

Presented by
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CLOTHING WASTE

RED THREAD THAT BINDS

THE THREAD OF CONSEQUENCE



BRIEF

Design a solution that can pass on a lesson to people who will be living on earth 1000 years from now



CLIMATE CHANGE

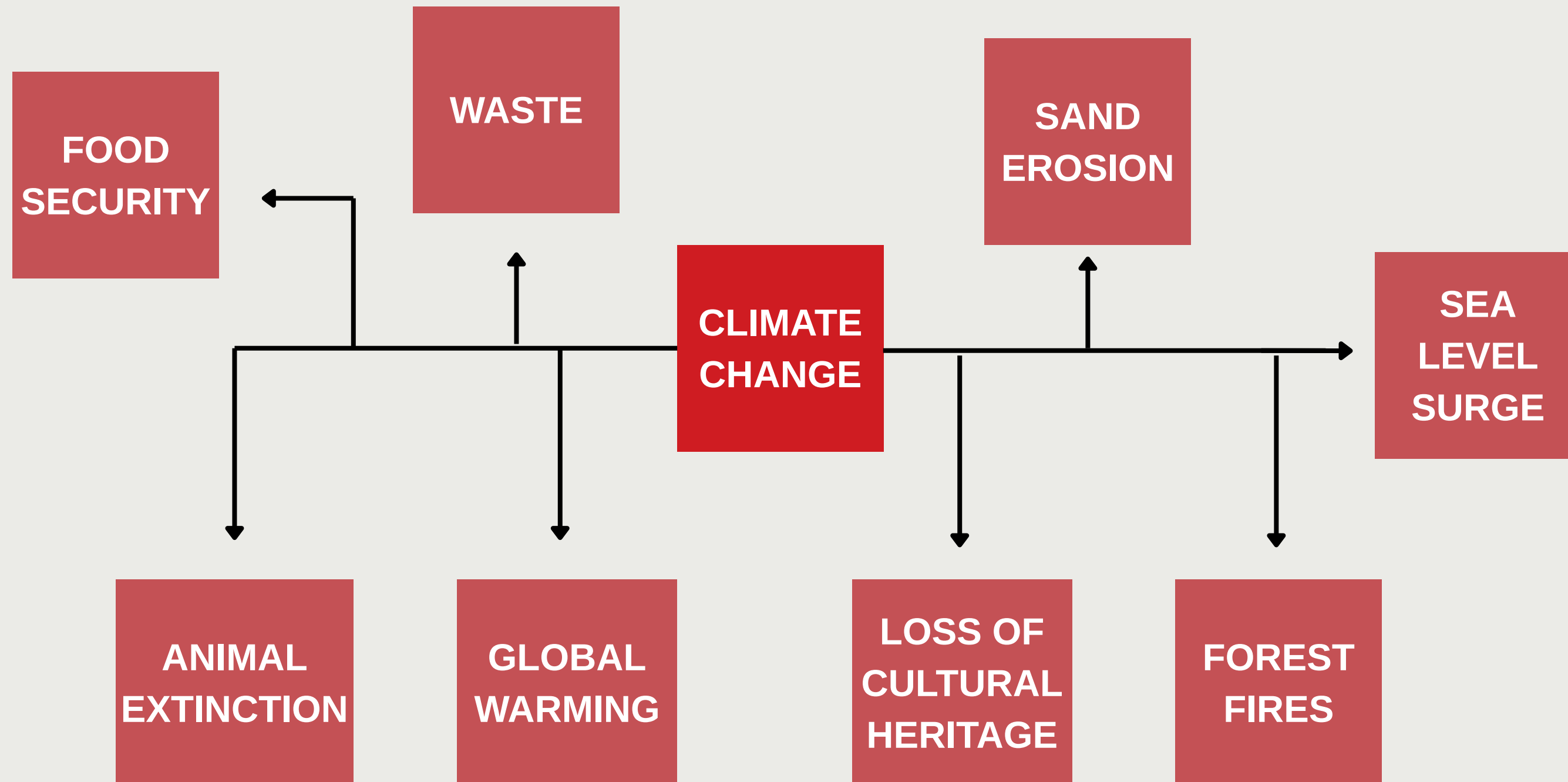
Focusing our reflections on what has contributed to climate change.



Climate Change

Understanding the Bigger Problem

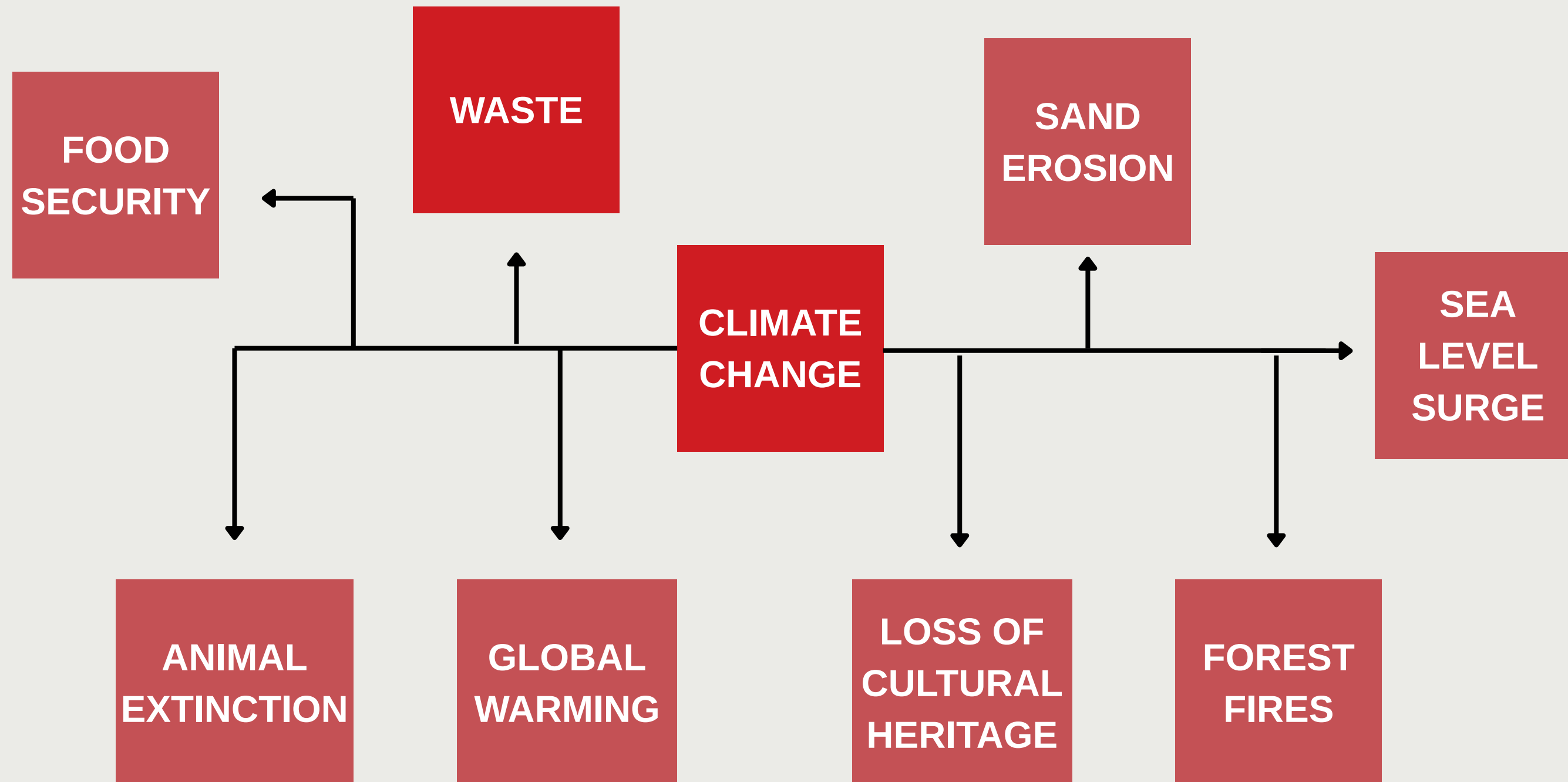
Climate change is a complex system of interconnected causes.



