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GREEN & SUSTAINABILITY: UPCYCLED JEANSS

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ABSTRACT

This research study aims to upcycle the discarded jeans into other products as well as to utilise clothing waste in an attempt to help minimise environmental pollution. The methodology used in this research consists of the flow of four components, which begins with the collection of used jeans and proceeds to generate an upcycling product. Then, data processing started with a survey and ended with a system of the data analysis method. A sufficient number of jeans were collected and assembled for recycling. The survey was conducted through a questionnaire distribution given out to respondents in order to observe the acceptance of the students towards the developed product. The qualitative approach in data analysis method was used in evaluating the acceptance of the students towards an upcycled product. The data obtained were analysed and discussed critically and brings to the understanding of students' perception, acceptance and willingness to purchase the upcycled product. In conclusion, the acceptance level of the product is positively received, and it has the potential to be commercialised.

Keywords: jeans, upcycling, Cclothing waste, sustainability

1. INTRODUCTION: THE IMPORTANCE OF UPCYCLING

Textile and apparel play a significant role in consistently providing consumers with the latest, trendy and stylish clothing continuously to satisfy the market demands. Eventually, these clothing will be discarded when they are no longer used or physically damaged. Fast fashion retailing leads customers to higher purchase levels and the trend towards keeping clothes ever shorter, resulting in the cost of clothing disposal [1]. It was found that one of the ways to prevent these excessive clothing disposals is by implementing sustainable clothing in fashion [2]. Sustainable practice is a movement that nurturing change to fashion products or clothing towards a greater environmental quality. One of the examples of sustainable fashion that is currently practice among marketers and retailers are sustainable jeans. Despite the efforts of the media, researchers and the government agencies concerning the awareness of environmental consequences of these environmental issues, the level of waste generated by the consumers are showing the opposite outcomes. Even though there have been a lot of sustainable jeans practice among the marketers, the consumer part of is the main key component of addressing sustainability since the apparel bought by them must be disposed of in some other way or later. Hence, the purpose of this project is to reproduce the used clothes, specifically denim fabric into other items in a result of fully-utilize clothing waste and reduce environmental pollution. This research also includes an appraisal of the recognition of upcycled product by students.

2. MATERIAL AND METHOD: UPCYCLING JEANS

This project was divided into two parts; (i) Product development. A sufficient number of jeans were collected and assembled to be upcycled. Pillow and bag were chosen to be developed from the disposed of

jeans. The design and measurement were prepared and later proceeded to make the product. (ii) Questionnaire distribution. A set of questionnaires was disseminated to target respondents to express their views and perspectives regarding the product made. The data obtained were evaluated and examined during the assessment.

3. RESULTS AND DISCUSSION

A qualitative approach was done to investigate about the acceptance towards the upcycled products. The main concern of this qualitative research is to achieve a clear view of the student about upcycled product and the thought of self-made product.

3.1 Analysis and Discussions of Upcycled Products

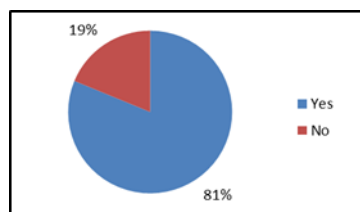


Figure 1a. The willingness to buy pillow product



Figure 1b. Pillow products (Triangle, Rectangle, Square pillows)

Total of 81% of the respondents of the survey which 70 persons interested to buy the pillow product. The positive comments received consist of the convenience for decorations, comfortable to use and uniqueness. One consumer from the remaining of 19% which 16 persons highlighted that people might sweat a lot during naps hence they questions about further hygiene if the pillows were to be used daily. Worry not, the pillow was constructed with a zipper for it to be easily washed when needed.

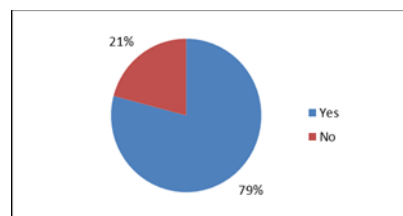


Figure 2a. The willingness to buy bag product



Figure 2b. Bag products (Shoulder, Tote, Drawstring bags)

As for the bag product, total of 79% of the respondents of the survey which 68 persons interested to buy. The positive comments received consist of its rigidity and suitable for daily use. One of the comment from the remaining of 18% which 18 persons said that the color and design used in this bag is hard to match with the outfits and they would consider buying if it would be plainer. However, recycled jeans are mostly limited in fabric length and wide hence it is quite hard to produce a single color bag.

4. CONCLUSION

It is important to educate about the right way to channel the unwanted clothing in order to save the environment. Upcycling is one of the best ideas to dispose clothing. People need to aware of there is actually a lot of other ways besides discarded clothing solely as waste. As for the upcycle product development process, it was successfully turned into another product. The acceptance level of the product is positively received with a minor improvement needed. For better research, the used jeans can be made into something more innovative with the aid of technology, or some chemical finishing to enhance the fabric quality as well as increasing the life span.

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Sekian, terima kasih.

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