

Practices, Places, Projects: Enrolling Stakeholders for Circular Fashion

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Abstract

Purpose: How can people be involved within their geographic location in the new ideas and activities in emerging the circular fashion industry? This paper is written by a systems designer (author1) who worked alongside two textile design researchers. The systems designer found ways to explore, articulate and visualise the range of possibilities for future stakeholders in circular fashion contexts through a framework of *practices, places* and *projects* (PPP).

Design and methods: Author1 became immersed in the *Circular Design Speeds* project via an opportunity to relocate to Centre for Circular Design, University of the Arts London. A systemic design approach based on a cross-observation of various practices, places and projects, and the use of visual artefacts, enabled the creation of a rich picture of the convivial complexity within circular design concepts. Author1 used the PPP framework to adapt tools and propose four strategic approaches to support designers in the creation of new circular fashion narratives, integrating local communities through (Re)-Distributed manufacturing (RDM).

Findings: The framework can be used by practitioners when designing places or projects, to raise a more systemic perspective on the local narrative. The resulting visual pictures support designers in understanding WHERE to look for capturing and situating the practice, siting futures practices within local community-based initiatives in new local places; and to systematically assess the trade-offs and tensions behind each concept. For the use of tools, the presence of intermediaries could facilitate the

appropriation and the interaction between the project stakeholders. The paper makes a methodological contribution to design for conviviality in the fashion and textile sector.

Keywords: conviviality, participation, stakeholder mapping, circular fashion, grassroots, business models, redistributed manufacturing, circular speeds, design frameworks, design tools

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