

## 지속가능한 디자인 요소를 적용한 패션디자인 개발

## 요약

가 , 가 ,  
가 가 . ,  
가 가 . 가  
가 ,  
가 , 가 ,  
가 , , 가 ,  
가 , 3  
가 4  
가 , 가  
가 , , 3  
가 ,  
가 ,  
가 ,  
가 ,  
가 ,  
가 ,

: 가 , 가 , , ,

---

+ : , rhuhan@hanmail.net

: 2021 7 15 , : 2021 8 15 , : 2021 8 23

## I. 서론

패션 산업은 전 세계적으로 가장 빠르게 성장하는 산업 중 하나이다. 그러나 패션 산업은 환경과 사회에 부정적인 영향을 미치고 있다. 이러한 문제를 해결하기 위해 패션 산업의 지속가능성을 높이는 것이 필요하다. 본 연구는 패션 산업의 지속가능성을 높이기 위한 방안을 모색하고자 한다. 먼저, 패션 산업의 현황을 살펴보고, 지속가능 패션의 개념을 정의한다. 또한, 지속가능 패션의 중요성을 강조하고, 이를 실현하기 위한 방안을 제시한다. 마지막으로, 본 연구의 한계점과 향후 연구 방향을 제시한다.

패션 산업의 현황을 살펴보면, 전 세계적으로 패션 산업의 매출이 급증하고 있다. 특히, 온라인 패션 시장의 성장세가 두드러진다. 그러나 패션 산업은 환경과 사회에 부정적인 영향을 미치고 있다. 예를 들어, 패션 산업은 많은 양의 온실가스를 배출하고, 수자원과 토지를 오염시킨다. 또한, 패션 산업은 노동 착취와 인권 침해 등 사회적 문제를 야기하고 있다. 이러한 문제를 해결하기 위해 패션 산업의 지속가능성을 높이는 것이 필요하다.

지속가능 패션의 개념을 정의해보자. 지속가능 패션이란 환경, 사회, 경제적 측면에서 지속가능한 패션 시스템을 의미한다. 환경적 측면에서는 친환경 소재와 공정을 사용하고, 사회적 측면에서는 공정한 노동 조건을 보장하며, 경제적 측면에서는 장기적인 수익성을 추구하는 것을 말한다. (Tearfund)가 발표한 (The Ethical Fashion Report)에 따르면, 2017년 2019년 A 189가 (sustainable fashion)가 되었다. (https://en.wikipedia.org)에 따르면, 3가 (Wikipedia. n.d.a).가

## II. 이론적 배경

### 1. 지속가능성의 개념

지속가능성의 개념은 (WGSN)에 따르면, 1972년 UN (UN Conference on the Human Environment)에서 처음 사용되었다. Bae and Jung(2018)은 1987년 (World Commission on Environment and Development [WCED])에서 ‘Our common future’가 “(Bae & Jung, 2018, p.11).가

가 (Rachel Carson)  
 「 (Silent spring) 」  
 Sherin(2013) , ‘ (eco-friendly) ,  
 , ‘ (green) , ‘ (well-being)  
 , 가 (Carson, 2002). ,  
 , ‘ 가 , ,  
 , 가  
 (green issues) 1992  
 가 가 UN 가  
 , , (Patagonia) (Esprit)  
 가 , ‘ (eco)’  
 가 가  
 , , (Wikipedia, n.d.b).  
 가 가  
 가 , 2000  
 . Lee and Kim(2018)  
 가

## 2. 지속가능한 패션디자인의 발생 배경 및 개념

가 , ,  
 가 가  
 가 가  
 가 , ‘ 가 , (H&M),  
 가 (Zara), (Topshop), (Primark)  
 가  
 (Kim & Yeom, 2013),  
 (Kim & Na, 2015; Yoo, 2012)  
 Yoo(2012) 가 Kim and Na(2015) 가  
 가 ,

Table 1. Gwilt와 Faud-Luke의 공통 요소 재정립.

Gwilt(2014)	Faud-Luke(2009)	
가		가
	가	가

### 3. 지속가능한 디자인의 요소

				South Wales)	Gwilt(2014)
가	,	,	가		
		,			-
		.	(zero-waste)		(geometric)
, Tischner and Charter(2001)	가		가		(modular)
가	,		(upcycling)		(slow
(repair), (refine), (redesign) (rethink)		fashion)			, 가
.	가				
가	,				가
		,			
‘ ,		,			
	‘ ’,	.			
		,			
‘ ’,	가				
		,	가		
‘ ’가	.	가			가

2017 2019 3 A  
189

가

1. 시대적 감각의 흐름을 타지 않는 디자인 사례

(design for durability)

가

(timeless design)

가 (renewable design)

가

(multi-functional design)

가

Gwilt(2014) Faud-Luke(2009)

가

4가

가

가

3

(Kowtow)가

### III. 지속가능한 디자인 요소별 패션 브랜드 및 제품 사례

<Figure 1>

(paper shirts) <Figure 2>

(notebook one piece)

가

4가

가 4가 Gwilt(2014)

Faud-Luke(2009) 가

가 Weinswig(2017)

(RUH Collective)

가 가

Table 2. 지속가능한 디자인 요소 적용 사례 1.

