

## **Sustainable Innovation 2021**

*Accelerating Sustainability in Fashion, Clothing, Sportswear & Accessories*

23<sup>rd</sup> International Conference

Online Conference: 15<sup>th</sup>-21<sup>st</sup> March 2021

Business School for the Creative Industries

University for the Creative Arts

Epsom, Surrey, UK

### **Crafting a Connection**

#### **A Newton, Creative Orange Studio. United Kingdom**

*“Almost all goods are made apart from the life of those who use them: we are not responsible for them, our will has had no part in their production...”* (Morris, 2010, p.148)

William Morris’s above words were first published in 1888. A pioneer of the Arts & Crafts movement Morris was vocal in his concerns about mass-production. 132 years on and perhaps the effect of distance causing a decrease in responsibility that Morris identified, is relevant today and could help us understand our over-production and consumption of clothing.

This paper explores how our disconnection from production has affected the value we place on and so our relationship with the things we buy, in this context, clothing. Cultures other than the Global North are explored to understand alternative relationships with materials and products. If our removal from the production of our clothing has caused a devaluation, how might we change this current state of affairs? How might we connect with our clothing in a more responsible, meaningful and valued way?

To go back to the philosophy of Morris and his colleagues in the Arts & Crafts movement, could a valuable route of exploration lie in arts and crafts itself? Could craft as a process, help us connect with, and shift our relationship with products on the whole, including clothing? If we can introduce people to making experiences, could we increase their appreciation for earth’s resources and what goes into making even one item?