



## **Chew the Fat: In Style, Out of Fashion**

**Andrew Bannister-Bailey**

The output is a design reflecting on the phrase “In Style, Out of Fashion” in response to a call-out for submissions from ‘Chew the Fat’, a charitable series of panel discussions exploring big topics in bite size chunks. It comprises two zero-waste fashion artefacts (bomber jacket and trousers) and an accompanying presentation.

### **Research process**

Sustainability is and will be an ever more important driver in everything we do as human beings. Sustainable practices and responsible fashion design are of increasing concern to the fashion industry and are being demanded more by the industry and wider public as a whole. This project aims to highlight the methodology that ‘Fashion’ has established to address this issue through the use of zero-waste garment design and construction, which itself derives from the close study, documentation and physical replication of historic zero-waste garments. The presentation and considered display of two contemporary zero-waste garments with their associated colour coded pattern key is intended to inform the viewer of zero-waste design/construction principles whilst educating the wider public as a whole.

### **Research insights**

This public presentation of the designs has helped demystify the often cloudy creative process that fashion designers utilise in order to eliminate material wastage in clothing, through the use of clear visual language and logical display methods. In addition to this, attendees were also able to inspect and touch the fashion artefacts on display, providing another critical form of sensory communication and reflecting Bannister-Bailey’s practice-based research.

### **Dissemination**

The project was disseminated at ‘Chew the Fat: In Style, Out of Fashion’, Sheaf St, Leeds, 24 October 2019.



Garments on display: a zero-waste bomber jacket referencing 17th Century nightshirt construction



Garments on display: a zero-waste bomber jacket referencing 17th Century nightshirt construction



Garments on display: a zero-waste bomber jacket and associated colour coded pattern



Garments on display: zero-waste trousers further developing a Timo Risannen design



Garments on display: zero-waste trousers further developing a Timo Risannen design



Garments on display: zero-waste trousers and associated colour coded pattern key



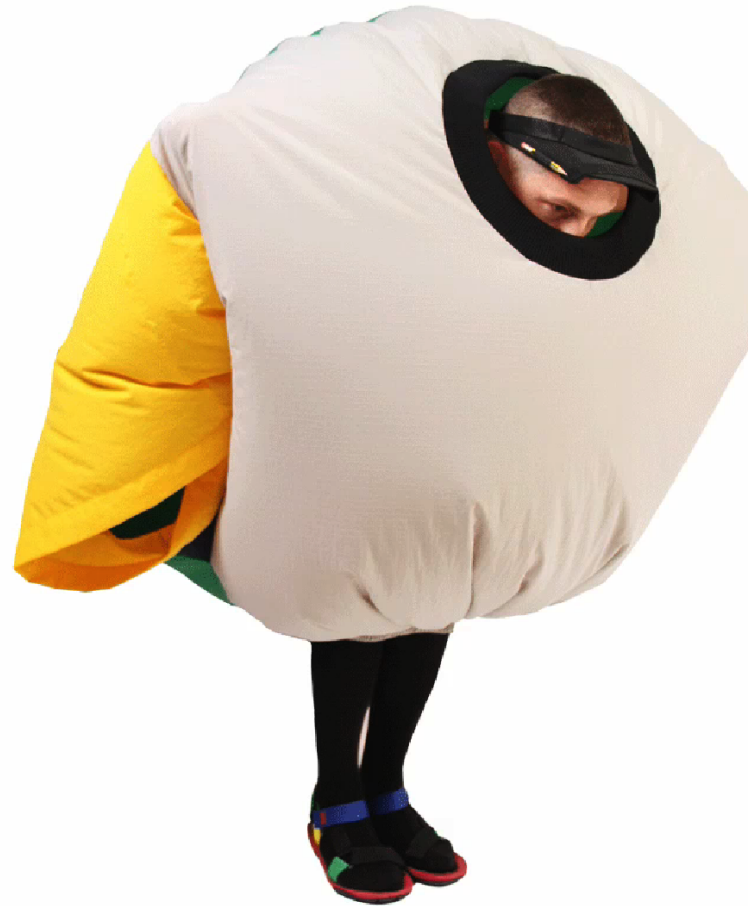
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**Contextual Information**

