

REVOLUTIONARY TRANSFORMATION: THE POWER OF UPCYCLING DESIGN

PODCAST NO. 1.



Welcome to our journey into the world of sustainable fashion. Today we delve into the transformative world of recycling and upcycling with the help of renowned eco-designer, Anika Ilovská. As an introduction, recycled fabrics are made from waste pre- and post-consumer waste, and then recycled into new, usable textiles. The astonishing fact is that recycling just one ton of cotton can save as much as 765 cubic meters (202,000 U.S. gallons) of water. This process not only saves resources, but also significantly reduces landfill waste. What's more, recycling synthetic fabrics like polyester can reduce energy consumption by up to 60% compared to producing virgin polyester, demonstrating the energy efficiency of this process. Anika, thanks for joining us today.



ANIKA ILOVSKA



ANIKA

Thank you for the invitation and the opportunity to present my work and the ideas behind my clothing collection to a wider audience.



PROGRAM HOST

Anika, you have been part of the fashion industry that has been using second-hand materials for a few years now and I think your Perennial collection was truly revolutionary. Could you tell us a bit about your creative process when designing a new look or collection using second-hand materials?



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ANIKA

My daily life and travels have a big influence on my creative process. I draw inspiration from the environments I encounter, whether it's the vibrant colors of a bustling city or the textures of nature. When I start working on a new design or collection, I first gather information and ideas, which often leads to exciting discoveries about the patterns I want to use. Working with men's blazers presents a unique challenge and opportunity to create something new. I evaluate available blazers and materials, thinking about how to create something fresh and modern. I try to honor their history while giving them new life. Each piece evolves organically; I often let the blazer guide my decisions, ensuring that the final design reflects both sustainability and style. Ultimately, my goal is to create pieces that not only look good, but also tell a story and they reach people.



PROGRAM HOST

That sounds incredibly inspiring! Given your focus on materials, in a way that is different than most designers, what are some of the unexpected challenges you have encountered in this fashion design niche?





ANIKA

Transforming men's blazers into women's wear is a unique and creative approach that fits well with sustainability. However, there are challenges that come with this niche of fashion design, especially in terms of customer expectations and the nature of oversized garments. Because I work with men's blazers, sizing can be inconsistent and not all blazers will fit women's bodies well. This can lead to challenges in ensuring that each element is intended and functional for different body types. Adjustments and revisions may be necessary, which can add time and cost to production.



PROGRAM HOST

Speaking of changing perceptions, is there a particular moment or turning point that strengthened your commitment to sustainable fashion?



ANIKA

A turning point for me came at a recent fashion event where I presented my collection. While interacting with customers, I noticed a significant change in the way people responded to my designs.



More and more women noticed the unique aesthetics and philosophy of style.



PROGRAM HOST

What an incredible story, Anika. It's clear that your work isn't just about fashion - it's about making a statement and having an impact. Thank you for sharing your insights and experiences with us. Your innovative approach gives us all hope for a more sustainable and beautiful future in fashion.



ANIKA

Thank you for your kind words! It's truly rewarding to hear that my work resonates with you all. Fashion can be a powerful carrier of change, and I'm passionate about changing the perception of sustainability in the industry. By showcasing the beauty of recycled clothing and encouraging thoughtful consumption, I hope to inspire others to consider the impact of their fashion choices.



PROGRAM HOST

Thanks for joining us for this informative discussion on upcycling and giving new life to clothing.



Stay tuned for more information on how we can make fashion both beautiful and beneficial for our planet.



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