

Sustainable Garment Biographies

Young adults' use practices in fashion

The aim of this project is to support experience-based assumptions of relevant design decisions for garment longevity with important and needed research-based knowledge of young adults' use practices of fashion. The project is guided by the following research questions:

- How can research-based knowledge of young adults' use practices of fashion inform design decisions aiming for garment longevity?
- How can these insights drive a paradigm shift in fashion towards more sustainable and regenerative practices?



<https://www.anthropocenemagazine.org/2024/07/did-scientists-find-a-solution-to-our-textile-waste-problem/>

Research Approach: The design research project lies within the field of Research-through-Design and Constructive Design Research.

Main Methods: A combination of wardrobe studies and cultural probes will be developed aiming to attract and maintain the young adults' active participation over 12-18 months. The research team will secure the collection of quantitative as well as qualitative data over the long time-span. The aim is to interact with the respondents enabling them to perform their

own wardrobe studies framed as a cultural probe. This will provide an extensive amount of quantitative and qualitative data on use practices of garments. A renowned method to collect data about use practices of fashion is Wardrobe Studies. It is time-consuming and thus often include only a few respondents. Cultural Probes were introduced in the field of critical design and has been further developed in other design fields. Probe kits are tools for self-evaluation, and they can be seen as a design-led research approach to empathising with other people. Cultural probes are suited for many respondents providing that data collection and analysis are structured. The cultural probe/wardrobe method will be developed as Co-design Workshops in collaboration with the participating high school students and their teachers to ensure commitment to the project and a shared goal.

Main contribution: Bridging the gap between assumption-based and research-based knowledge of young adults' use practices of fashion will be a significant contribution to fashion design research. Methodologically, development of long-term wardrobe studies that collects and analyses quantitative as well as qualitative data will be a significant contribution to design research.

Research Plan: The research is structured as programmatic design research. Beginnings, Perform and Intersections in the workplan below indicate different stages of researching, the initial, the iterative main research and the finalizing stages.

Research Plan, overview												
Time	YEAR 1, start July 1, 2025				YEAR 2				YEAR 3, June 30, 2028			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Beginnings: Recruitment, co-design and methods	X	X	X									
Perform: Longterm Wardrobe study / Cultural probes			X	X	X	X	X	X				
Intersections: Conferences, Thesis and closing seminar				Cumulus			Plate	Nordes			Thesis	Thesis, Closing seminar
PHD: Courses (C) Research Stay (I)		C	C		C	C			I	I		

Project Lead:

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