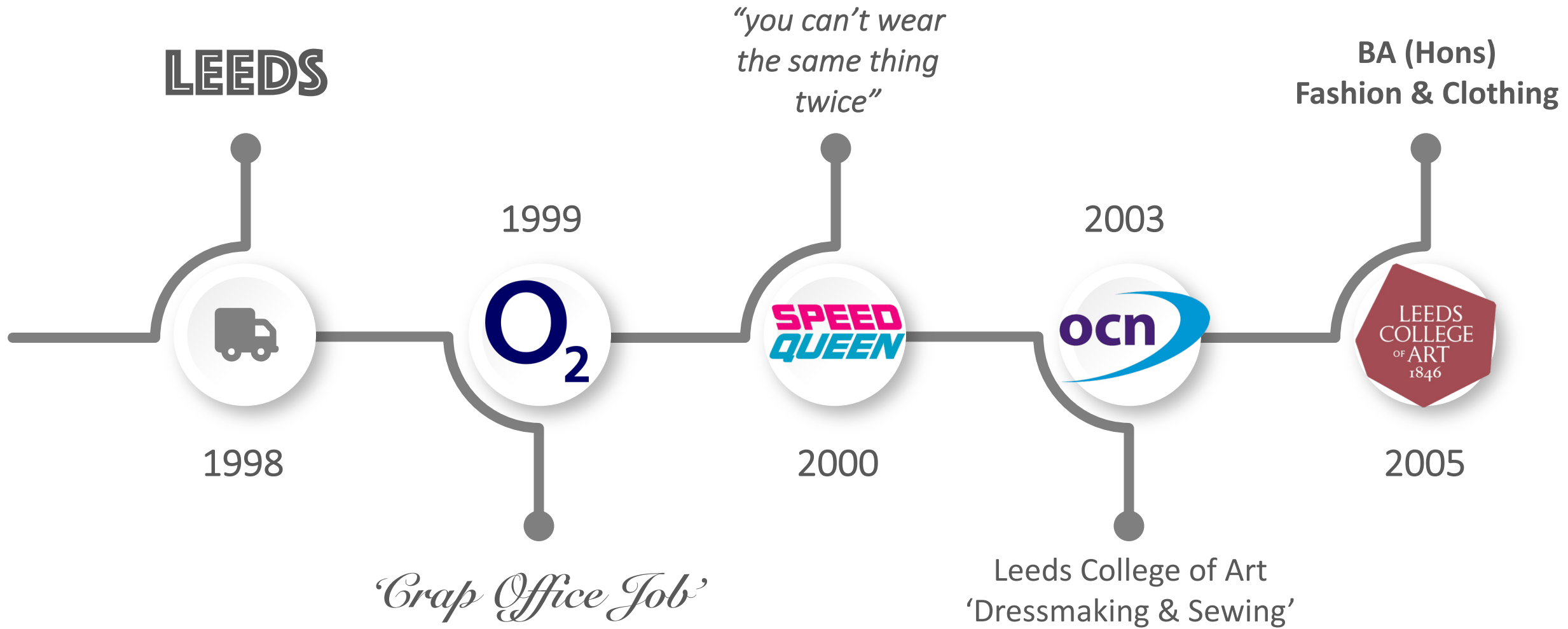


in **STYLE**



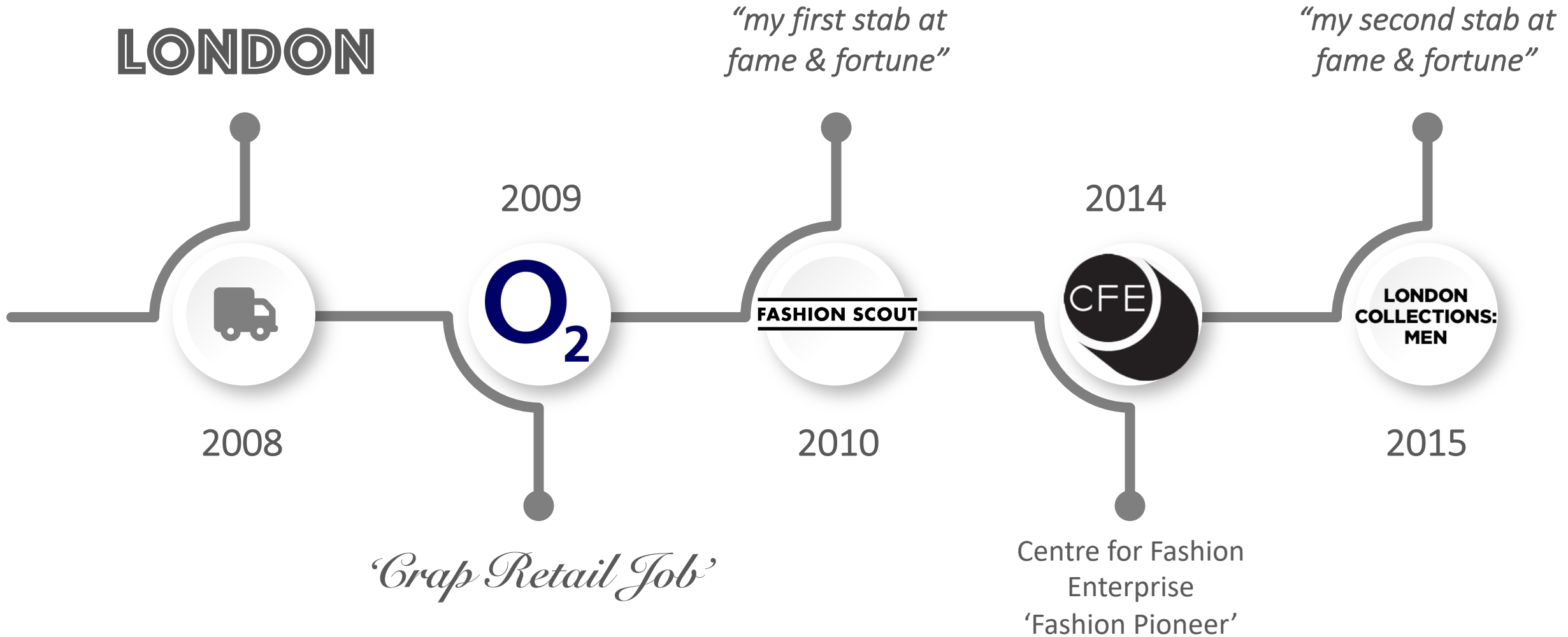
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# my JOURNEY



