynamically supplying the different occasions of experienced use. Thus, through bibliographic research, questionnaire application and prototyping of models, this study aimed to research and present paths for the development of clothing with modular concept, which are adaptable and reconfigurable, consistent with the current scenario, which calls for "intelligent" products, which serves users and urgency for sustainable practices in fashion.

GT1 B457.104

A BRIEF ANALYSIS BETWEEN SYNTHETIC AND NATURAL DYEING

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Color, from what we see, can be considered a social factor of great consideration. Through it we can have distinctions, whether in social, religious, family, seasonal and even personal qualities. The need and attention for dyes can be demonstrated through the great navigations, which have also succeeded for this purpose. From 1856, with advances in modern science, chemist William Henry Perkin discovered the synthetic dyes that revolutionize the way of dyeing, but which also brought issues to be solved, such as toxic effluents and the large volume of water used for dyeing. These are issues to be reevaluated for a sustainable environmental future in fashion.

GT1 B467.106

BLOOMING DESIGN: NATURAL DYEING

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The following study aims to describe the processes addressed in the production of the Florescer Project by adding plant dyeing techniques in cotton fibers, analyzing their different characteristics, staining and fixation, including the analysis of cheeks and fasteners. It aims to disseminate information in order to enable the use of the technique by other textile sectors, aiming at reducing the impacts generated in the conventional dyeing process.

GT1 B636.128

IMPLEMENTATION OF SUSTAINABLE PRACTICES ADOPTED BY BRAZILIAN DENIM INDUSTRIES.

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One of the major challenges of the textile industry is to establish a correlation between denim production and sustainability. In general, the manufacture of synthetic fibers have great negative impacts throughout their formulation. Given the current world scenario, which shows the need for sustainable development in textile production, it is necessary to understand how sustainable practices are adopted by Brazilian textile industries and their relationship with the goals established by the Sustainable Development Goals, this article focuses on industries focused on denim production.

GT1 B601.116

THE USE OF E-GARBAGE IN FASHION PRODUCTS

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The article aims to reflect on and discard electronic devices harmful to the environment and possible reuses of these technologies in dress covering fashion products with interactivity. To this end, a collection of conceptual clothing was developed, presented in the digital platform DFBdigifest Dragão Fashion 2020, created from textile waste, wires, plugs, cabling circuit boards and flat cable, with the purpose of attracting the attention of consumers, on the toxic electronic components and the incorrect of this product in landfills, and thus generate a reflection for the consumption of more conscious fashion. The context of the development of this work was carried out through the methodology of bibliographic research, where the authors observed the behavior of the consumer, to develop a collection project that stimulates the understanding and restlessness that the theme requires.

GT1 B598.115

DERMOSEDA: USE OF TEXTILE RESIDUE FOR DERMOCOSMETIC APPLICATION

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Alternatives that allow the most complete use of natural resources, and aim to reduce the amount of waste in the environment, are always necessary. The textile chain is a strong polluter and extractor of the environment. Having these concepts well clarified, this work aimed to give a differentiated and technological use to the residue of the production process of the seed, combining nanotechnology for dermocosmétic application.

GT1 B628.121

THE ART OF KNOWING HOW TO DO - FASHION, ART AND SUSTAINABILITY. RESEARCH OF ARTISANAL TECHNIQUES

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This article aims to share the research and projects carried out by The Quidesign School Studio, a nucleus of studies and research related to the fashion universe and sustainable solutions for the textile industry, contributing to the inclusion of fashion issues in culture. In the last four years of research and various projects and actions, REDESIGN already appears as a powerful option to offer creative possibilities and reduce the solid waste of the textile chain, generating new products and valuing the raw material. The first projects were aimed at giving new life to the leftovers of stocks of companies, leftovers and parts not accepted by the market and leftovers from the cut that would be transformed into waste. In recent months, with the pandemic event caused by COVID 19, this option also stands out in requests for advice, after all staying at home suggests new look at the wardrobe. We highlight some projects and products to illustrate this moment of reflection and illustrate with an authorial production using the leftovers of the studio.

GT2 SOCIETY

GT2 B584.113

PROPOSAL FOR THE USE OF LEFTOVERS FABRICS AND RESIDUES OF EMBROIDERY ENTRETELA: AN EXPERIENCE IN ACADEMIC INTERNSHIP

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This research presents results in the academic scope for the reuse of leftovers and the reuse of residues from the embroidery screen. It brings as proposal an action plan developed with the help of the management tool 5W2H and that was applied experimentally in the curricular internship activities in practical laboratory of the Superior Course of Technology in Fashion Design of the Federal Technological University of Paraná - Campus Apucarana. At the same time that addresses the problem in the generation of entretela waste, the study also considers the difficulty that students have in getting internship vacancies in companies, presenting as an alternative the fulfillment of this internship in the educational institution itself. Thus, it is understood that the approach of this work brings perspectives in meeting the guidelines of two of the seventeen Sustainable Development Goals of the 2030 Agenda of the United Nations: SGD 4 (Quality Education) and SGD12 (Responsible Consumption and Production).

