CHANGE YOUR MIND

A MONO-MATERAL DESIGN GUIDE

What added value does my product bring? Is there a tangible benefit for the user and/or does it represent something I can identify with and want to preserve?

Functional clothing with a lower rate of wear and tear

→ **Focus on durability & repairability**

Everyday clothing with a higher rate of wear and tear

→ **Focus on recyclability**

What criteria should my product meet?

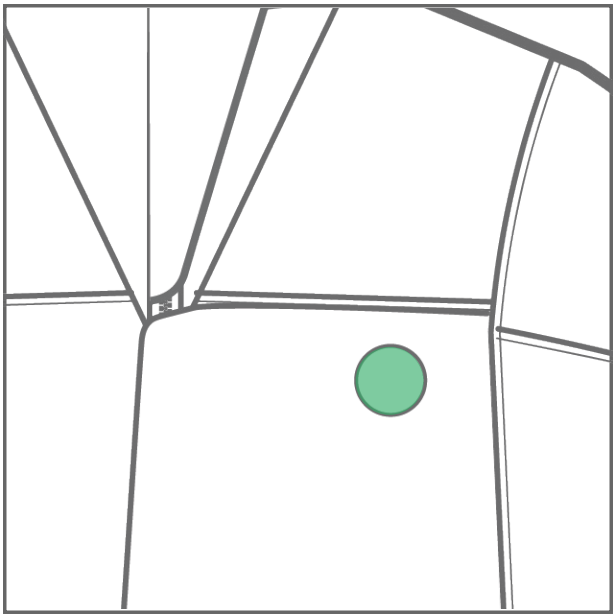
- [ ] **Waterproof**
- [ ] **Water repellent**
- [ ] **Windproof**
- [ ] **Breathable**
- [ ] **Light-weight**
- [ ] **Abrasion resistant**
- [ ] **Insulation**
- [ ] **Fast drying**

→ There is no SUPER material that fulfills all criteria equally
→ Balance of priorities

Recycled material tends to be less durable than virgin material, but it has a higher resource efficiency.

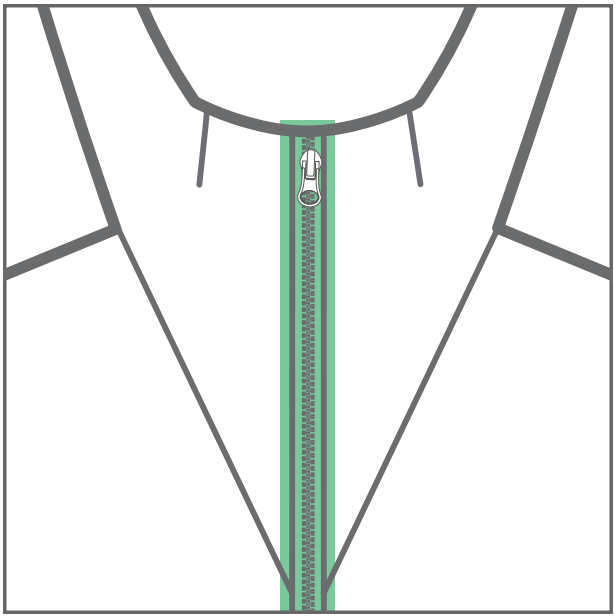
Important to note: recycled material carries a higher potential for releasing microplastics.

Branding & logo



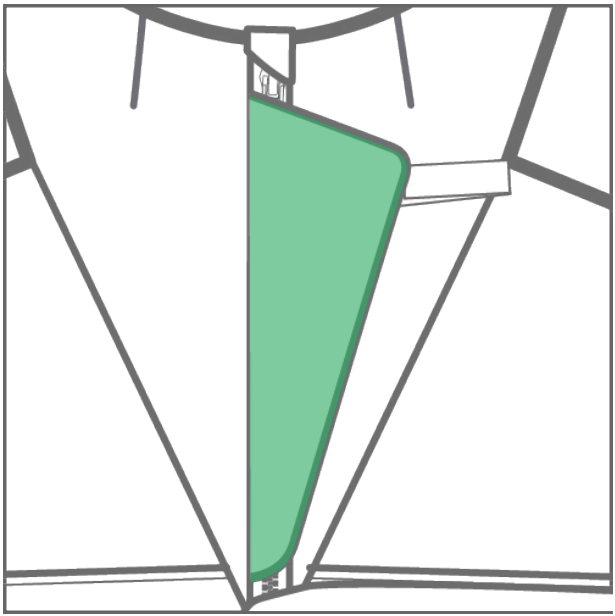
→ Use heat press or embroidery
→ Create a unique design language that eliminates the need for excessive branding

