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– 142 –

2014; Petrini et al., 2017).

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가 . Hethron and Ulasewicz

(2008)

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## II. 이론적 배경

### 1. 의류 제품의 협력적 소비의 개념

가

(Yoon et

al., 2013).

Botsman and Rogers(2010)가 3가

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IT

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Felson and Spaeth(1978)

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. Weitzman(1986)

(stagflation)

, Lessig(2008)

가 「Remix: Making art and commerce thrive in the hybrid economy」

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(Jeong & Kim, 2020). Botsman and

가

. Kim and Kim(2013)

Rogers(2010)

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, , ,

(sharing), (bartering), (lending), (trading),

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(renting), (gifting), (swapping)

가

(Lee & Yoe, 2016).

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. Lee and Lee

(2016)

(Fremstad,



and Cobin(1997)

가 2

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가 5

(United Nations Environment Programme, n.d.) 가 (D4S) <Table 4>

7가 (Table 2) 가(LCA)

<Table 3>

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가 ,

Table 2. 지속가능한 제품 설계를 위한 7가지 원리.

Selection of low-impact materials
Reduction of materials usage
Optimization of production techniques
Optimization of distribution system
Reduction of impact during use
Optimization of initial lifetime
Optimization of end-of-life system

From United Nations Environment Programme. (n.d.).

Table 3. 의류 제품의 전과정 단계별 D4S 질문지.

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(Jang, 2019). (H&M) (Sweden Stockholm) (Sergel) , (Conscious Exclusive Collection) 50 3 (Jang, 2018). (One second suit) (H&M Rewear) .

2) 의류 중고거래 (Banana Republic) (Ann Taylor), (thrift shop) (Bloomingdale's) (CaaStle) 가 (Style Passport) (Infinite Style) n.d.). 가 (Naver , 3 가 가 . 2019 가 가 (garage sale) (My List at Bloomingdale's) (flea market) 가 .

2020 7 가 (Urban Outfitters) (Nuuly) 가 (Nuuly Thrift) (“Urban Outfitters”, 2021). (American Eagle Outfitters) (Style Drop) , 가 .

(The Rotation) (Chae, 2021), (The fair golf), (Flex golf), (4 Some Golf) (Yu, 2021). (Vinted) SPA (e-commerce) (ASOS)가 . (Topshop), (Vans), (Adidas) 가 (Kim & Han, 2018)

가 (Poshmark) 3) 의류 기부

가 가 ,

가 가

가 . 1942 가

가 (Levi's) (Levi's (Oxfam International)

SecondHand) (Charity Shop)

(re/done)

(re/sell) (Back, (FARA)

2021), (Nike) (Refurbished) 가

가

(the realreal)

가 ,

가 , 가 (NGO)

가

(Vestiaire Collective) (Savers)

가 (Value Village)

(Moon, 2013).

(ThredUP) 가

가 , , ,

가 가 가

가 (Bring

가 it), (Close the loop)

가 가

3 가 (Uniqlo)

(Re. UNIQLO)

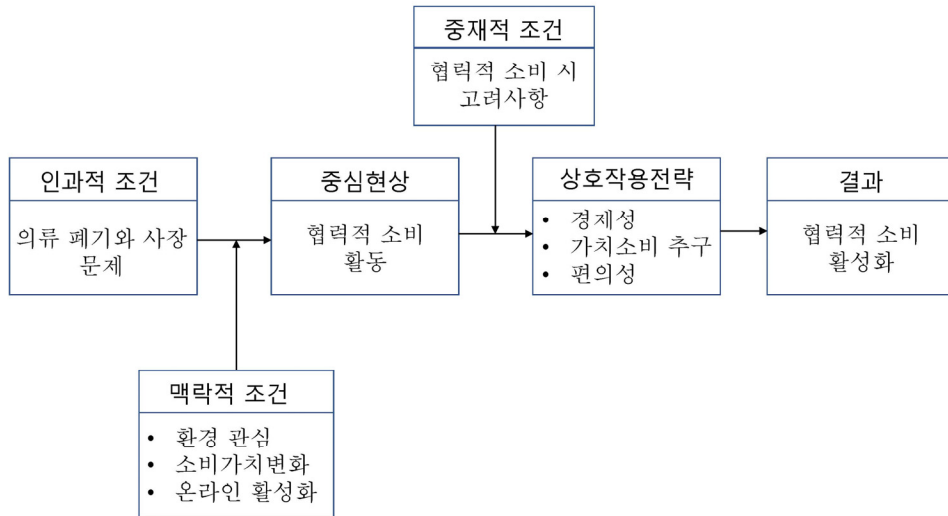
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가 가

가



(1997)



<Figure 1>

### 3. 협력적 소비를 위한 지속가능 의류 제품 디자인 심층 인터뷰 결과

#### 1) 의류 제품의 생산·설계 단계

(1)



– 152 –

가                  가

가 ,  
가 .

가 .” ( )

가 “ 가 가

### 3) 사용 단계

#### (1)

2) 유통 단계  
(1)

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(2)

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#### 4. 협력적 소비를 위한 의류 제품 디자인 가이드라인

가 , ,

가

가 <Table 6>

4

#### 4) 폐기 단계

(1)

가

Table 6. 의류 제품 수명 단계별 협력적 소비를 위한 디자인 가이드라인.

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## V. 결 론

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# Developing Guidelines for Sustainable Fashion Designs for Collaborative Consumption

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## Abstract

This study aims to develop guidelines for sustainable fashion designs for the revitalization of collaborative consumption. For this purpose, the study collected and classified domestic and overseas cases of collaborative consumption and drew sustainable design elements by the stage of the life of products. The study conducted in-depth interviews with a fashion expert group to investigate sustainable fashion designs for collaborative consumption. It proposed fashion design guidelines, applying the results to the stages of life of sustainable clothing products. As a result of an analysis of the cases of collaborative consumption services, it showed collaborative consumption was done in the forms, such as the trade of used goods, rental services, and clothes donation. It was found that the durability of clothing products, original design, hygiene management of products, trend, value as a means of investment techniques, and the flexibility of product size were the factors increasing collaborative consumption. Easy procedures saving time, sanitary administration service for clothing products, gaining confidence in authenticity assurance and pricing, convenient pickup and delivery services, exchange and refund processing, and the provision of conveniences like laundry and repair revitalize collaborative consumption. Fashion design guidelines for collaborative consumption are as follows. First, in the product design and production stages, the use of eco-friendly clothing materials, the design to increase clothing durability, pattern making, and sewing method considering the reuse of clothing should be integrated. Second, in the clothing distribution stage, it is necessary to establish the distribution system considering the reuse. Third, in the stage of the use of clothing, accurate information on clothing washing and care should be provided to reduce the use of resources and minimize the impact on the environment. It is necessary to remove the causes of the shortening of the life of clothing, develop designs that can meet the user's needs for a long time and the designs of the clothing easy to repair and expand clothing repair services. Fourth, in the clothing disposal stage, it is necessary to design the clothing to take it into pieces easily with the separation operation that allows the recycling and minimizes wastes. It is necessary to do the efficient collection by providing substantive benefits or economic incentives for consumers' voluntary participation that limits the use of harmful substances and reduces clothing wastes. The fashion design guidelines reconstructed by adding design elements for collaborative consumption to sustainable design elements can be utilized as a practical plan for the fashion industry that can meet the changing social values and resolve growing environmental problems when the guidelines are reflected from the planning stage through the disposing process.

Key words : collaborative consumption, fashion design, guideline, sustainability