GT2 B595.114

WORKERS IN CONDITIONS RELATED TO SLAVERY IN TEXTILE INDUSTRIES DURING THE COVID-19 PANDEMIC

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Work in analogous conditions to slavery, especially in the textile industry, has been the subject of several studies, mainly due to the fast-fashion culture. Modern slavery, still present in Brazil, especially in the fashion industry, has been aggravated by the growing outsourcing of large companies that occurs mainly in the sewing sector. Immigrants are the main targets of sewing faction owners who provide outsourced services, placing these immigrants in humane situations to live and work, considered analogous conditions to slavery. Given the current world scenario – the crisis caused by covid-19 – the fashion industry, like other sectors, are experiencing moments of uncertainty, especially with the change in consumption habits.

GT2 B469.107

TERM CREATION AND CONSOLIDATION OF THE TERM BIOJEWELRY

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Although there is no consensus on the accuracy of the term, biojewelry is a word used in Brazil to describe adornments made with natural materials of animal or vegetable origin, of sustainable origin, combined or not with noble materials of mineral origin such as metals and gems. The term biojewelry has become popular in the last two decades to describe such accessories, and two factors are often pointed out in the appreciation of these objects: sustainability and cultural identity. This article aims to investigate the origin and consolidation of the term biojewelry because this is an important factor in strengthening this field. This qualitative, investigative and exploratory study, with methodological reference in microhistory and oral history, was based on interviews with designers, professors and historians in the area and on printed materials, such as publications and catalogues of awards.

GT2 B610.124

CONSUMPTION AND DISPOSAL OF TEXTILE AND CLOTHING PRODUCTS: A CONSUMER-FOCUSED STUDY

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This study aims to support the implementation of a Textile Waste Bank in the city of Londrina, Paraná, in order to insert the consumer following the proposals of reverse logistics and shared responsibility of pnrs. The research is exploratory and was carried out through a national and international literature review. As a result, after investigating the specificities of the municipality, guidelines related to the communication of the Textile Waste Bank with the consumer were proposed.

GT2 B597.123

UPCYCLING OF JEANS AS A CREATIVE SOLUTION AFTER CONSUMPTION AND ITS EDUCATIONAL ROLE

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This article discusses the socio-environmental impacts of Jeanswear production and the creative process of Upcycling as a strategy to extend the life of post-consumer jeans. The

objective of the research was to verify whether Paulo Freire's concept of Education as a practice of freedom [1] and definitions of the roles that designers can perform in their professional activities, as exposed by Kate Fletcher and Lynda Grose [2], are applicable to the productive processes performed in the upcycling workshops of brands that themselves position as sustainable. For this, a qualitative research was carried out with a brand that works with Upcycling and that presents a new product concept from second-hand jeans, also described as a post-consumer product, given or mined in thrift store.

GT2 B632.127

RACIAL INTEGRATION IN SUSTAINABILITY DISCUSSIONS IN BRAZILIAN FASHION

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To reduce inequalities and build a sustainable society, the search for social equity is present in the different Sustainable Development Goals – SDGs, one of which is racial. Thus, this article aims to broaden the debate and highlight the current racial integration within publications that relate fashion and sustainability. The data show some advances, but it takes more public and private policies to consolidate an agenda to reduce this inequality.

GT2 B583.112

MULTISTAKEHOLDERS ENGAGEMENT IN THE TEXTILE SECTOR IN BRAZIL: PARTNERSHIPS ATTENDING THE SUSTAINABLE DEVELOPMENT GOALS

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Sustainability challenges span across the entire life cycle of a piece of garment. The environmental impacts include energy use and generation of greenhouse gas emissions in production and use, excessive water use and contamination, associated with fibers production, dyes, etc. At the same time, social impacts include poor working conditions, child labor, low wages, workers' rights and health and safety risks. The engagement of various stakeholders is essential in order to organize the implementation of the Sustainable Development Goals (SDGs). While it is generally acknowledged that collective action is needed for systemic change in the clothing industry, the majority of partnerships are often small-scale, which cannot be said to be fully integrated in the supply chain.

GT2 B611.117

FASHION COOPERATIVES IN BRAZIL DURING PANDEMIC: OUTSTANDING ACTIVITIES IN THE MEDIA AND REFLECTIONS

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It is understood that the scenario of fashion cooperatives in 2020 permeates the concrete actions of adaptation to new protocols in a context of strong fall in sales and production, in contrast contributes to the front line in the production of personal protective equipment. The aim of this study is to highlight initiatives of fashion cooperatives in Brazil and demands for the transformation of cooperativism during the pandemic. The methodology used is qualitative bibliographic in view of the review of news about textile and fashion cooperatives and recent data on research conducted by Coonecta "The 'new normal' And cooperatives - Impacts of the pandemic on the management of cooperatives" with 92 respondents in Brazil.