			
<p>Figure 1. Paper shirts, Kowtow, 2019 AW. From "How KOWTOW". (n.d.). <a href="https://greenandsimple.co">https://greenandsimple.co</a></p>	<p>Figure 2. Notebook one-piece, Kowtow, 2019 AW. From "Prints &amp; Patterns". (2019). <a href="https://camarguefashion.com.au">https://camarguefashion.com.au</a></p>	<p>Figure 3. Long dress, RUH Collective, 2017 SS. From, RUH. (n.d.). <a href="https://minimalissimo.com">https://minimalissimo.com</a></p>	<p>Figure 4. Kimono top, RUH Collective, 2017 SS. From RUH. (n.d.). <a href="https://minimalissimo.com">https://minimalissimo.com</a></p>

가

## 2. 원단 남용을 방지하는 패턴 제작 사례

가

. <Figure 3> <Figure 4>

(palazzo)

가

<Figure 5>

가

가

. <Figure 6>





Table 3. 지속가능한 디자인 요소 적용 사례 2.

			
<p>Figure 5. Square dress, Study NY, 2014 SS. From Burns. (2014). <a href="http://www.responsibleglobalfashion.com">http://www.responsibleglobalfashion.com</a></p>	<p>Figure 6. Square dress, Study NY, 2015 SS. From Son. (2018). <a href="https://nygal.com">https://nygal.com</a></p>	<p>Figure 7. Out of place collection 1, Farrah Floyd, 2014 SS. From Farrah Floyd. (n.d.). <a href="https://farrahfloyd.com">https://farrahfloyd.com</a></p>	<p>Figure 8. Out of place collection 2, Farrah Floyd, 2014 SS. From Farrah Floyd. (n.d.). <a href="https://farrahfloyd.com">https://farrahfloyd.com</a></p>

### 3. 다양한 활용이 가능한 디자인 사례

<p>(Farrah Floyd)</p> <p>가</p> <p>가</p> <p>&lt;Figure 7&gt; &lt;Figure 8&gt;</p> <p>가 (pleats)</p>	<p>Fletcher(2012)</p> <p>가</p> <p>가</p> <p>&lt;Figure 9&gt;, &lt;Figure 10&gt;</p> <p>가</p> <p>&lt;Figure 9&gt;</p> <p>(quilting coat)</p> <p>가</p> <p>&lt;Figure 10&gt;</p>
--	--

Table 4. 지속가능한 디자인 요소 적용 사례 3.

가	
 <p>Figure 9. The buildable shearling liner, Marfa Stance, 2020 FW. Edited by the author from THE SHEARLING LINER. (n.d.). <a href="https://www.marfastance.com">https://www.marfastance.com</a></p>	 <p>Figure 10. The convertible rib crew, Marfa Stance, 2020 FW. Edited by the author from THE CONVERTIBLE RIB CREW. (n.d.). <a href="https://www.marfastance.com">https://www.marfastance.com</a></p>
 <p>Figure 11. Multi-Purpose Clothes 1, 2021 SS. From IZapartan. (2021). <a href="https://www.irinadzhus.com">https://www.irinadzhus.com</a></p>	 <p>Figure 12. Multi-Purpose Clothes 2, 2021 SS. From IZapartan. (2021). <a href="https://inspirationist.net">https://inspirationist.net</a></p>

(collar) ,

<Figure 11>, <Figure 12>

<Figure 11> 가 ,

<Figure 12> 가

가 . ,

25%

가

가

<Table 5>

가

가

4. 재생 가능한 기능적 소재를 이용한 디자인 사례

가

가 , , ,

가



가 , , ,

가 , <Figure

Table 5. 내구성 있고 지속가능한 재료의 예.

			/
		,	
		가	

Table 6. 지속가능한 디자인 요소 적용 사례 4.

가	
	
Figure 13. Hemp jackets and skirt, Sonia Carrasco, SS 2021. From SPRING / SUMMER 2021. (n.d.). <a href="https://sonia-carrasco.com">https://sonia-carrasco.com</a>	Figure 14. Bio-based Textile, Aeance, SS 2019. From ELLE Fashion Team. (2021). <a href="https://www.elle.com">https://www.elle.com</a>



13> , .

(lyocell), (tencel), (refibra) . , , , 가 . <Table 7> 가 (Wikipedia, n.d.c). , <Figure 14> 7> , , 가 . 가 .

