

Annex 10: Circular Fashion Experience in Brazil 2023



Figure 1: Circular Fashion Experience interactive installation, Brasil Eco Fashion Week 2023.

Overview

The Circular Fashion Experience was an interactive installation held as part of Brasil Eco Fashion Week 2023, through the collaboration of the UKRI Textiles Circularity Centre (TCC) Consumer Experience research strand (led by Dr. Bruna Petreca), with the Instituto Febre, funded by the British Council's Circular Culture programme. The aim of this installation was to provide a space to create new cultures through consumer experience, towards a circular and socially just fashion. This initiative allowed the TCC to bring a part of its public engagement platform, the Regenerative Fashion Hub, to Brazil. This was the first time that the TCC conducted dissemination and research activities of this kind and scale outside the UK, representing a significant milestone for its agenda of impact and international collaborations. The Circular Fashion Experience fulfilled two important and unprecedented functions for the TCC: (i) disseminating cutting-edge research in circular fashion design and experiences in Brazil and (ii) conducting a study to collect data on Brazilian consumer behaviour in relation to proposals and design strategies for circular fashion.

Approach

Configurator Studies

Our first activity is called the Materials Gym (in Brazil it was named 'Estação Sensorial'). In this activity we introduced participants to a display of TCC's materials and to 4 scenarios for making a shirt. To encourage participants to generate material knowledge, they were prompted to interact with the textiles in specific ways to explore their flexibility-rigidity, softness-hardness, smoothness-hardness, coolness-warmness. A worksheet was used to help participants reflect and record the understanding that emerged from this activity. At the end, participants reached a final selection of material for making a shirt. The second activity is called the 'Shirt Builder' (in Brazil it was named 'Estação Modular'). Using our TCC shirt modules, instructions, and relying on support from the facilitators where needed, participants were invited to configure their circular shirt. At the end, participants were given the option to photograph their creation, which could be included as part of a display in the space. The participation in this activity required a maximum one hour, and could only take place at the Circular Fashion Experience installations at the Brasil Eco Fashion Week.

Short survey 'Circular Fashion Experience'

This was a survey that would take 10 minutes to complete and investigated (i) the role of touch in the construction of knowledge and expression of attachment to textiles and products, (ii) the role of participation in the selection of textiles and configuration of garments, and (iii) how consumer experiences could promote greater wellbeing and support people to engage more actively in textile circularity.



Figure 2: Circular Fashion Experience interactive installation, Brasil Eco Fashion Week 2023.

Key findings

The interaction with the Brazilian public was very informative; the initial insights show that there will be some differences and many similarities in behaviour in relation to the UK public, which will be very interesting from both an academic point of view and for the fashion industry in the transition to more circular practices. The results will be evaluated and, once the data are compiled and compared with those obtained in the UK for the same studies, we will publish articles (academic and dissemination) focused on the comparison between the two contexts, as well as specific publications for the Brazilian audience.

Outcomes

The Circular Fashion Experience installation captured 90 responses, being:

- 42 responses in the Configurator study
- 48 responses in the short survey
- In addition we received and disseminated the study to the general public of the festival, about 9,000 visitors over three days.

At the end of the festival, the project promoted a panel discussion between Dr Bruna Petreca, researcher Ricardo O'Nascimento, and local experts such as Suéli Feio (NGO Costurando Sonhos (EN "Sewing Dreams"), Melody Von Erlea (influencer at @repeteroupa), and Pedro Luiz (waste picker and member of the @catakiapp collective) about the perceptions and quick outcomes of the project in Brazil.

We established a collaboration with the Instituto Febre that was very rewarding. We actively engaged in critical reflection on design and research proposals, including the evaluation of their sociocultural relevance. These contributed structurally to fine-tuning the messages, increasing the international relevance of the proposals initially created by the TCC. The aesthetic and communication sensitivity of the Instituto Febre was a guiding thread throughout the project, which is essential for engaging the fashion audience, so that the proposals for sustainability and circularity transcend the niche and reach a broader audience.



Figure 3: Promotional poster for Brasil Eco Fashion Week 2023.

Challenges

In order to realise this international activity, Dr Bruna Petreca had to seek external funding and face a high competition with more than 1,000 projects (provided by the

British Council)
<https://americas.britishcouncil.org/programme/cultura-circular-2023>.

Publications and outputs

We had a total of 17 Instagram posts by Instituto Febre to divulge this activity, which have gathered a total of 81,976 views.

Our activity received a lot of media attention, which led to several articles being published in Brazilian media outlets, which are listed below:

1. Eloisa Artuso, 2023. Diante da crise climática, moda brasileira pede práticas sustentáveis e inovação. Carta Capital. <https://www.cartacapital.com.br/opinia-o/diante-da-crise-climatica-moda-brasileira-pede-praticas-sustentaveis-e-inovacao/>
2. Ministério da Cultura do Brasil, 2023. No MICBR, players nacionais e internacionais apresentam oportunidades de negócio. Portal Gov. <https://www.gov.br/cultura/pt-br/assuntos/noticias/no-micbr-players-nacionais-e-internacionais-apresentam-oportunidades-de-negocio>
3. Cultura e Negócios, 2023. 7ª Edição do Brasil Eco Fashion Week acontece em dezembro com o tema Eco inovação e Desenvolvimento Sustentável.



Figure 4: Dr Bruna Petreca and Ricardo O’Nascimento with the Instituto Febre team, who together realised this project.

<https://culturaenegocios.com.br/7a-edicao-do-brasil-eco-fashion-week-acontece-em-dezembro-com-o-tema-ecoinovacao-e-desenvolvimento-sustentavel/>

4. Equipe Guia Jeanswear, 2023. Confira as novidades da 7ª Edição do Brasil Eco Fashion Week. Guia Jeanswear. <https://guiajeanswear.com.br/noticias/confira-as-novidades-da-7a-edicao-do-brasil-eco-fashion-week/>
5. FFW, 2023. BRASIL ECO FASHION WEEK APRESENTA A EXPERIÊNCIA MODA CIRCULAR. Uol. <https://ffw.uol.com.br/noticias/moda/brasil-eco-fashion-week-apresenta-a-experiencia-moda-circular/>
6. Moso Magazine, 2023. Brasil Eco Fashion Week: Eco inovação em foco na 7ª Edição. <https://mosomagazine.com.br/brasil-eco-fashion-week-ecoinovacao-em-foco-na-7a-edicao/>
7. Reset Podcast, 2023. A função do design no futuro da moda. <https://open.spotify.com/episode/4F6L7lpqOzAATDwDUqLHu1>. OR <https://youtu.be/M4-gwvnl194>. The podcast so far gathered 247 views on Youtube and over 7,200 Instagram interactions.



Figure 5: Panel discussion with Dr Bruna Petreca and Ricardo O’Nascimento at Brasil Eco Fashion Week 2023.