Trim size



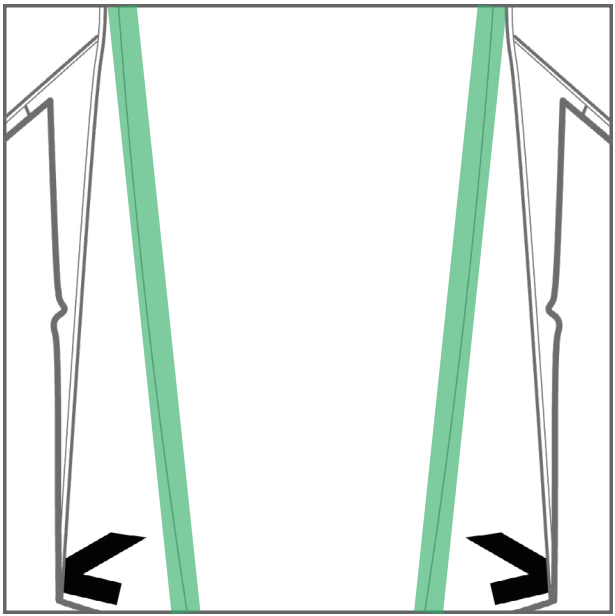
→ Trims in mono-material are not as durable as conventional trims, size up to ensure durability
→ Use 5 mm zipper minimum or bigger

Zipper



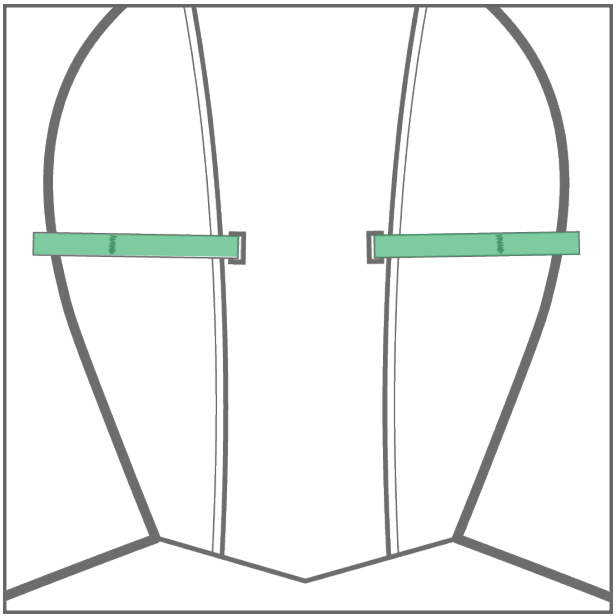
→ **Waterproof zippers in mono-material are not yet available**
→ **Make a flap or pleat over the zipper**

Pleats



→ **Question the necessity of zippers and other trims**
→ **Opt for pleats as an alternative**

