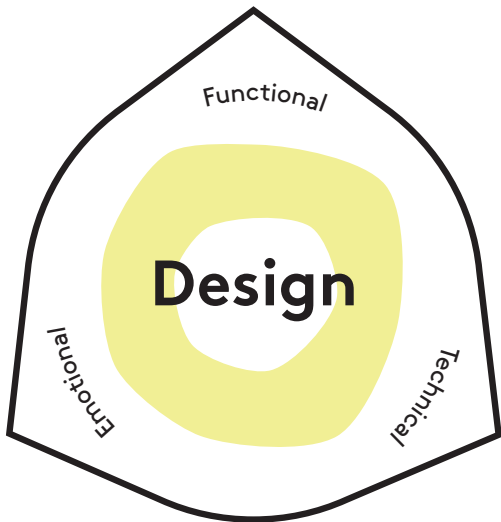


Formal Alteration and Modification



Formal Alteration and Modification

WHAT?

Users and specialists to have products adjusted or modified. This can be part of a larger service system.

WHY?

An existing product have a higher use potential and/or emotional value than a new equivalent product.

CHALLENGES

- Lack of specialists and craftsmen.
- How should the service system be created to support this?

EXAMPLES

- Furriers often offer traditional services to do with modification of garments; see for example **Maison Lama**.
- The American company **Runway of Dreams** has expanded on the idea by working with modification of garments for people not applying to the 'fashion-body' norm, identified as 'differently abled'.

THIS CARD LINKS TO

/ Customisation / Formal Sharing and Heritage / Informal Alteration and Modification / User Understanding

FURTHER READING

Fletcher & Grose (2012). **Fashion & Sustainability: Design for Change, Chapter 9: Adaptability**. Laurence King Publishing / Gwilt & Rissanen (2011). **Shaping Sustainable Fashion: Changing the way we make and use clothes, Chapter 3: Use**. Earthcan.