#### IV. 지속가능한 디자인 요소를 적용한 여성복 디자인 개발

가 4가 100% , 가 . 가 . <Table 7> . 가

#### 2. 친환경 소재를 활용한 재킷

가 . 가 가 가 . Gwilt(2014) Faud-Luke(2009) 3 . (eyelet)

#### 1. 기하학 패턴을 활용한 코트


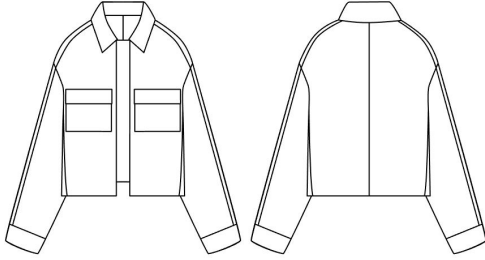

가 . <Table 8> .

Table 7. 기하학적 패턴 제작 과정.

	가
 <p>Figure 15. 기하학 패턴 제작 예시. Photographed by the author. (April 10, 2019).</p>	 <p>Figure 16. 가봉 제작 예시. Photographed by the author. (April 10, 2019).</p>
 <p>Figure 17. 작품 I 도식화. Captured by the author. (August 16, 2020).</p>	 <p>Figure 18. 작품 I. Photographed by the author. (August 10, 2019).</p>
	

Figure 19. 기하학 형태를 응용한 패턴 제작.  
Captured by the author.  
(August 16, 2020).

Table 8. 친환경 소재 활용.

 <p>Figure 20. 종이 질감의 소재 사용. Photographed by the author. (August 10, 2019).</p>	 <p>Figure 21. 작품 II 도식화. Captured by the author. (August 16, 2020).</p>	 <p>Figure 22. 작품 II. Photographed by the author. (August 10, 2019).</p>
--	---	---

### 3. 변형 가능한 재킷

가

가

가

가

가

가

. <Table 9>

가

Table 9. 변형 요소 예시.

 <p>Figure 23. 안과 겉의 활용. Photographed by the author. (August 10, 2019).</p>	 <p>Figure 24. 칼라 탈부착. Photographed by the author. (August 10, 2019).</p>	 <p>Figure 25. 재킷 탈부착. Photographed by the author. (August 10, 2019).</p>
--	--	---

V. 결 론

가 , 가  
가 .  
Gwilt(2014) Fuad-Luke(2009)  
가 , 가  
4가 . ,  
 ,  
가 . , 가  
 , 가  
 ,  
 ,  
3  
가 가  
 , 가  
 , 가  
2017 2019  
A 189  
가  
가  
가  
가 ,  
3 .

