

An Investigation of Sustainability: Scope of Eco Denim Fashion

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Abstract : Denim presently is the most widely accepted textile product and shows its hold even in future with its growing popularity. Denim today is no longer restricted to only a pair of jeans but has diversified in all different product categories. Although denim is considered as an expression of youth and demonstrates durability and comfort, denim raises issues of sustainability. Through an exploratory research, the researcher aims at addressing the possibilities of denim fashion promoting environmental sustainability by means of creativity, awareness, recycle and artisan appreciation. It also touches on how eco conscious fashion brands involve in development in terms of ideation and modification of denim as a fabric or product into diversified sustainable fashion. In conclusion, it is shown that blue denim fashion continues to evolve and shows eventual transformation in becoming green denim in future, nurturing values of both quality and sustainability.

Keywords : arts, craft, creativity, denim, fashion, recycle, sustainability

Conference Title : ICIT 2017 : International Conference on Innovations in Textiles

Conference Location : San Diego, United States

Conference Dates : December 18-19, 2017