Climate Change

Understanding the Bigger Problem

Climate change is a complex system of interconnected causes.





THE PROBLEM OF TODAY

Clothing Waste

Clothing waste is a huge problem now more than ever because of a perfect storm of environmental, economic, and social issues driven by the fast fashion model, overconsumption, and unsustainable production practices

Fast Fashion Overload

Massive Waste

Environmental Damage

Exploitation

Culture of Overconsumption

**CLIMATE CHANGE IS WORSENING.
LANDFILLS ARE OVERFLOWING.
THIS IS OUR TIPPING POINT.**

THE PROBLEM IS URGENT AND GROWING.



Contemporary Sustainable Choices

**SECOND
HAND**

**QUALITY
OVER
QUANTITY**

**CIRCULAR
FASHION**

**SLOW
FASHION**

**LESS IS
MORE**

**VIRTUAL
FITTING**

E-TEXTILE

**ETHICAL
SUPPLY
CHAINS**

REPAIRS

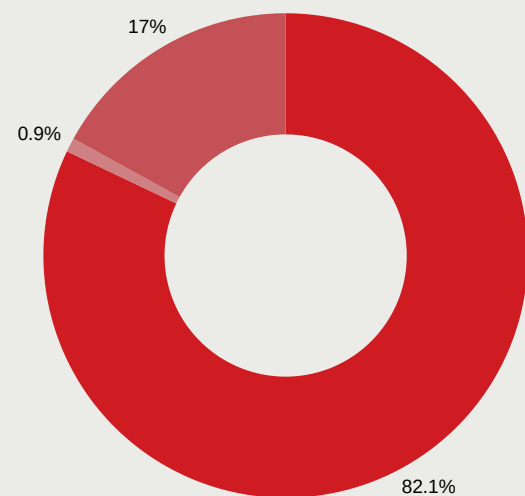
**CRAFTMANS
HIP**

EDUCATION

RESEARCH

(Source: Statista)

92 million tonnes of textile waste are generated each year worldwide, from an annual production of **80–100 billion garments**



About **87%** of this material is either landfilled or **incinerated**, while only around **1%** is recycled into **new clothes**.





- **A truckload of textiles is landfilled or burned every second.**
(Source: Ellen MacArthur Foundation)
- The fashion industry is responsible for **10% of global carbon emissions, more than international flights and maritime shipping combined.**
(Source: UN Environment)
- **Only 1% of clothing is recycled into new garments.**
(Source: Ellen MacArthur Foundation)
- 60% of clothing is made from **synthetic fibers** (plastic-based), which take hundreds of years to break down and shed microplastics into water systems.
(Source: Greenpeace)
- **93 billion cubic meters of water are used by the fashion industry each year, enough to meet the consumption needs of 5 million people.**
(Source: UN)

Key Statistics on Clothing Waste & Climate Impact

FAST FASHION ENCOURAGES DISPOSABILITY.

People buy more clothes, wear them less, and throw them away quickly creating a cycle of waste.

OUT OF SIGHT ≠ OUT OF IMPACT.

Most discarded clothes are dumped in countries in the Global South, harming local ecosystems and economies.

SUSTAINABILITY MESSAGING OFTEN CENTERS THE CONSUMER,

but the real need is for systemic change: better design, slower production, and ethical labor practices.

THAT FORMED OUR CONCEPT

Viewpoints

CLOTHING IS ONE OF THE MOST INTIMATE THINGS WE USE DAILY.

Yet we rarely consider its full lifecycle. This emotional disconnect fuels the waste.

CLIMATE CHANGE IS INVISIBLE, BUT FASHION MAKES IT TANGIBLE.

Clothing waste becomes a physical, visual symbol of our larger environmental crisis.



OBJECTIVE

To create a symbolic communication system that warns and educates future generations about the climate crisis caused by clothing waste, using visual storytelling tools.



Clothing Waste is not just a fashion problem, but a **climate emergency, a social justice issue, and a design failure.**



CONCEPT

THE THREAD OF CONSEQUENCE

THE RED THREAD



CONCEPT

A single continuous red thread that weaves through physical objects, drawings, and stories, symbolizing the chain of impact caused by clothing waste.

