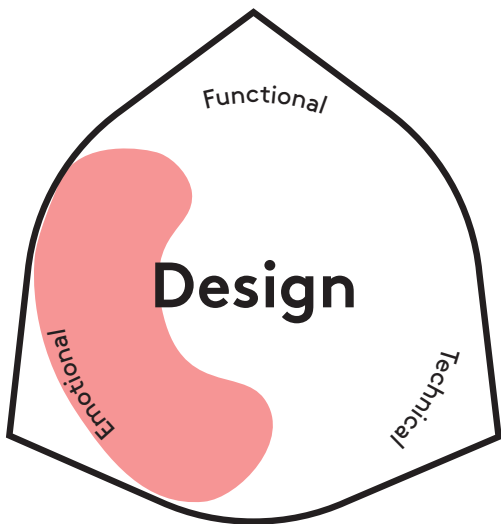


# Aesthetic Lifetime



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## WHAT?

There are different approaches to working with the aesthetic lifetime of a product – for example to ensure that the intended product-lifespan is supported by the product's aesthetic expression (1), to ensure that a product age without losing aesthetic value (2) or to ensure that intended aesthetic lifetime is aligned within a circular systems thinking (3).

## WHY?

The aesthetic lifetime can support product longevity. Aesthetic means can prolong product lifespan when product expression targets user and context of use and aesthetic traces of time and use can add value to a product.

## CHALLENGES

- The aesthetic lifetime and aspects that define it are difficult to predict.

## EXAMPLES

- Classic and simple aesthetics less influenced by fast changing trends. See e.g. the company **Armoire Officielle**.
- Aesthetic 'richness' that allows the user to 'read' and discover a product over time, e.g. through applying craft and couture techniques (Kate Fletcher).
- Working consciously with patina as an aesthetic value, that only increases over time such as full-grain leather and furniture. Someone who works with this is **Lovia Collection**.

## THIS CARD LINKS TO

/ Customisation / Embedded Storytelling / Formal Alteration and Modification

## FURTHER READING

Clark (2008). **SLOW + FASHION—an Oxymoron—or a Promise for the Future ...?** Fashion Theory 12, pp. 427–446 / Niinimäki (ed.) (2013). **Sustainable Fashion: new approaches**. Aalto University, Helsinki.