



“INNOVATIVE PRACTICES IN FASHION FIELD”

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INNOVATIVE PRACTICES IN FASHION FIELD.

I would like to start with the quote of Diana Vreeland, “ fashion is part of the daily aim and it changes all the time, with all the events. You can even see the approaching of a revolution in clothes. You can see and feel everything in clothes.

Fashion is not just about the new designs and styles it entails being innovative and progressive. It is beyond selling beautiful or trendy clothes.



INNOVATIVE PRACTICES IN FASHION FIELD

Innovation is the aspect of all fields including the fashion field which is always looking for change. Fashion has been around for thousands of years, each era defining a new style. Technology has entered into almost every aspect of our life and fashion is not an exception. Innovation and technology have always played a pivotal role and has merged with fashion to excite and delight the customers.



INNOVATIVE PRACTICES IN FASHION FIELD

The fashion world is always looking for next big trend. It is very creative and ever changing landscapes of fabrics and accessories.

A new innovations have changed the future of fashion. Fabric out of food, beer bottles, dyeing with air and websites that know your exact measurement are some of the awesome technology which are changing fashion.



AWESOME INNOVATIONS CHANGING THE FUTURE OF FASHION

- **Clothes made from organisms.**
- **3D Printed clothing and accessories.**
- **Fabric Out of Milk, Tea, and Coffee Beans.**
- **Dying with Air, Saving Gallons of Water.**
- **Digital Printing.**
- **Plastic Bags and Beer Bottles Finding New Life.**
- **Online Shopping Tools That Know Your Measurements.**
- **Water-Free Stone Washing.**
- **Smart Tailoring.**
- **Upcycled Jewelry.**
- **Recyclable Shoes.**

CLOTHES MADE FROM ORGANISMS

The design consultancy firm Biocouture melds biology and fashion, producing stunning clothes and shoes that are not only biodegradable, but can be composted and discarded in the same way as vegetable peelings.



PLASTIC BAGS AND BEER BOTTLES FINDING NEW LIFE

Recycled synthetics
are made with
everything from
plastic bags to beer
bottles.

Jeans pictured above
uses a mix of 25%
bottle fibre and 75%
cotton.



FABRIC OUT OF MILK, TEA, AND COFFEE BEANS

Food products are being turned into wearable commodities. They are being used not only for garments but also for the accessories.



RECYCLABLE SHOES

ReKixx shoes are made from 100% recycled materials all the way from the laces to soles.



3D PRINTED CLOTHING AND ACCESSORIES

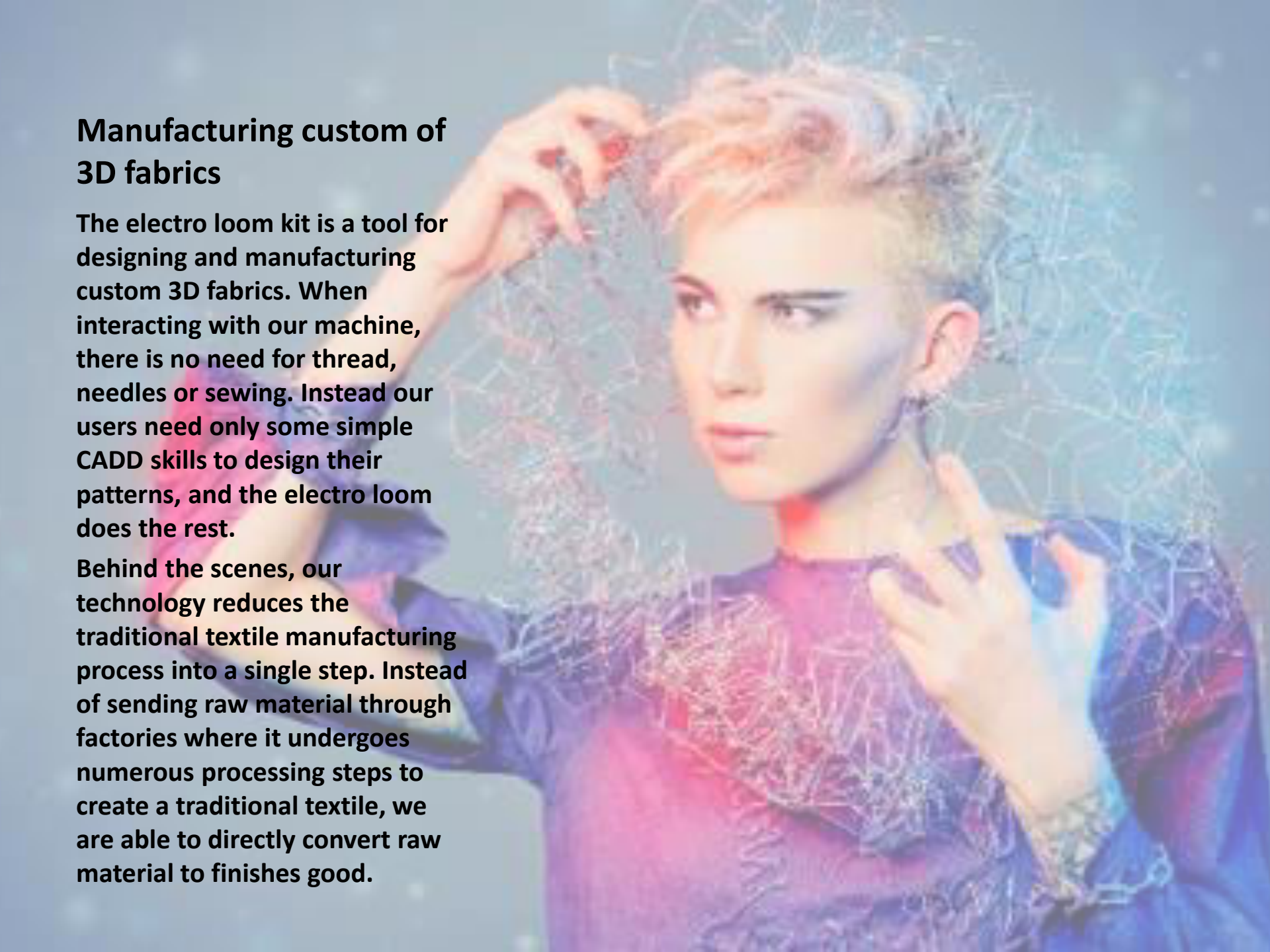
3D printing has been influencing the world of food; it's also starting to make its presence known in the fashion industry.