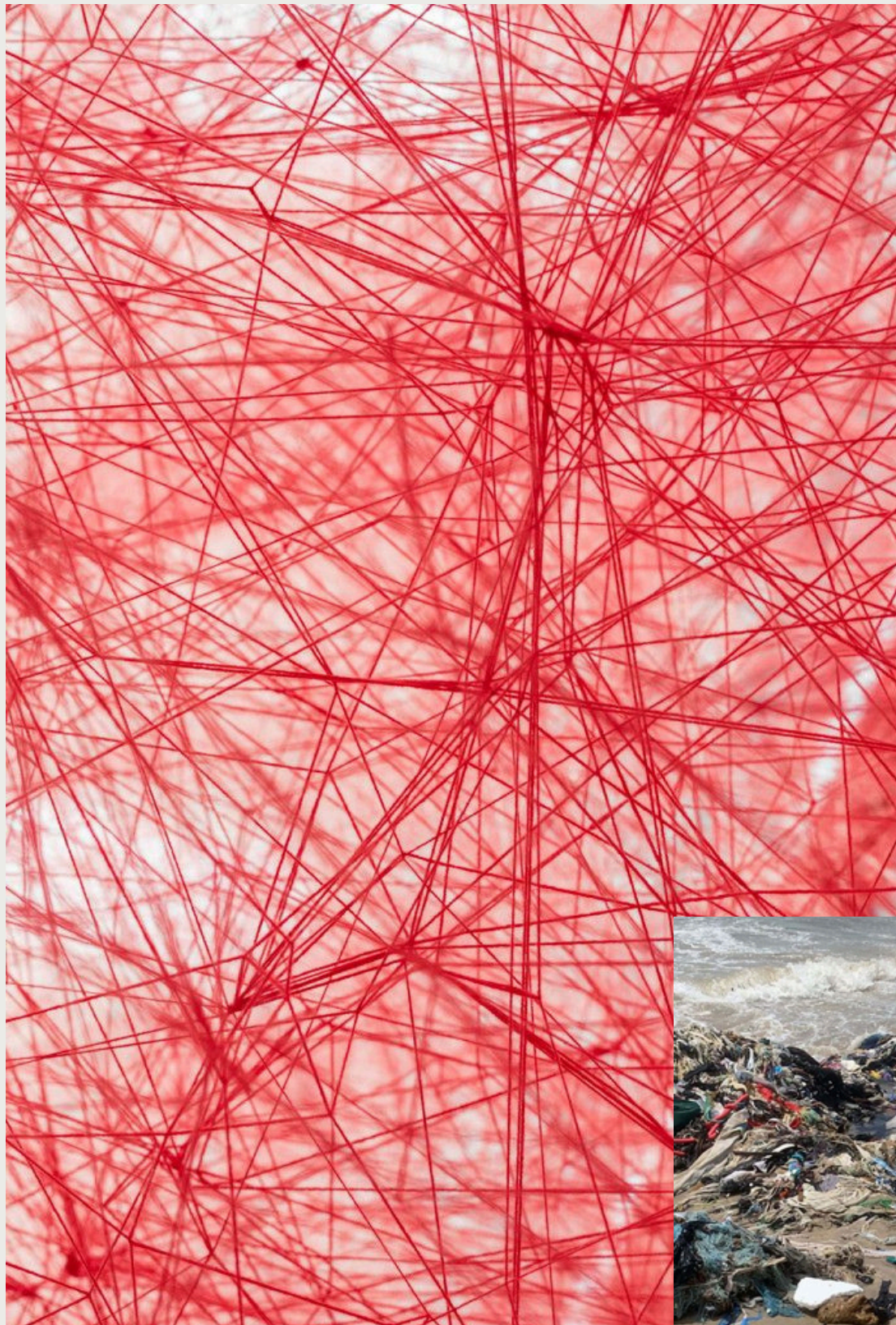


- The red thread wraps around icons representing overproduction, pollution, labor exploitation, and nature's collapse.
- It ends at a holographic “knot”; a symbol for possible redemption through sustainable clothing practices.

This becomes a mythical story:

“Follow the Red Thread. Untangle the damage.”





How it works

1. Year Zero- Capsule created with:

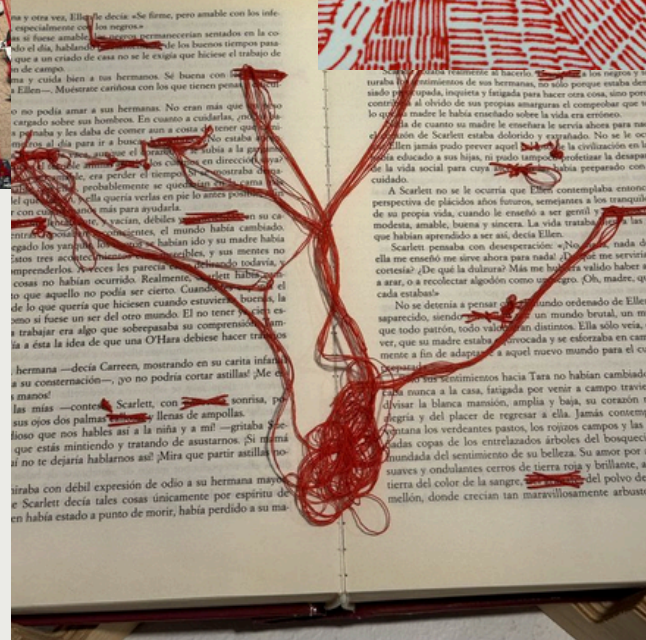
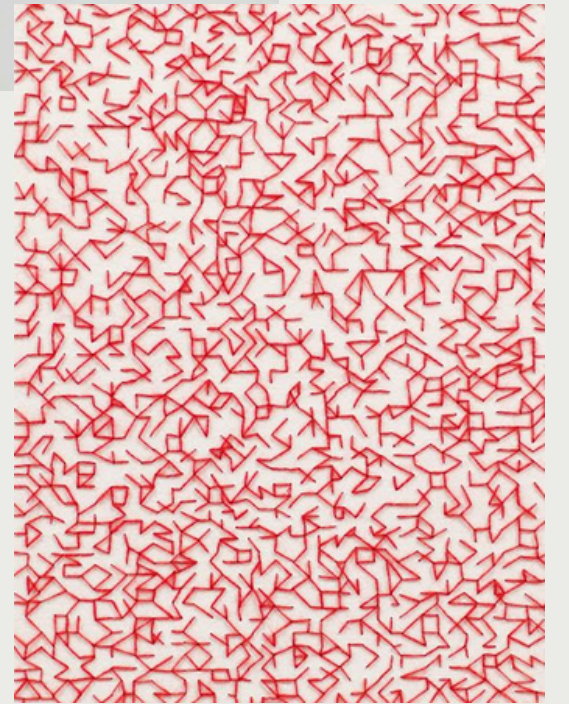
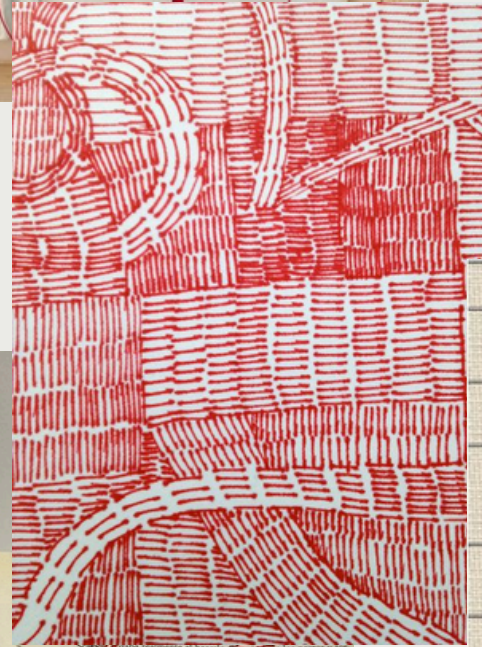
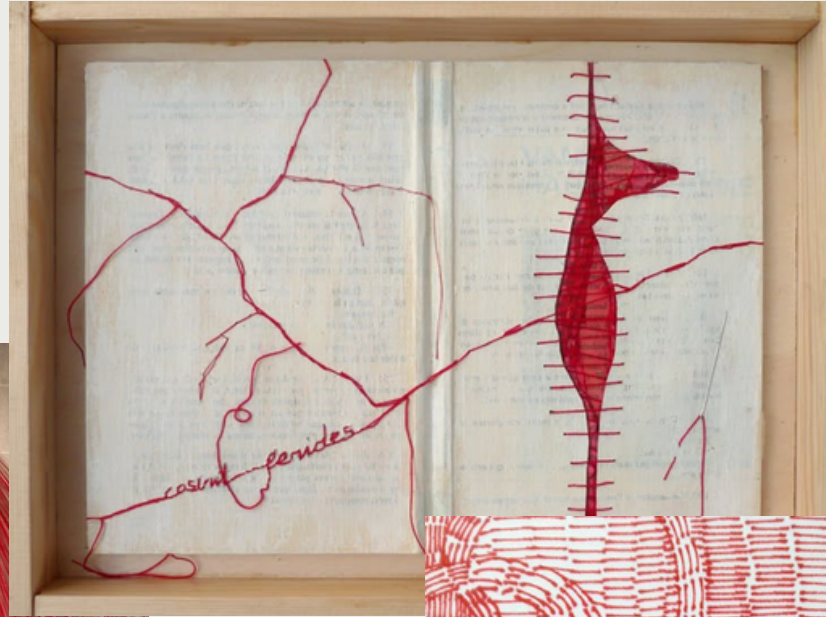
- Spool of red thread
- Symbolic zine
- Fabric patch with line icons representing our present clothing crisis
- Digital AR story capsule

2. Stored Safely

- In a museum, archive, or a trusted institution

3. Every 25 Years- A new generation:

- Opens the capsule
- Reads and reflects
- Adds a new patch and knot of memory
- Uploads new AR insights to expand the digital story

