Chapter 6
Implementing Modular Apparel Design Practice in Designing and Manufacturing Fusion Wear Garments

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ABSTRACT

Fast fashion contributes to environmental issues like excessive waste, pollution, and resource depletion. Modular fashion, offering customizable and interchangeable garment components, is a sustainable alternative. This study examines how modular fashion can reduce the negative impacts of fast fashion by extending garment lifespans and reducing waste. It focuses on consumer perceptions of modular clothing, especially in fusion wear, a blend of traditional and modern styles. Findings reveal that younger consumers value customization and sustainability but have concerns about practicality and durability. Modular fashion also offers economic benefits by reducing production needs. To increase adoption, better consumer education, affordability, and product innovation are necessary. The study concludes that modular fashion has great potential to support a more sustainable and circular

DOI: 10.4018/979-8-3693-7853-3.ch006

fashion industry.

1. INTRODUCTION

Fashion plays a crucial role in modern society, reflecting personal and cultural identities and often driving economic trends. However, the rapid evolution of fashion trends, particularly among younger consumers, has given rise to fast fashion. This model prioritizes speed and low cost in the production and distribution of clothing, often at the expense of environmental sustainability. The fast fashion industry is notorious for generating significant textile waste, high carbon emissions, and excessive water consumption, contributing to a growing environmental crisis (Fletcher, 2019).

In response to these issues, modular fashion has emerged as a promising alternative. Modular clothing designs feature interchangeable components—such as sleeves, collars, and pockets—that can be easily detached, replaced, or reconfigured. This adaptability allows garments to be customized and updated over time, reducing the need for frequent purchases and thereby mitigating the environmental impact of clothing production and disposal (Gwilt & Rissanen, 2011).

Modular fashion not only offers practical benefits in terms of sustainability but also aligns with current consumer preferences for personalized and versatile products. Consumers, particularly millennials and Gen Z, are increasingly prioritizing sustainability in their purchasing decisions, seeking out brands that demonstrate ethical practices and environmental stewardship (Niinimäki, 2018). Modular design meets these demands by extending the lifespan of garments, reducing textile waste, and promoting a circular economy, where products are designed for longevity, reuse, and recycling (Rissanen & McQuillan, 2016).

This study explores the potential of modular fashion to address the environmental challenges posed by fast fashion. It examines consumer perceptions of modular clothing, particularly in the context of fusion wear, a style that blends traditional and contemporary fashion elements. By analyzing data from a sample of 150 respondents, the research seeks to understand how modular design can be effectively integrated into modern wardrobes and what factors influence consumer adoption of such innovative approaches.

In addition to the consumer-focused analysis, the study introduces two distinct modular design concepts aimed at enhancing both sustainability and functionality. These concepts are supported by secondary research, which underscores the environmental and economic benefits of modular design in fashion (Thomas & Linderman, 2020). By bridging the gap between consumer demand for fashionable, customizable clothing and the need for sustainable production practices, this research