

Hearts and Hands: An Ongoing Design Project for Responsible Fashion Consumption

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Abstract

This paper presents the creation and implementation phase of the Hearts and Hands pilot project. This is undergoing original research, which intends to integrate different research fields, students and professors from higher education and elementary school to inform consciousness about responsible fashion consumption and valuing intergenerational learning. Combining the participatory and STEAM methodology, elementary school and Fashion Design students are invited to express their knowledge about sustainability by creating a semantic panel. Then, one group presents to another, exchanging points of view. Further, all students review their closets to self-analyze their consumption modes. In the end, the future designers develop two semestral works based on the moodboards/drawings made by the children. This paper describes the entire program of the project and the steps for its construction. It also shows the results of the first phases that have already been implemented. During the pre-implementation phase was possible to see the importance of collaborative work, where the suggestions of the school's teachers were heard and implemented. Then, in the implantation phase, it was possible to check the superiority position of the university students compared to the children during the moodboards presentations. However, in terms of practical results, only two groups of university students had a differentiated analysis in relation to children's outcomes, raising the hypothesis that some concepts, including consumption, already regiment adults' behavior. At the same time, with children, it is softer, including non-direct access to purchasing power.

Keywords: fashion design, consumption, sustainability, awareness, children, intergenerational, circular economy, elementary schools, undergraduate students, community, emotional relationship.

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