

THE ECOCHIC DESIGN AWARD: A DESIGNER'S GUIDE TO RECONSTRUCTION

WITH WAN & WONG FASHION

Extending the life of clothing by an extra nine months of active use would reduce carbon, waste and water footprints by around 20% to 30% each.

Reconstruction is the process of making new clothes from previously worn garments or preformed finished products. Reconstruction is often incorrectly perceived to be an exclusive design approach, as the designs are often not easily reproducible because of the variable supply of working materials. However, by using common garment types that are regulars in the fashion chain, there are many possibilities for creating reproducible reconstruction.

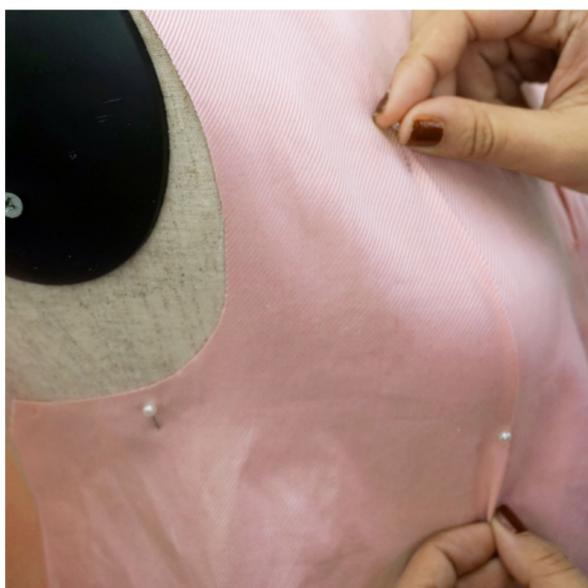
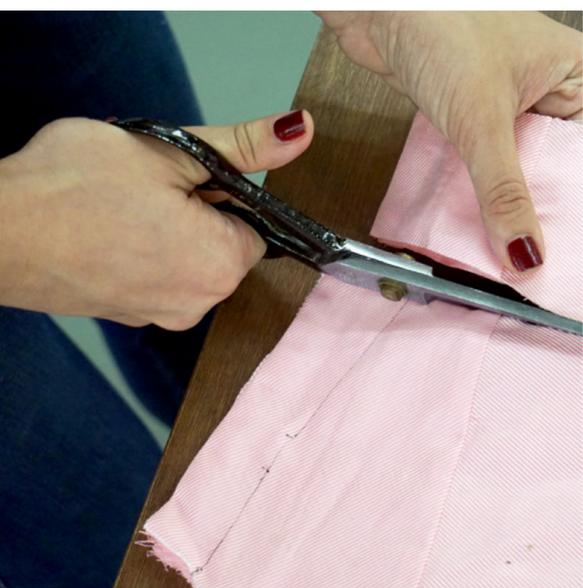
In this guide, we feature a reconstructed design by Wan & Wong Fashion's Kelvin Wan and Joyce Wong. They explore the reproducibility of reconstruction using a regular dress shirt and show different ways to use fabric cut-offs.



1. Using a simple dress shirt, a common and easily found garment, we used a standard bodice pattern as our starting point. This pattern could be adapted to various other styles, such as a sleeveless dress or other styles of tops, according to the size or features of the original shirt. Our first step is to deconstruct the shirt at the seams.

2. Next, we trace our new pattern onto the shirt. If you are building a collection, you will need to rescale the pattern to get a full range of sizes from multiple shirts. Make sure to take time to develop your patterns.

You can also try mixing two or more garments together to create a more unique design. For example, you could combine fabrics from two dress shirts with different patterns.



3. Cut out the pieces you need for your new design. Don't throw away the scraps – they can be used later or in your other designs!

At Wan & Wong Fashion, we minimise the waste produced by using our fabric scraps to create accessories. We also renew shirts, for example if they have holes or stains, by using scrap fabric as piping or by adding a transfer print.

4. Then, we pin the pieces onto a mannequin. We always look for ways to be creative with the leftover pieces of fabric. For this design, we consciously decided to show a connection to the original garment by using the sleeves as a belt and we used the scraps as a bow to add a feminine touch! However, with reconstruction even the most uninspiring original garment can, once stripped down to its fabric, be transformed into something completely unrecognisable with a little creativity!



5. Finally, we sew up the pieces into the finished 'new' design.

6. Complete! Before we started our reconstruction line, we only created clothes for ourselves to wear. But as we received more and more clothing samples, we began – they can be used later or in your other designs!

We now have established good relationships with various wholesalers and manufacturers in Hong Kong and China and so it is very easy for us to source clothing waste and we are given end-of-rolls and sample garments periodically. So, try to find and connect with local companies to get hold of their valuable waste!

Share your thoughts and experiences with us about your reconstructed designs!

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LEARN MORE

Learn more about reconstruction design from experts, including Gary Harvey, Milch, Kate Jones, Liora Lassalle, Claire Dawson and Phee Ng, in our 'Reconstruction Design Technique' guide here: www.ecochicdesignaward.com/learn.

ABOUT WAN & WONG FASHION

Hong Kong designer, Kelvin Wan, won the Most Promising Student Award for The EcoChic Design Award Hong Kong 2012. He then went on to develop his own brand, Wan & Wong Fashion, with partner Joyce Wong in 2013. Their womenswear and menswear designs are based on zero-waste and they up-cycle and reconstruct textile waste sourced from factories in Mainland China.

This increasingly prominent brand is gaining popularity. They were selected as a 'Black Sheep' by the influential designer platform, Not Just A Label, based on their innovative and striking brand. Adding to their star appeal, the brand has been worn by celebrities, including Sandy Lam, Bonnie Chen, Kary Ng, Cathy Leung, and has been widely featured in the media, including The Huffington Post, SCMP Post Magazine, Metropop, Weekend Weekly and ELLE Hong Kong to name just a few.

Continuing their successes, Wan & Wong Fashion won The EcoChic Design Award 2015/16 Alumni Prize and with this a retail collaboration with Asian retailer, kapok.

Visit www.facebook.com/WanandWongFashion for more.