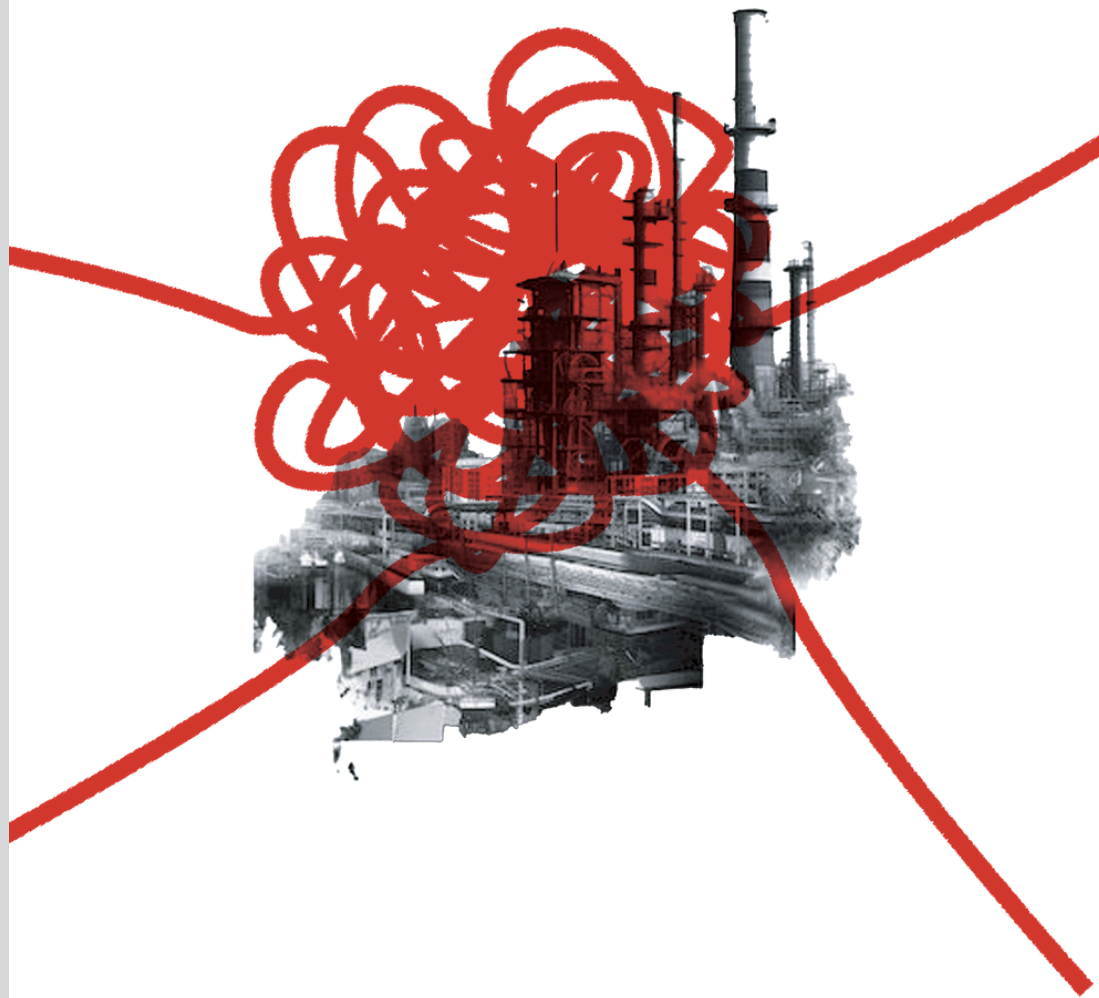






Every thread has a cost...

Fast fashion produces over
100 billion garments each year...
many never worn, most never recycled.



What we wear is shaped by unseen labor.

80% of garment workers are women,
often underpaid and exploited.

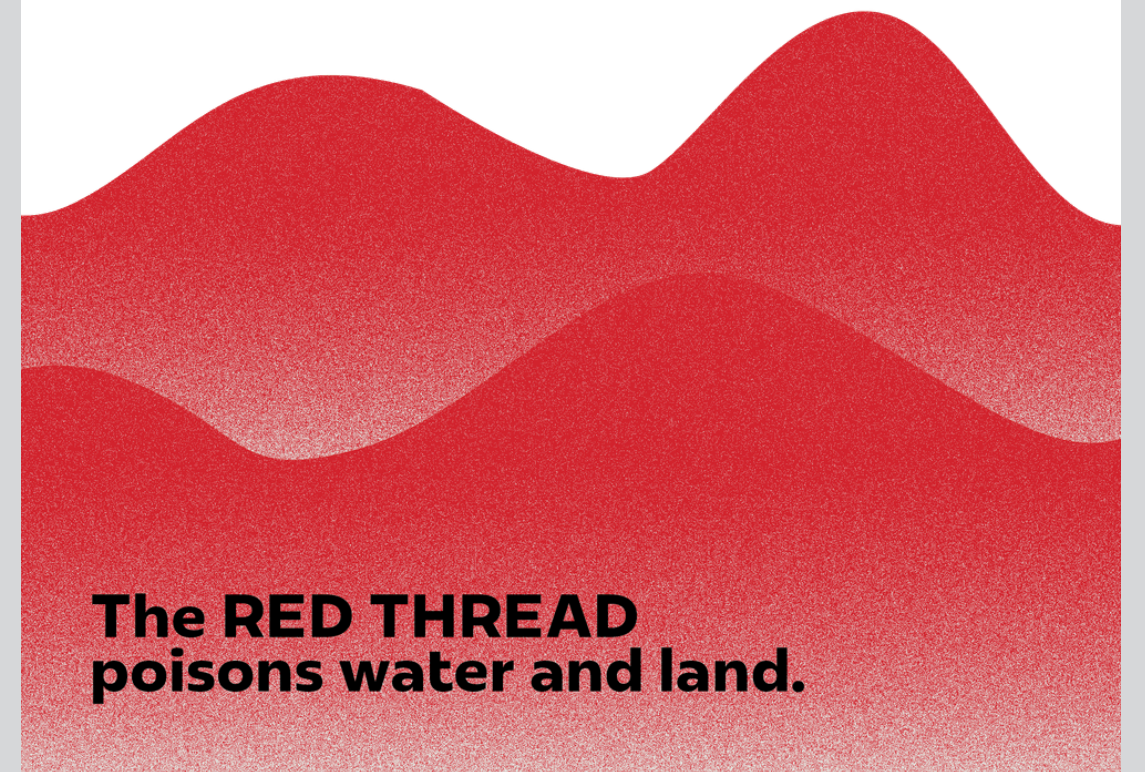


The RED THREAD becomes a chain.



Out of sight, into the soil.

Clothes made today contain microplastics
and toxins that take up to 200 years
to break down.



The RED THREAD poisons water and land.



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Clothes made today contain microplastics and toxins that take up to 200 years to break down.

**The RED THREAD
poisons water and land.**



**Our closets are
landfills in disguise.**

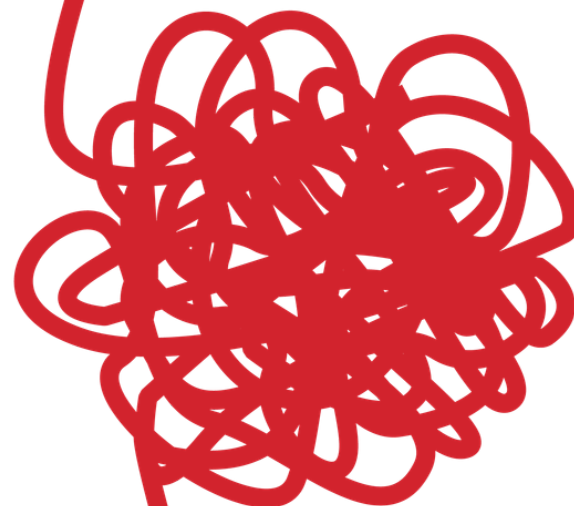
85% of textiles end up in dumps every year.
That's a truckload every second.

