[Ad]dressing mamma: Identifying design strategies for meaningful and appropriate product life in maternity and nursing fashion [Poster]

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[Ad]ressing mamma: Identifying design strategies for meaningful and appropriate product life in maternity & nursing fashion

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Overview

The vastness of challenges the fashion and textile industry face to reach a more flourishing and circular industry are being tackled across academia and industry from theory to design, materiality, production and distribution through to addressing the consumption of the behaviours of wearers. However, it seems that the area of maternity and nursing fashions, clothing that has "built-in expiry dates", has not been examined separately to explore how sustainable strategies may be incorporated into the design process.

This current doctoral research aims to look at the liminal transition of pregnancy through maternity and nursing fashion to understand how clothing made with "Use-by dates" can align with sustainable practices whilst tackling the navigation of new identities through what could be a physical and emotional time of change.

This research aims to enable a contribution to the discussion of sustainable fashion and textiles by identifying design strategies that can be used to create meaningful and appropriate product lifetimes in maternity and nursing fashions with a purpose to contribute towards the reduction of textile waste and address the potential lack of comfort in self-identity experienced by women during the liminal change of pregnancy.

Literature Framing

Methodology & Methods

Socially Constructivist Paradigm

Understanding the world and answering the research questions through exploring the human experience of pregnancy whilst acknowledging the impact the researchers experiences have on the study.

Research Questions

- What are the appropriate product life times in maternity and nursing fashion?
- Can fashion and textiles design create strategies for maternity and nursing fashion that can support individual wellbeing?

Longitudinal Study

1x Initial Interview Per Participant
3-4x In-depth Wardrobe Studies Per Participant
1-2x Co-Design Group Workshops

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