Manufacturing custom of 3D fabrics

The electro loom kit is a tool for designing and manufacturing custom 3D fabrics. When interacting with our machine, there is no need for thread, needles or sewing. Instead our users need only some simple CADD skills to design their patterns, and the electro loom does the rest.

Behind the scenes, our technology reduces the traditional textile manufacturing process into a single step. Instead of sending raw material through factories where it undergoes numerous processing steps to create a traditional textile, we are able to directly convert raw material to finishes good.



DYING WITH AIR, SAVING GALLONS OF WATER.

The technology
has become a
signature element
for the fabulous
designing duo,
[Costello](#)
[Tagliapietra](#) and
[Gretchen Jones](#).



WATER-FREE STONE WASHING

Levi's Waterless products are a water-conserving collection that allows the company to use an average of 28 percent less water to finish their garments.



DIGITAL PRINTING

**Digital printing,
prints are directly
applied to fabrics
with printers.**

**Basso and Brooke
are the pioneer
designers in the
use of digital
printing.**



ONLINE SHOPPING TOOLS THAT KNOW YOUR MEASUREMENTS

Smart on-line shopping tools are being developed that have the potential to dramatically reduce returns and minimize shipping energy and waste in the process.

ENTER YOUR MEASUREMENTS

[PRINT MEASURING TAPE](#)

HEIGHT:

BUST:

WAIST - MEASURED AT THE NAVEL:

HIPS:


ARM LENGTH - SEE INSTRUCTIONS:

SELECT TORSO LENGTH:
BALANCED LONG SHORT

Your measurements are safeguarded,
and will always remain anonymous.

SAVE YOUR MEASUREMENTS

[CONTINUE](#)



UPCYCLED JEWELRY

Paper scraps, bullet casing, old keyboards and broken bicycle chains which are all discarded materials are being transformed into funky hand crafted jewellery.



HIGH TECH APPAREL BROADCASTING YOUR EMOTIONS.

Dutch Designer, a strong believer in high-tech fashion invented the crystal maker Swarovski dress that is synced with the person's heartbeat.



SETTING UP A BRAND LOYAL COMMUNITY .

Entrupy, a tech firm from New York, has come up with a mobile application that can detect a fake brand product. Eg: Gucci.



WORLD'S FIRST SMART JACKET

Google in collaboration with a denim brand has come up with a jacket whose inbuilt fibres allows users to control smartphone features by just tapping on their jackets.



GLOW LIKE A KRYPTONITE

Vollebak's 'solar charged jacket' is a waterproof shell which when comes in contact with a light source produces a loud vibrant green glow that stays for a minimum 12 hours.



SMART TAILORING

Direct Panel on Loom ([DPOL](#)) technology, also called Smart Tailoring was created by Indian designer [Siddhartha Upadhyaya](#) as a way to increase fabric efficiency and reduce lead-time to manufacture high-end garments.



CONCLUSION

- **Fashion innovation has created a revolution in the fashion industry. Fashion revolution day is a global movement, which is celebrated every year on April 24th. The fashion forward kicks by various textiles and Apparel companies have created a world of fashion with everchanging landscape of fabrics and accessories, the ideal ground for revolutionary ideas in fashion.**

A woman with short, light-colored hair is shown from the chest up. She is wearing a purple and blue dress with a high collar and long sleeves. She is holding a large, intricate, crystalline structure that resembles a complex molecular model or a piece of art. The structure is made of many thin, interconnected lines, creating a dense, web-like pattern. The background is a soft, light blue with some faint, out-of-focus lights. The text "THANK YOU" is overlaid in the center of the image.

THANK YOU