**The RED THREAD
turns into a pile.**



**But it's not too late
to untangle the knot.**

By choosing better,
we change the thread's direction.



**The RED THREAD
forms a knot...
or a decision point.**



**Follow the RED THREAD.
Find the future.**

This is not a warning, it's a memory capsule.
The thread leads here, to this moment of choice.

**The knot becomes the capsule.
The future opens it.**



**Our closets are
landfills in disguise.**

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**DARLING
HARBOUR**



Why Posters?

The poster series serves as a visual language of warning, remembrance, and reflection. Each poster is an entry point into the story of clothing waste, showing how every discarded garment leaves a mark not only on the planet, but on the fabric of time.

INVITE PARTICIPATION IN THE MYTH, URGING PEOPLE TO **"FOLLOW THE THREAD"** AND QUESTION THEIR ROLE IN THE CYCLE OF WASTE.

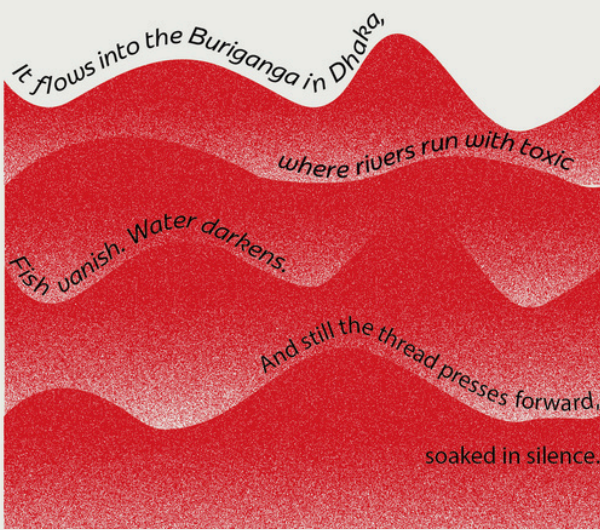


Exploitation



Tamil Nadu, India
In Tamil Nadu's spinning mills, young hands labor unseen. The thread is stitched into every seam, sweat, tears, and silence.

Pollution



Dhaka, Bangladeshi
It flows into the Buriganga in Dhaka, where rivers run with toxic
Fish vanish. Water darkens.
And still the thread presses forward, soaked in silence.

Landfills



Dhaka, Bangladeshi
In Accra's Kantamanto Market, clothes arrive from across the ocean.

unsold.
toxic,
The thread binds them together,
choking the earth.

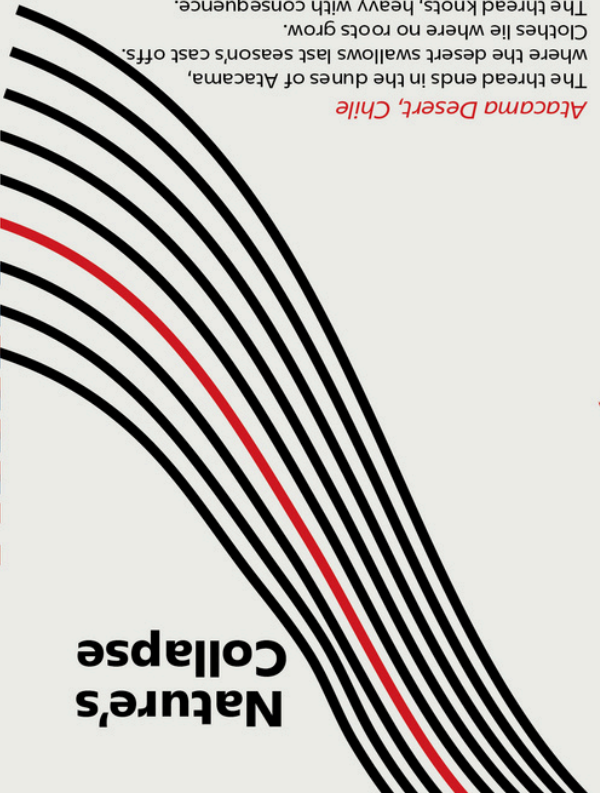
Origin & Overproduction



Guangzhou, China
Once, every stitch had meaning. But the Thread of Consequence was born, spun from overproduction, dyed red by greed.

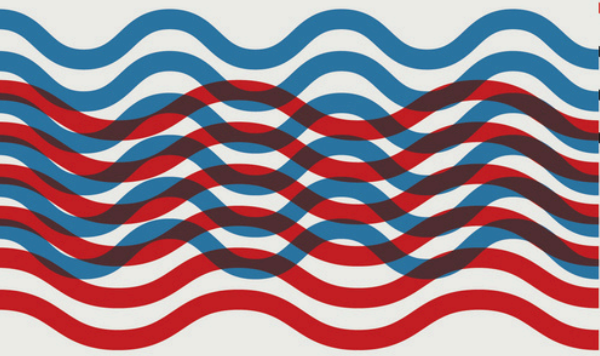
In Guangzhou, factories never sleep. Piles of fast fashion grow higher than rooftops. The thread begins its journey, wrapping around what we refuse to see.

Nature's Collapse



Atacama Desert, Chile
The thread ends in the dunes of Atacama, where the desert swallows last season's cast offs. Clothes lie where no roots grow. The thread knots, heavy with consequence.

Redemption



But a knot is not an end... it's a place to begin again. The thread can be unspooled, retied, repurposed. Follow it. Mend what's torn. Wear what matters. With consequence.

