

## **From Waste to Luxury. Fashion as Catalyst for Sustainable Development**

**Joanne Hayek**

Vanina / Dubai Institute of Design & Innovation, Dubai

### **Abstract**

This paper questions the potential use of fashion as catalyst for sustainable development through the presentation and analysis of fashion collections transforming waste to luxury. These collections, which have been designed by the author along with collaborators, are presented as case studies in order to extract insights about the frameworks needed to enable the use of fashion as a tool for social and environmental impact. The paper documents and analyses the design, prototyping, manufacturing and commercialization processes behind these fashion collections, in view of answering the research question: in contexts of multi-sectoral local and global crisis, how can fashion be used as a catalyst of sustainable development?

**Keywords:** sustainable fashion, social entrepreneurship, upcycling, material innovation, conscious luxury, traditional handcraft, parametric design, digital fabrication.

**DOI:** 10.57649/GFC.978-989-54263

**ISBN:** 978-989-54263-3-1

---

**Corresponding author's email:**

[Joanne.Hayek@didi.ac.ae](mailto:Joanne.Hayek@didi.ac.ae)