[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 the challenges the fashion and textile industry faces 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 make 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.

Project Aim & Objectives

Aim:
This research aims to identify design strategies that will lead to the design of meaningful and appropriate product lifetimes within maternity and nursing fashion.

Objectives:
1. To perform a critical review of the current literature and discourse in relation to:
   - The drivers in the consumption, use and disposal habits of maternity and nursing fashion.
   - The role identity through clothing plays in the liminal transition of pregnancy.
   - The role designing for maternity and nursing fashion has taken in the design for fashion and textiles sustainability discourse.
   - How and if wellbeing is affected through the consumption and use of maternity and nursing fashion.
2. To catalogue the drivers in purchase, use and disposal of clothing worn through pregnancy and nursing/post birth through a series of interviews and in-depth wardrobe studies.
3. To develop a series of key themes that can translate to strategy models for meaningful and appropriate product lifetimes design strategies for maternity and nursing fashion.
4. To inform the design of a product-service and/or system in maternity and nursing fashion by codeigniting strategies for meaningful and appropriate product lifetimes.

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.

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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