THE RED THREAD

FOLLOW

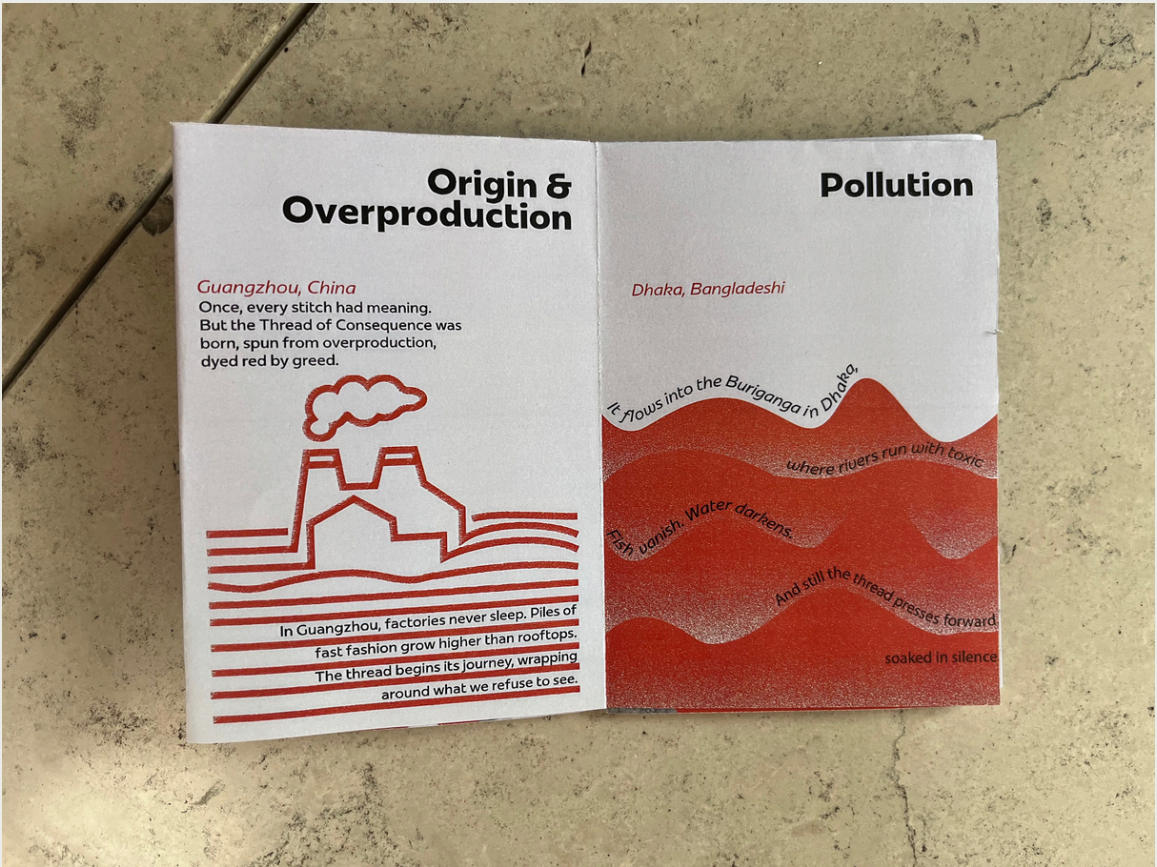
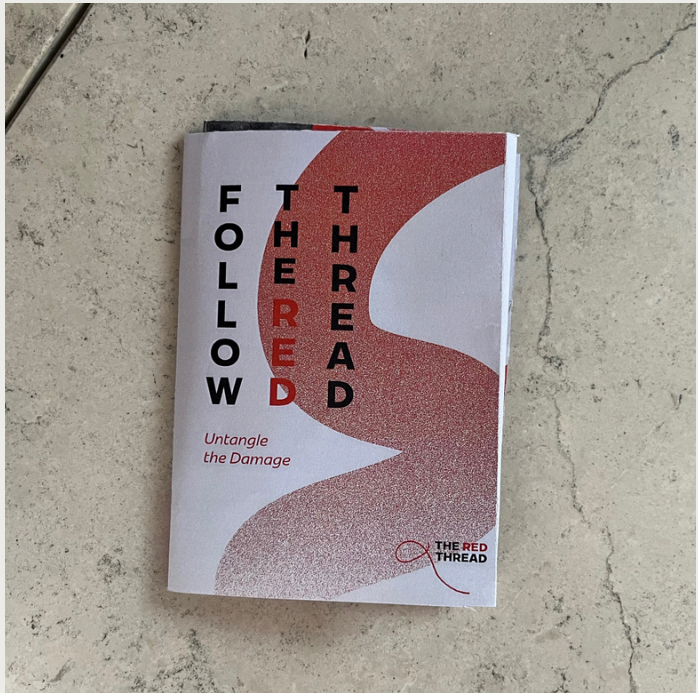
Untangle the Damage

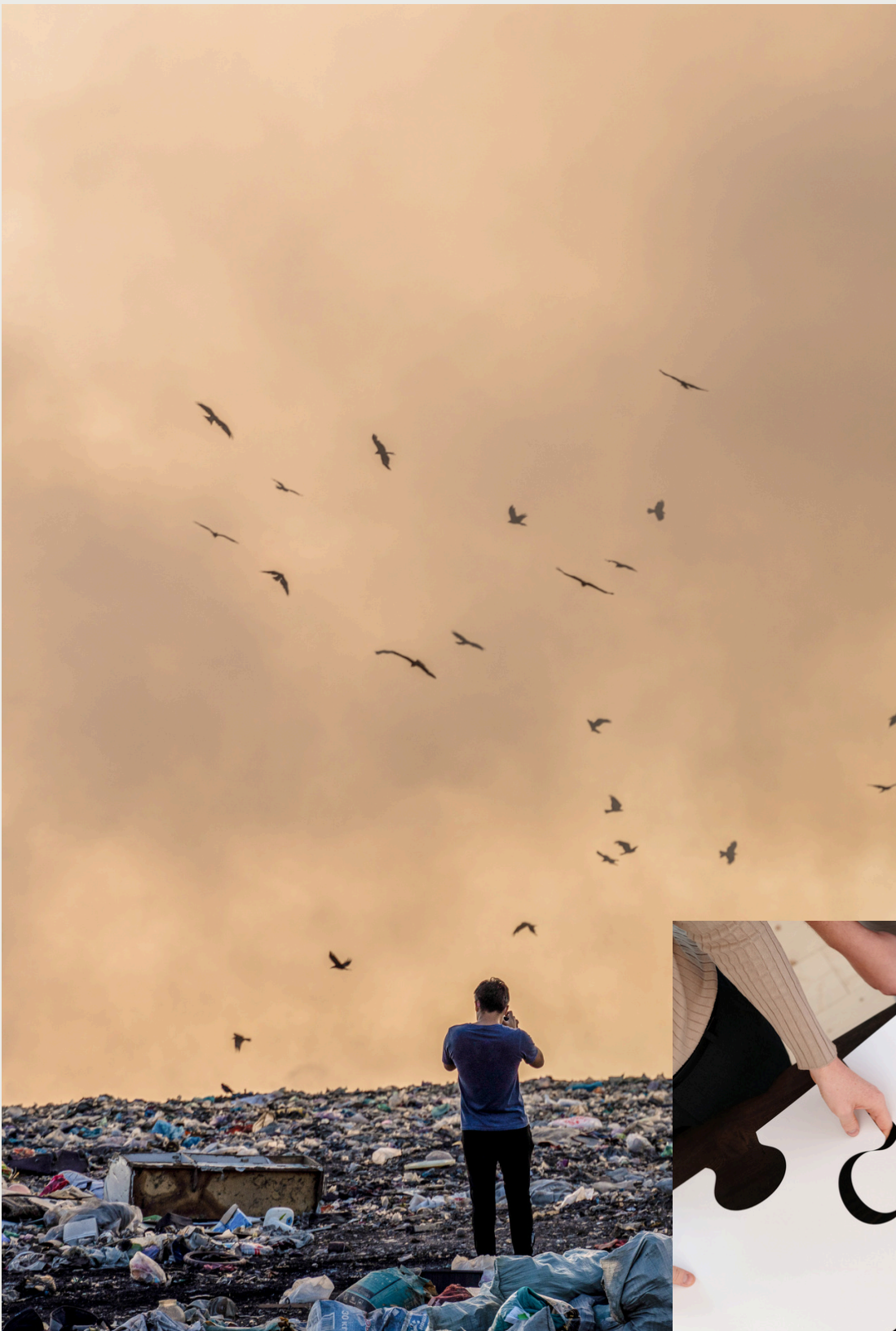
THE RED THREAD

Stitch your story.

Learn more. Act Local.







The Capsule & the Zine

The Capsule

- A 1000-year artifact that evolves every 25 years:
- Adds a new symbol + most toxic thread of the time
- Preserves memory of fashion waste
- Acts as a ritual & warning for future generations

The Zine

- A human-scale storytelling tool:
- Explains the myth of the red thread
- Easy to share and archive
- Sparks reflection and action today

THE CAPSULE REMEMBERS.

THE ZINE EXPLAINS.

THE THREAD CONNECTS PAST, PRESENT & FUTURE.



