

**1st International Congress and Exhibition on
Sustainability in Music, Art,
Textile and Fashion (ICESMATF 2023)
January, 26-27 Madrid, SPAIN**



**Fashion product development using cap waste: a study focused on
impacting sustainability in Brazil**

Emanuelle Vito Guedes de Oliveira
Federal Institute of Rio Grande do Norte, Brazil
Izabela Adriana Eloi da Silva Santos
Federal Institute of Rio Grande do Norte, Brazil
Assoc. Prof. Lívia Juliana Silva Solino
Federal Institute of Rio Grande do Norte, Brazil
Assoc. Prof. Ítalo José de Medeiros Dantas
Federal Institute of Rio Grande do Norte, Brazil

Abstract

New practices seek to prolong the life cycle of parts destined for disposal faced with adversities and concerns about the environment's development. The concern with the degradation of the environment means that there is a growing number of consumers who seek to purchase products from companies that are concerned with sustainability. At the level of Seridó, in the Brazilian state of Rio Grande do Norte (Northeast of the country), we have the cap industry as the central point of the Local Productive Arrangement (LPA) textile in the region. And although the Seridó cap industry is expanding, the factories must implement more sustainable means to eliminate waste from manufacturing caps. In an attempt to restore an environmental balance, professionals and scholars in the field of fashion have been testing different strategies for changes in the production cycle, and one of them is upcycling, which is a method of reusing material. In this context, this paper aims to present a proposal for a product that uses waste from the local cap industry to reduce the impacts generated in nature by waste from the manufacturing process, using their leavings in product designs. In such a way, it is expected that this work can contribute to reducing environmental impacts, making it possible to establish a more conscious fashion, thus reducing the damage to the fashion industry.

Keywords: Cap industry, sustainability, upcycling, fashion consumption, slow fashion.