No elastics

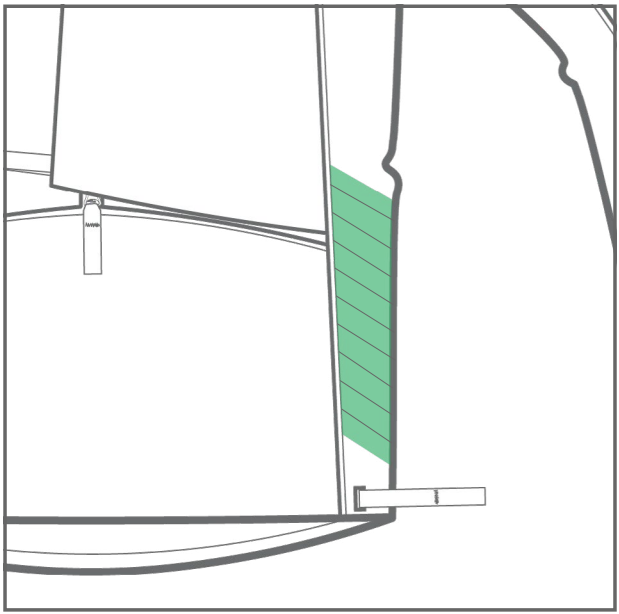


→ **Use cords and mechanical stretch**
→ **Find alternative solutions**

Colors

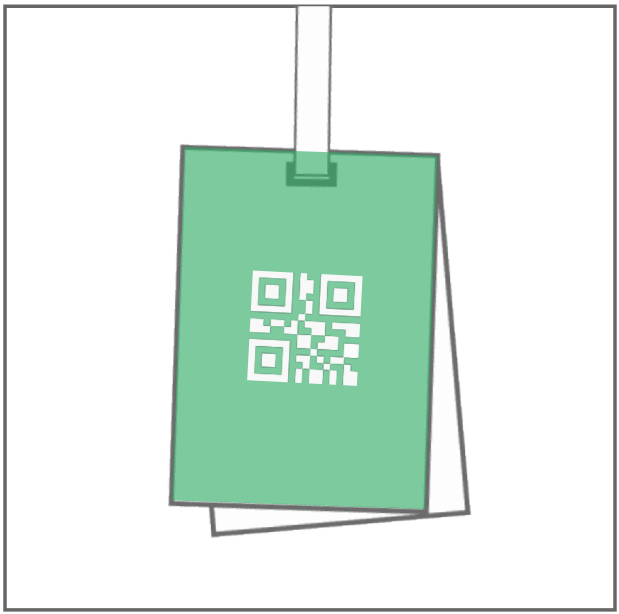
→ **Avoid colorblocks within the main fabric of the garment**
→ **Use monochrome colorways**

Longevity



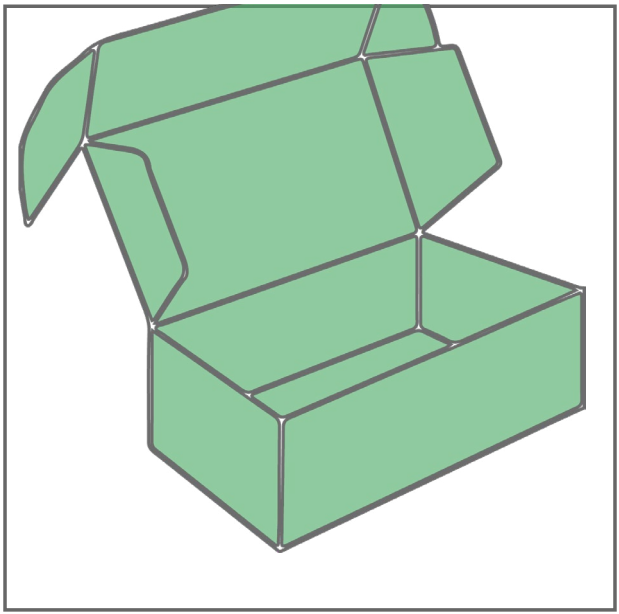
→ **Reinforce heavily stressed areas**
→ **Robust and stitched seams can be repaired more easily**

Care labels



→ **Create care labels using the same material as the main fabric**
→ **Provide a digital product pass**

Packaging



→ Use Mono-material packaging, avoid material blends
→ Can the packaging be integrated into the product or serve any other purposes?

Reduce fabric consumption

→ Use 3D software to save time & resources
→ Make straight cut lines & reduce pattern pieces
→ Balance between workmanship and efficiency

Avoid tension points

→ **Tension points where multiple seams intersect tend to tear**
→ **Water can penetrate more easily**

Textile Recycling

→ How is the textile reintegrated into a circular recycling loop?
→ Initiatives for take-back logistics
→ Create incentives for customers

Transparency

→ **Use technology to educate the consumer about product features (such as product care, choice of materials, etc.)**