The Thread Remembers. A living relic of our choices.

Every 25 years, a new symbol is stitched into this cloth...
not with innocence, but with the most toxic thread of that era.

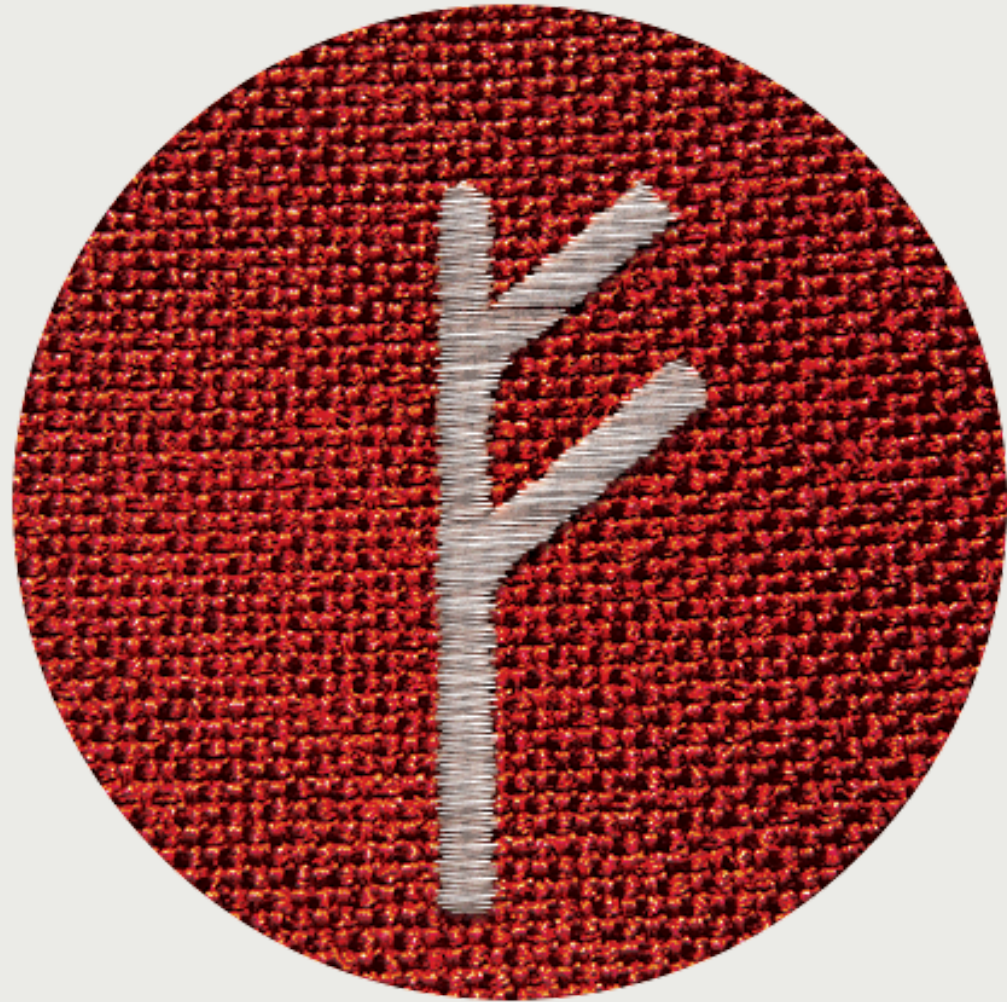
Each thread is proof:
of what we harmed,
what we wore,
what we ignored.

This is not decoration.
It is evidence.

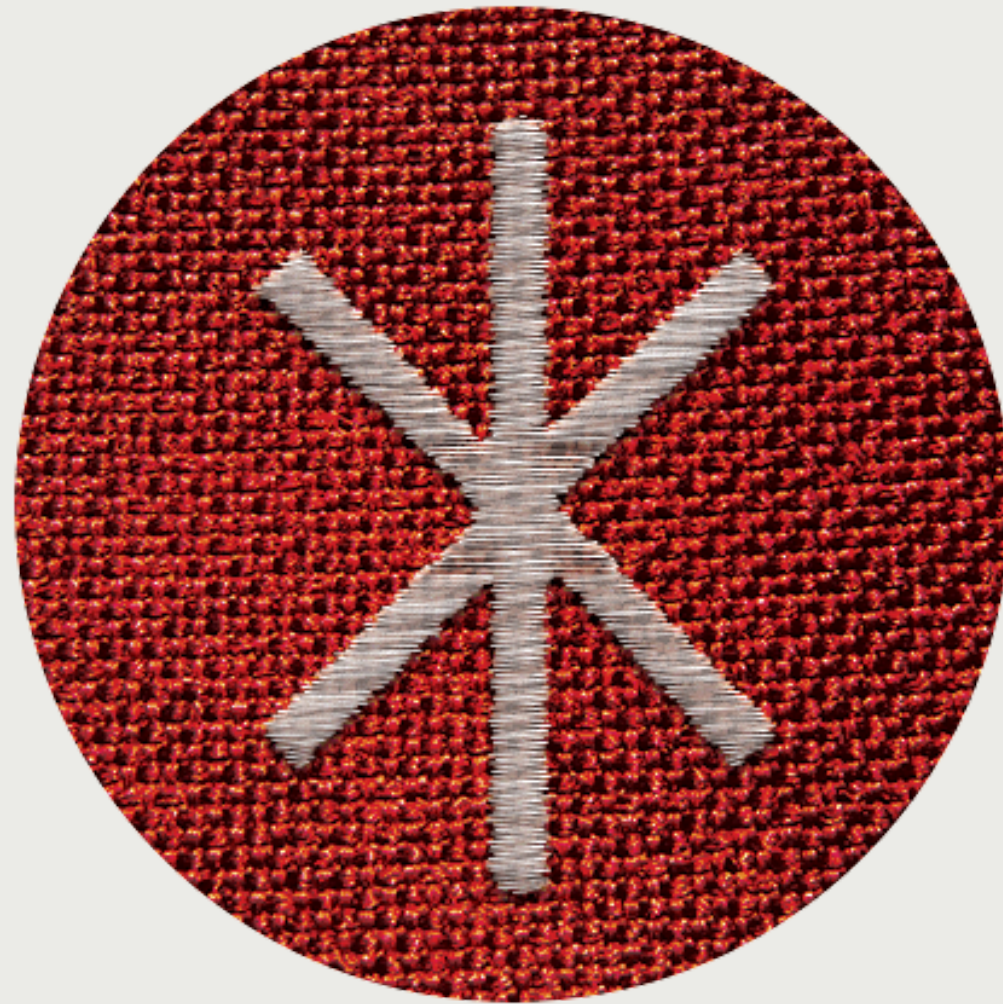
Over 1,000 years, this cloth will carry 40 wounds.
Woven from the waste we created,
and stitched with the guilt we left behind.

