A Study on Examples of Eco Design Approach: Focused on Taller Flora

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Abstract This study aims to develop the 21st century eco design-based fashion products by examining Taller Flora products and presenting eco design approaches. Eco design terms were examined based on literature, and Taller Flora products were explored based on literature and websites. The following research issues were discussed. First, eco design terms are totally handled, thus defining the eco design. Second, eco design-oriented Taller Flora products are examined to explore design approaches.

Eco design aims to conserve and heal the global environment with focus on a greater understanding of and interest in nature. As such, eco design is based on a new modern concept of aestheticism that seeks to minimize environmental damage caused by the three processes of production and distribution, use and disposal, to take social and moral responsibilities for such activities, and to avoid hurting the environment.

Taller Flora brands seek to produce products by keeping close ties with indigenous communities in various nations, and by emphasizing and embracing indigenous people's craftsmanship spirit and creativity. Indigenous people use eco-friendly materials and produce products with craftsmanship spirit, and their cooperation by linking different cooperative networks is a good model for strengthening fair trade networks. These addresses the problem of expanding design work through traditional crafting. Therefore, the features of Taller Flora brands presented a new method to approach the eco fashion. The research findings are expected to help develop the eco design of fashion products.

Key words Green design, eco design, natural design, and sustainable design

Introduction

In line with industrial capitalism, environmental pollution, political and economic system changes, and rapid development of science and technology, among other new changes, people of today are pursuing lifestyles geared toward human health and environmental protection. The ecological ethical viewpoint related to that trend is a value aimed at addressing problems of environment-humans intersection, as well as

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problems of relationships and impacts of internationalization, specialization and globalization. These values should be reflected in modern design as well.

Such eco-friendly design trend is now a global issue and a part of international modern design competitiveness. Modern designs are being led by developed nations’ experimental and diverse design activities, and industrial product designs are attempting to conduct various experimental research on the development of eco-friendly products. With the enhanced environmental requirements for EU's product standards, the production of eco-friendly products has become essential internationally, leading EU to begin to regulate the designing of products and the choice of parts in 2006. Manufacturers are required to take responsibilities for the recycling and disposal of products according to the laws pertaining to the collection of products, thus leading people to say: “EU's products standards shall determine the way of designing and manufacturing of products.”(Kim, February 2006)

Although eco-friendly design development is essential for a stable society and a better future, our fashion industry has concentrated on researching and designing products associated with rapidly changing consumer psychologies and consumption patterns. On top of its long-time research and efforts for addressing environment problems, the fashion industry has yet to further design and develop eco-friendly fashion products and user-friendly and eco-friendly fashion products.

Thus, various businesses are endeavoring to expand eco-friendly design capabilities with global business mind. In 2007, International Herald Tribune reported to the effect: "Based on a report written by Cambridge University of the UK, t-shirts and sweaters today are sold cheaper than sandwiches. Fast fashion is mass producing garbage, making it the enemy of environment. Both the fashion industry and consumers should recognize the seriousness of environmental problems and deal with eco-friendly fashions in earnest.”(Jeon, 2007).

However, terms regarding eco design have yet to be unified and globalized with various terms being used and their meaning not being clearly defined. To address such problems, this study seeks to define the 21st century eco design as sustainable design, and to explore an eco design approach for fashion products.

To that end, current eco design terms were examined based on literature, and Taller Flora products were explored based on literature and websites. The reason for research on this brand is because, in 2008, BRITISH FASHION COUNCIL'S INTERNATIONAL YOUNG FASHION ENTREPRENEUR AWARD screening members remarked that she has her own distinctive design philosophy(eco design) and this represents her high-profile personality and the cultural identity mentioned in the international fashion industry. Yet another reason is because Eco by Geoffrey B Small named her as a representative eco designer(Brown, 2010). Based on these research methodologies, this study focused on the following issues.

First, eco design terms are totally handled to define the eco design. Second, eco design-oriented Taller Flora products are examined to present a design approach. These research findings are expected to help develop the eco design of fashion products.