GT3 ECONOMY

GT3 B456.103
NEW AGAIN: FASHION, ECONOMY AND SUSTAINABILITY

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This article combines economics and sustainability related to business models that work with second-hand clothing, or used pieces, having as main objective the reflection on how the fashion consumer is dealing with these more sustainable business models, reevaluating their consumption and opting for a more responsible consumption. In addition, it was also analyzed, how the companies of said business models are placing themselves within the Ceará market. For this, bibliographic research and interviews with consumers of this market and entrepreneurs in the field were conducted. The research was developed and developed in order to be related to the un's sustainable development goal, twelve of which has as its theme: "Responsible consumption and production: ensuring sustainable production and consumption patterns."

GT3 B470.108
SUSTAINABILITY IN CHILDREN'S FASHION

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This study aims to analyze the problem of sustainability in the fashion industry, specifically in the children's segment. For this, we took into account the criteria that have been used in this industry today, having as an urgent accelerator, at that moment, the recent impacts caused by Covid-19, both with regard to the new habits of life of people, as in the habits of society and impacts on the environment and economy. Having said that, it is intended to propose a new look of this theme for this segment, using the child as the driving agent of this change. Thus, we seek to develop this new look from the period that involves the child, childhood, aiming at their future and acting through the bias of education, considering the context of contemporary society and consumption, and this will be reshaped in this new scenario.

GT3 B612.118
SUSTAINABLE TEXTILE PROCESSING: APPLICATION OF TIE-DYE TECHNIQUE WITH NATURAL ORGANIC FIBER INKS

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The article has as its starting point the discussion about the change in the culture of consumption and the handmade in times of pandemic, as well as the application of tie-dye textile processing techniques. The general objective is to describe about the tie-dye technique, little explored in natural dyeing, and to make natural paints for the processing of handmade textiles. Thus, the article is divided into two moments, the first approaches the present bibliographic research on sustainable processes, natural dyeing and environmental impacts, and the second part presents descriptive exploratory research on textile processing processes using the tie-dye technique with natural paints.

GT3 B639.122
LIFE CYCLE OF TEXTILE PRODUCTS: WASTE GENERATED AND POSSIBLE REUSE ALTERNATIVES

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This article will present a survey of the types of textile waste that are used as raw materials in the manufacture of clothing and decoration products. The types of waste generated at each stage of the life cycle of textile products were mapped. With the resulting data it is planned to draw a parallel between the waste used by Brazilian clothing and decoration companies, which create their products. We present the analysis of the collected bibliography and data from the Brazilian textile industry available at the ABIT Brazilian Association of the Textile and Clothing Industry.

GT3 B576.110
THE "E-COMMERCE" OF FASHION PRODUCTS IN TIMES OF COVID-19

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The year 2020 will have its milestone in world history, due to COVID-19, a new virus that has imposed on the world an adaptive need for change, both in interpersonal relationships and in the means of consuming goods and services. Therefore, the textile industry resorted to "e-commerce" not to interrupt its economic development, an alternative that surprised entrepreneurs, due to some advantages previously little explored. It is observed in this study how adaptation for the benefit of the human being can be beneficial for other areas of development such as economic and sustainable. Slow down valuing the interaction, being virtual or not, a more conscious communication rethinking consumptions, behaviors and attitudes.

GT3 B637.129
PATHS FOR THE DESIGN OF POST-PANDEMIC CLOTHING PRODUCTS COVID-19

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This study investigated the sustainable clothing design process in Pandemic Covid 19, how the fashion designer approaches the issue of sustainability with an emphasis on the needs of Pandemic Covid-19 in the design method of textile product design and fashion clothing. The research focuses specifically on the creative process, as well as its perception of a sustainable world when designing products for a market, for society in the medical demand in which we are inserted. The post-Covid 19 world emphasizes the demand for intelligent products designed with painstraining methods that, according to the SDGs, the Sustainable Development Goals for the next ten years prioritize the eradication of poverty in all its forms and dimensions. Sustainability was the beginning.

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LIFE CYCLE OF FASHION PRODUCTS: AN EXPERIENCE OF CULTIVATING BIODEGRADABLE MATERIAL

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The development of fashion products presents five stages: design, production, distribution, use and disposal. The processes of development of textile products are still unsustainable, involve pesticides and chemicals that endanger the ecosystem. Thinking about ways to minimize unsustainable actions is a demand for product life cycles. This report presents an analysis of the scientific initiation project of the Technical course in Integrated Modeling to High School, in which exploratory, qualitative and descriptive research methods of an applied nature were adopted. The group is dedicated to understanding possibilities of transformation in the production of materials for textile application that cover the cultivation of biodegradable materials such as scoby, a vegan leather, from the production of probiotic drink kombucha for application in the development of conceptual garments, stage of the ongoing research.

REALIZATION

SUPPORT