When the final symbol appears,
will the thread still burn?
Or will we have chosen **another path?**

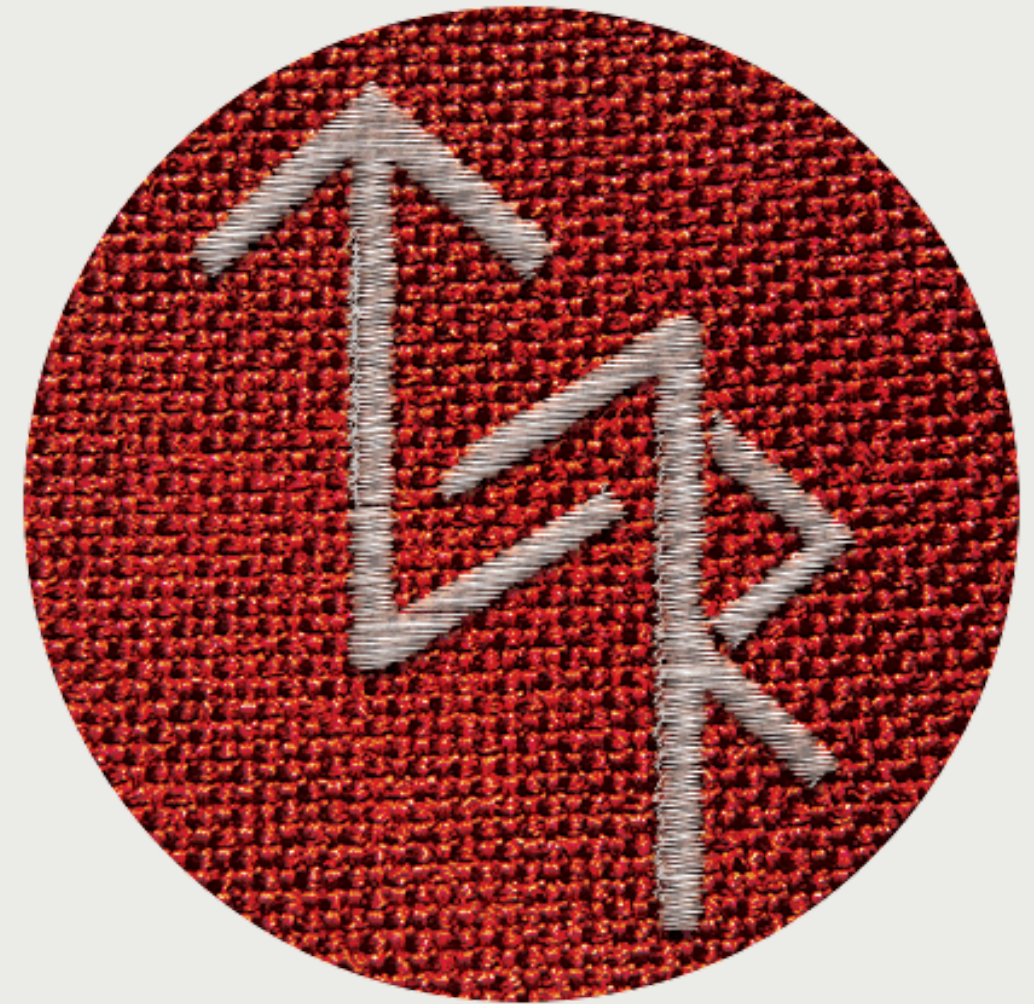




Growing

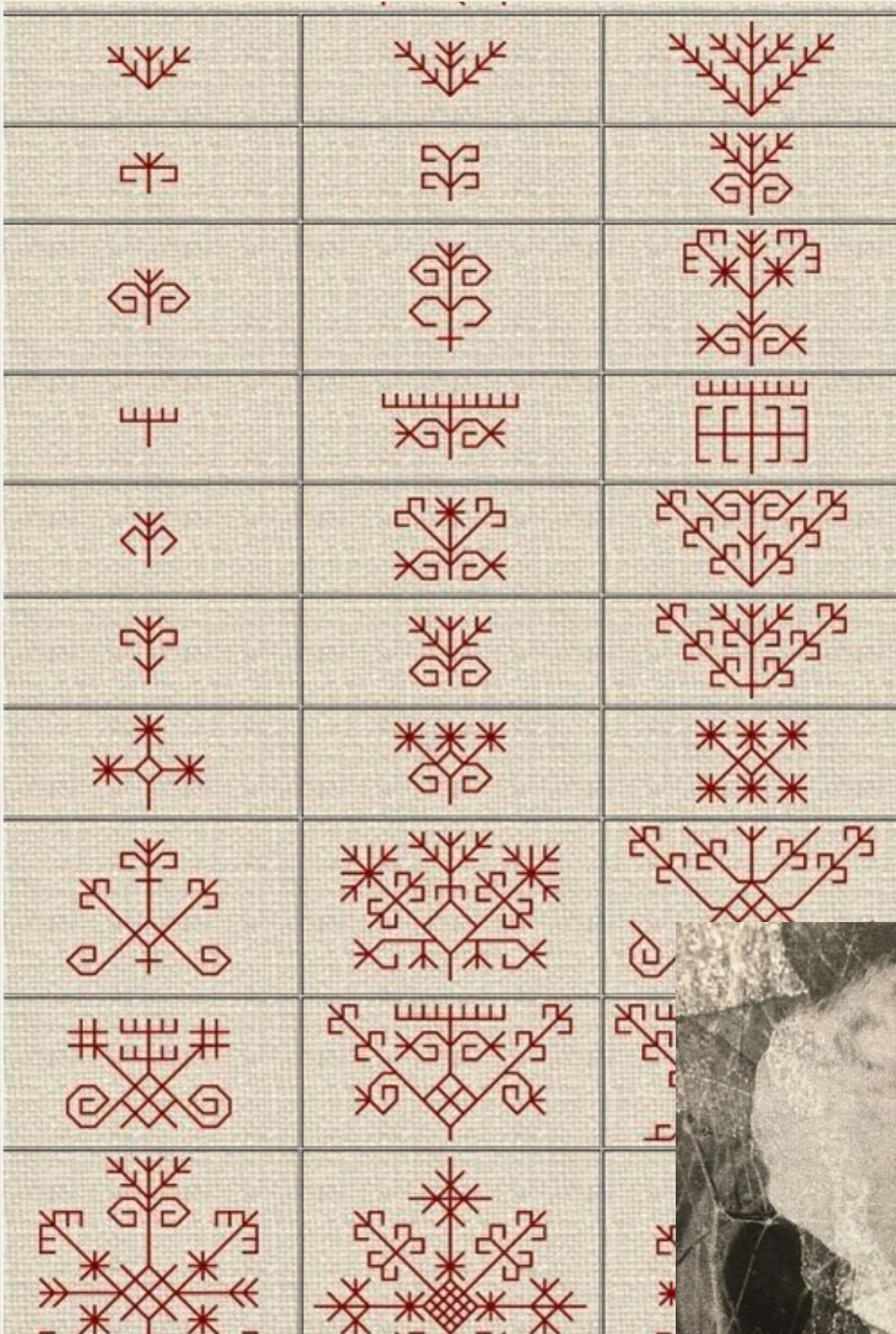


At Crossroads



Divided by Power





The Symbols

Purpose

- Mark the impact of clothing waste every 25 years
- Create a timeless, universal visual language
- Remind future generations of past damage

Meaning

- Each symbol reflects a harmful fabric and its consequences
- Sewn with the most toxic thread of its time
- Together, they form a growing record of fashion's footprint

**A LANGUAGE STITCHED IN CONSEQUENCE SO THE
FUTURE NEVER FORGETS THE COST OF THE PAST.**



Final Notes

- The Red Thread Capsule is not just a project, it's a **warning, a memory, and a myth in the making.**
- By combining storytelling, symbolism and physical artefacts, we create a system that carries meaning across generations.
- Every 25 years, a new toxic thread and a new symbol marks the evolution of our choices, showing whether we're repeating mistakes or learning from them.

**WE CAN'T PREDICT THE FUTURE, BUT WE CAN
THREAD IT WITH MEANING.**



THANK
YOU

 **CUT THE THREAD**