

# A.S.A.P (PAPER CLOTH)

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In Collaboration with

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A.S.A.P is a collection made from a wearable, non-woven material developed with Innventia, a world-leading Swedish research institute innovating new materials derived from forest ingredients **TT5**. In a revolutionary approach to fashion sustainability, innovation in fabrics and finishes are proposed for desirable fashion products with both convincing aesthetics and performance.

The premise for the project acknowledges the consumer's many reasons for buying clothes and addresses the damage caused by fast fashion by creating materials appropriate for this market. It enables the prevailing 'disposable' culture in fashion to be transformed by the development of inexpensive, bio-based 'recoverable' garments with sustainable credentials. We also aim to eliminate the 'consumer washing' phase and therefore remove its large carbon footprint **TT3/TT4**.

Through the collaboration of designers and scientists, this collection relies on the mass production of various blends of wood fibres and PLA fibres, which can be separately recovered to break new ground in cyclability, including the molecular recycling of thermoplastics **TT2**.

Our aim is to connect compelling strategies for economic growth with sustainable, fast track business models. Raw materials are developed to offer alternative, renewable qualities as a complement to the resilience and durability of an existing, classic, wardrobe **TT10**.

### TED strategies

1 2 3 4 **5** 6 7 8 9 10