Sustainability for teenagers

Lowering the threshold for teenagers to repair and upgrade their own clothes.

With the widely known problem of sustainability, it's interesting how products and research all exclude the next generation: teenagers! While this group indicates they want to work on a green world, they experience a barrier to give up their standards of living. How can we help them to get ready for a sustainable world? As a first step in the process, this graduation project gives a solution to create a longer lifespan for their clothes. The goal is to reduce the environmental effects of the textile industry.

The Klerenjong concept

The Klerenmaat

The Klerenmaat is a weekly crafting table in shopping malls and coffee bars. Teenagers pay a small fee to get access to the tools at the table. An expert will be present to help and give instructions, the users do need to get active in the crafting process themselves to develop their own skills.

The Klerenmaker

The Klerenmaker is the basic repair kit that includes basic sewing gear, repair patches, a flowchart guiding the user through the crafting process and stitches instructions and practice possibilities. This do-it-yourself kit is the base of every repair and fashion design.

The Klerenstijl

The Klerenstijl is a themed repair kit that makes the user design with their old clothes. It includes accessories, ribbons, patches, pockets, buttons, one tailor technique and instructions. The content is linked to a recent fashion trend, to make it possible to stay up-to-date without buying new clothes!

This is not a fashion blog

The “This is not a fashion blog” website has blogposts on sustainable design, a lookbook, sewing and repairing techniques, the crafting kits and the weekly crafting table. It makes it easy for teenagers to get more information on the textile industry and what to do about it.

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