## References

- Bae, S. J., & Jung, K. H. (2018). *Up-cycling fashion design for sustainable development growth*. Gwangju: Choenam University Press.
- Bums, L. (2016, March 30). Zero Waste Fashion Design. *Responsil be Global Fashion LLC*. Retrieved from December 16, 2020, from <http://www.responsibleglobalfashion.com/blog/2016/3/zero-waste-fashion-design>
- Carson, R. (2002). *Silent Spring*. Boston: Houghton Mifflin Harcourt.
- ELLE Fashion Team. (2021, August 03). 55 Sustainable Clothing Brands That Are Anything But Boring. *ELLE*. Retrieved December 16, 2020, from <https://www.elle.com/uk/fashion/what-to-wear/g22788319/sustainable-fashion-brands-to-buy-from-now/>
- Farrah Floyd. (n.d.). *Farrah Floyd*. Retrieved December 16, 2020, from <https://farrahfloyd.com/collection/out-of-place/>
- Fletcher, K. (2012). *Fashion and Sustainability: Design for change by Kate Fletcher*. London: Middle English Edition.
- Fuad-Luke, A. (2009). *Design activism: Beautiful strangeness for a sustainable world*. London: Routledge.
- Gwilt, A. (2014) *A practical guide to sustainable fashion*. London: A&C Black.
- How KOWTOW Is Making Sustainable Cool. (n.d.). *Green+Simple*. Retrieved May 30, 2019, from <https://greenandsimple.co/2019/02/nz-brand-kowtow-is-making-sustainable-cool>
- Kim, H. J., & Na, H. S. (2015). A case study on the sustainable fashion design. *Journal of Fashion Design*, 15(3), 53-68.
- Kim, J. S., & Yeom, H. J. (2013). The characteristic of eco-friendly trend in fabric since 2000. *Journal of the Fashion Business*, 17(4), 75-89. doi:10.12940/jfb.2013.17.4.75
- Lee, K. J., & Kim, I. (2018). A study on sustainable fashion runway of ethical fashion brands: With a focus on 'sustainable fashion and design' runway of 2017 s/s Seoul fashion week. *Journal of the Brand Design Associatin of Korea*, 16(2) 5-19. doi:10.18852/bdak.2018.16.2.5
- Prints & Patterns // The latests from Kowtow + limited edition Cotton Merino Jumpers. (2019, May 19). *Camargue*. Retrieved May 30, 2019, from <https://camarguefashion.com.au/blogs/news/the-latest-from-kowtow-at-camargue>
- RUH. (n.d.). *Minimalissimo*. Retrieved May 30, 2019, from <https://minimalissimo.com/archive/2016/ruh>
- Sherin, A. (2013). *Sustainable thinking: Ethical approaches to design and design management*. London: Bloomsbury Publishing.
- Son, C. (2018, June 25). Get Boho-chic with These 5 Sustainable Fashion Brands. *NEW YORK GAL*. Retrieved December 16, 2020, from <https://nygal.com/get-boho-chic-with-these-sustainable-fashion-brands/>
- SPRING / SUMMER 2021. (n.d.). *Sonia Carrasco*. Retrieved December 16, 2020, from <https://sonia-carrasco.com/pages/spring-summer-2021>
- Squire, L. (2019, September 19). Why sustainability within fashion is crucial for brands. *WGSN*. Retrieved October 11, 2019, from <https://www.wgsn.com/blogs/why-sustainability-within-fashion-is-crucial-for-brands/>
- THE CONVERTIBLE RIB CREW. (n.d.). *MARFA STANCE*. Retrieved December 16, 2020, from <https://www.marfastance.com/collections/knitwear/products/the-convertible-rib-crew>
- THE SHEARLING LINER. (n.d.). *MARFA STANCE*. Retrieved May 30, 2019, from <https://www.marfastance.com/collections/liners/products/the-shearling-liner>
- Tischner, U., & Charter, M. (2001). *Sustainable product design*. London: Routledge.
- Weinswig, D. (2017, July 20) Modest Fashion Is Just Fashion. *Forbes*. Retrieved August 08, 2020, from <https://www.forbes.com/sites/deborahweinswig/2017/07/20/modest-fashion-is-just-fashion/?sh=18ed48e5383f>
- Wikipedia. (n.d.a). Sustainability. *Wikipedia*. Retrieved August 11, 2021, from <https://en.wikipedia.org/wiki/Sustainability>
- Wikipedia. (n.d.b). Sustainable fahsion. *Wikipedia*. Retrieved August 11, 2021, from [https://en.wikipedia.org/wiki/Sustainable\\_fashion](https://en.wikipedia.org/wiki/Sustainable_fashion)
- Wikipedia. (n.d.c). Semisynthesis. *Wikipedia*. Retrieved August 11, 2021, from <https://en.wikipedia.org/wiki/Semisynthesis>
- Yoo, H. S. (2012). Ethical fashion in the fashion industry: Focusing on the actualization of sustainable fashion. *Journal of Fashion Design*, 12(2), 39-57.
- Zapartan, T. (2021, January 20). DZHUS Has Created A Collection Inspired By The Variety Of Packaging, To Draw Attention To The Importance Of Recycling. *Inspirationist*. Retrieved January 11, 2021, from <https://inspirationist.net/dzhus-has-created-a-collection-inspired-by-the-variety-of-packaging-to-draw-attention-to-the-importance-of-recycling/>

## Development of Fashion Design with Sustainable Design Elements

Wi, Seohyeon • Jung, Jaewoo<sup>+</sup>

Doctoral course, Dept. of Fashion Beauty Design, Dongduk Women's University

Professor, Dept. of Fashion Design, Dongduk Women's University<sup>+</sup>

### Abstract

Ethical issues that emphasize social fairness and increased interest in sustainable environmental practice have led to the emergence of sustainable fashion. Sustainable fashion is a direction that should be taken to solve environmental problems and make development for a next generation. Also its importance is being emphasized due to the changed consumer lifestyle. Therefore, this study aims to investigate ethical fashion brands that pursued sustainability to identify the silhouettes and fabrics of clothing. Common design features were derived by focusing on the sustainable elements defined in this study. Based on this above, three women's wear designs were completed. As a result of this study, four sustainable design elements could be redefined. First, it is a design that does not go with the flow of senses of the times. Second, it is a design that can be used in various ways. Third, it is a design using functional materials that can be regenerated. Fourth, it is a design using pattern production to prevent abuse of fabric. Based on these sustainable design elements, a total of three women's clothes were produced. The first outfit prevented waste through geometric pattern production. The second outfit is a jacket made of semi-synthetic materials in which natural paper materials are recycled. In the third outfit, a jacket with improved practicality was produced by applying various design elements. Amid growing interest in sustainable fashion worldwide, in addition to the sustainable design elements presented in this study, we look forward to discussing follow-up design development research that can be approached more creatively and practically.

Key words : longevity, sustainable, elements of design, fashion design products, design development