

# I love Shopping

1. Communication concepts and services of shopping processes: off-/online
2. Life cycle of a product
3. Fashion in the past - present - future
4. Alternative concepts

# I Love Shopping

## Analysis

### 4. Alternative Concepts

We have divided our results into the following five categories

- Sustainable Eco Fashion
- Recycling
- Second Hand / Vintage
- Swapping
- DIY Projects

# Sustainable Eco Fashion

There is something going on at the fashion market. More and more companies work with criteria of sustainability, fair trade and ecology. Whether organic cotton, recycling material or local production. The conscious exposure to our resources works for a growing scene of new, innovative labels of all stylistic directions.

Here are a few links for eco-fashion in Germany:

Hamburg:

<http://www.glore-hamburg.de/>

<http://www.fairliebt.com/>

<http://www.marlowe-nature.de/>

<http://www.lena-schokolade.de/>

<http://www.kunayala.de/>

<http://www.woodlike.org/>

Berlin:

<http://www.fair-queen.de>

Cologne:

<http://www.armedangels.de/>

<http://www.bgreen.de/>

Munich:

<http://www.fairstyled.de/>

Düsseldorf:

<http://www.a-better-tomorrow.com/>

All these shops offer selected pieces by designers who committed themselves to the philosophy of sustainability.

The collections are individual and affordable and stand for quality and best manufacture of predominantly ecological material.

# Sustainable Eco Fashion

## Green Platforms

example: [www.korrekte-klamotten.de](http://www.korrekte-klamotten.de)

korrekte-klamotten is a platform for different labels and shops which produce their offers out of sustainable resources and under certified circumstances. The idea came up in 2006 during an exhibition in Dortmund in order to create a network between them.

It was decided to do a dynamic blogprojekt, on which the offerers share information about the latest possibilities to give „shopping“ an ethical component. The followers have the opportunity to comment on these posts and make contact.

others:

<http://www.modeaffaire.de/>

<http://www.kirstenbrodde.de/>

The screenshot shows the homepage of 'korrekte Klamotten'. The navigation menu includes 'Home', 'Blogs', 'Über uns', 'Kontakt', 'Impressum', 'Suche', and 'Finden'. Below the menu is a colorful diamond-patterned header. A navigation bar contains links for 'Produkte', 'Termine', 'Intern', 'D.I.Y.', 'Fundstücke', and 'Theorie'. A main heading reads: 'Hier bloggen Labels, Vertriebe und Freunde nachhaltig produzierter Kleidung. [Erfahre mehr »](#)'. Three blog posts are displayed:

- INTERN** (0 comments): 'Produktionstour : Druckerei & Näherei' by glücksstoff, dated 25. Okt. 2011. Text: 'Seit letzter Woche haben wir unsere erste Schülerpraktikantin der Waldorfschule Vaihingen/Enz, die in dieser Zeit glücksstoff etwas näher kennenlernen wird. Diese Erfahrungsberichte werden wir im Blog und auf Facebook veröffentlichen. Wir wünschen viel Spaß beim Lesen. Kommentare und Frage erwünscht.'
- PRODUKTE** (0 comments): 'Shirt nach Wahl, Blankos und Bioheld-Wahl' by sunimar, dated 21. Okt. 2011. Text: 'Unsere Shirt-nach-Wahl-Aktion geht in die nächste Runde, Fairtrademerch hat nachgeliefert und bei Bioheld wird das Lieblings-Öko-Label gewählt.'
- PRODUKTE** (0 comments): 'Neue FTM Blank Shirts, Toodot Sweats + Ladenkonzert!' by fairtrademerch, dated 19. Okt. 2011. Text: 'Weiterlesen »'

# Secondhand and Vintage Fashion



## Secondhand Clothes

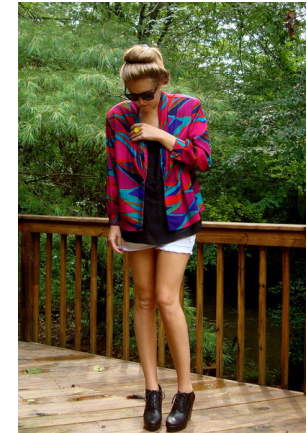
Secondhand shops are a good opportunity to earn some money for your old worn clothes or to find some nice bargains as the prices in these shops are normally very low. From designer brands to no-name, worn to completely immaculate, recent collection or 1970's - you can find pieces for every opportunity or money.

Secondhand also provides a certain sustainability because the clothes are not thrown away but will be reused by others.



## Vintage Fashion

Vintage is a special form of secondhand for clothes which were originally produced in the past decades of the 20th century and are still in a good and wearable condition. In most of the cases 'Vintage' refers to pieces from the 1950's-80's. Collectors of Vintage Fashion enjoy haunting for extraordinary pieces in thrift stores, flea markets, grandma's wardrobe or on the internet where we can find online shops which are specialised on this kind of clothing. At the moment Vintage is so very much up to date, you can even find a Vintage Section in big Fashion chains such as Urban Outfitters and Topshop. The fascinating thing about Vintage clothing is that you can find unique pieces and that makes a nice contrast to the mass productions off the rack.



# Recycling projects



## Mädchenwahn

A small fashion label located in Saarbrücken/Germany. Interior and textile designer Izabella produces a huge variety of bags, accessory and clothes from recycled cloth. She also offers to recycle your old clothes into teddy bears or cuddly pillows.

Online Shop:  
<http://de.dawanda.com/shop/maedchenwahn>



## schmidttakahashi

A Berlin based label which recycles old clothes into luxury high fashion. The designer duo is Eugenie Schmidt (German) and Mariko Takahashi (Japanese).

Website:  
[www.schmidttakahashi.de](http://www.schmidttakahashi.de)

German article about the designer duo from the newspaper „Die Zeit“:  
[www.zeit.de/lebensart/mode/2010-08/Schmidttakahashi-designerinnen](http://www.zeit.de/lebensart/mode/2010-08/Schmidttakahashi-designerinnen)