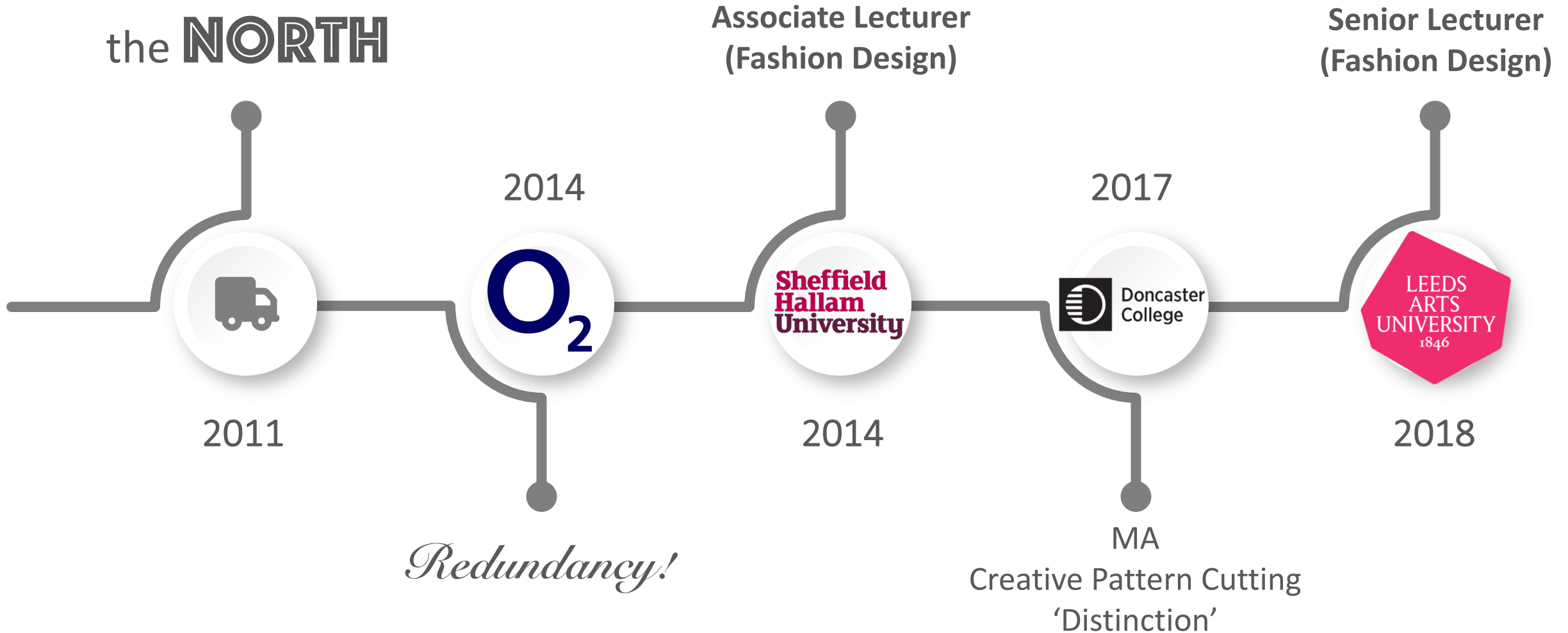
# my JOURNEY

LONDON



# my JOURNEY

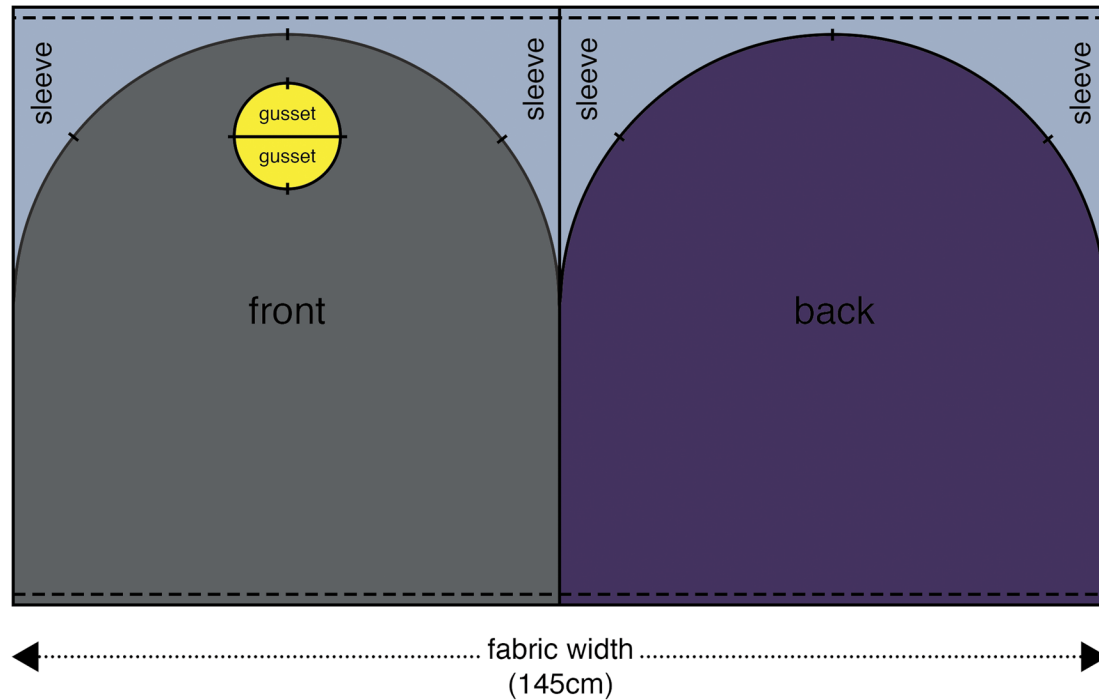
the **NORTH**



# my RESEARCH



zero-waste  
sweatshirt  
&  
zero-waste  
trousers



zero-waste pattern for #ZWtshirt

# my **TEACHING**

- learn from the past
- adapt for the future
- respect materials
- honour craft
- foster considered design
- embed sustainable practice
- be ethical
- be honest
- share learning
- have fun



why am I designing it?

who am I designing for?

what will my impact be?



thank **YOU**



Chew The Fat: presenting onstage





Chew The Fat: panel discussion