



Mortal Fabric

The fabric of our communities.

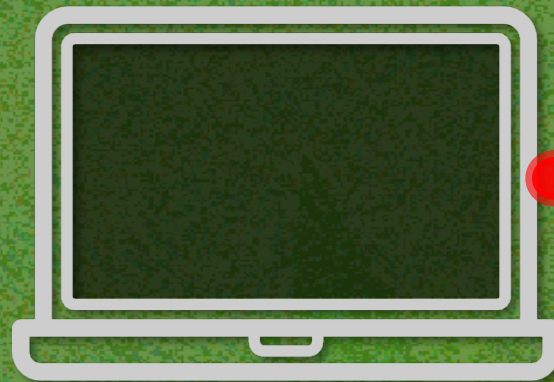


**We could stop clothing
production today and
dress the next nine
generations of people.**

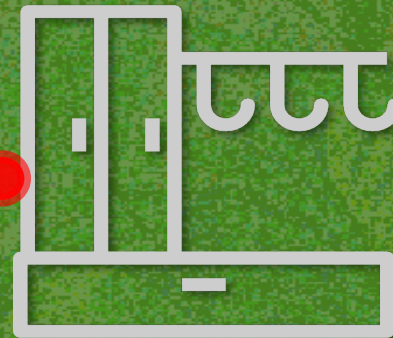
Dr. Annika Kozlowski

Assistant Professor of Fashion Design, Ethics and
Sustainability
PhD Environmental Sciences,
Ryerson University

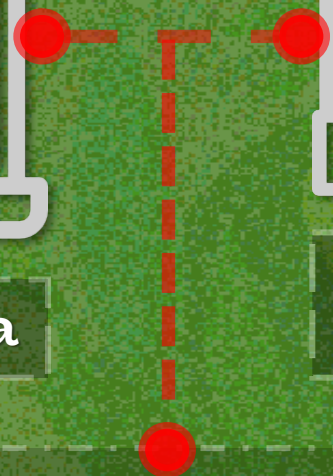
What is Mortal Fabric?



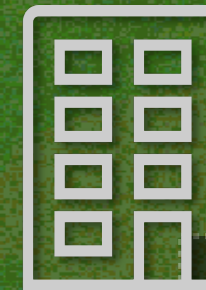
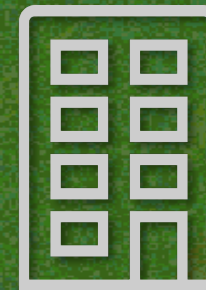
MortalFabric.ca



Community Closet



Communities
Homes, People





**Take only
that which
is given.**

Robin Wall Kimmerer,
Braiding Sweetgrass

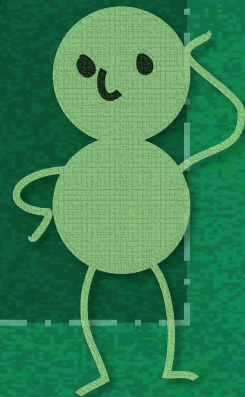
Project Statement

- Approach problem from bottom up
- Avoid buying our way into sustainability
- Use or modify existing systems both natural and human-made to make the system and products themselves sustainable

Key Research

Team Procaro

- Explicit/implicit costs of creating biomimetic textiles
- Importance of storytelling



Dr. Kozlowski

- Human cost of fashion industry
- Recycling materials fallacy
- Degrowth
- Effective forms of intervention

Anneli Palmsköld

- Cultural Wear and Tear
- Sorting as a human behaviour connected to Cultural Wear and Tear

Reinforcing Research

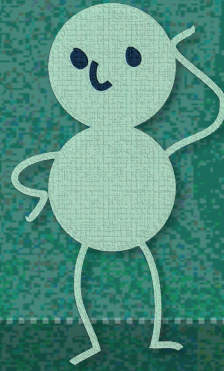
Sustainable Fashion: A survey on Global Perspectives by KPMG

- Young people most accepting of sustainable fashion
- People identify with products and brands
- People willing to consider information systems/education about sustainable fashion
- More effort needed to regulate end of life of clothing/textiles

Textile User Survey by Team Puhpowee

- Interest in and success returning clothes to circulation
- Self expression and style considered very important
- Clothes gotten rid of before they are worn/damaged
- Price sensitive
- Anti-capitalistic
- Sustainability interested

How might we enmesh ourselves in the fabric of our community?



How might we create a solution that can be tailored to a community?

How might we determine a level of accessibility to aim for?

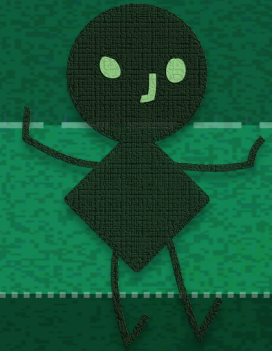


Main Ideas

Educational workshops to “Bring back skills that are sleeping”

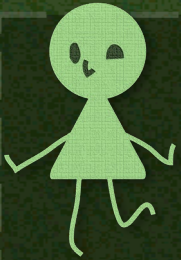
Incubator services for sustainable textile businesses

Gift and Circular economies



Community Closets as a mutual aid system

Personas

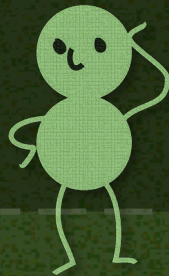


María Carmen

Goals: Dress herself
and her kids

Dante

Goals: Update his
wardrobe



Decision Methods

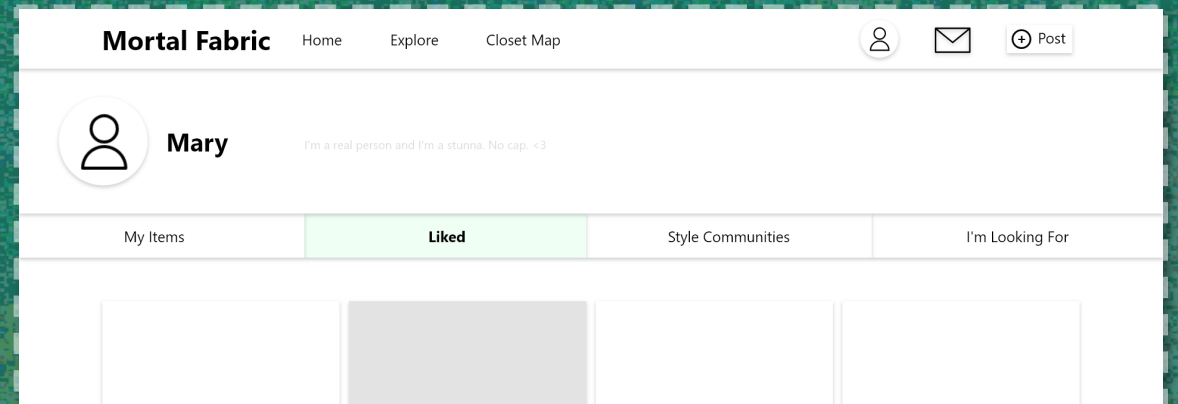
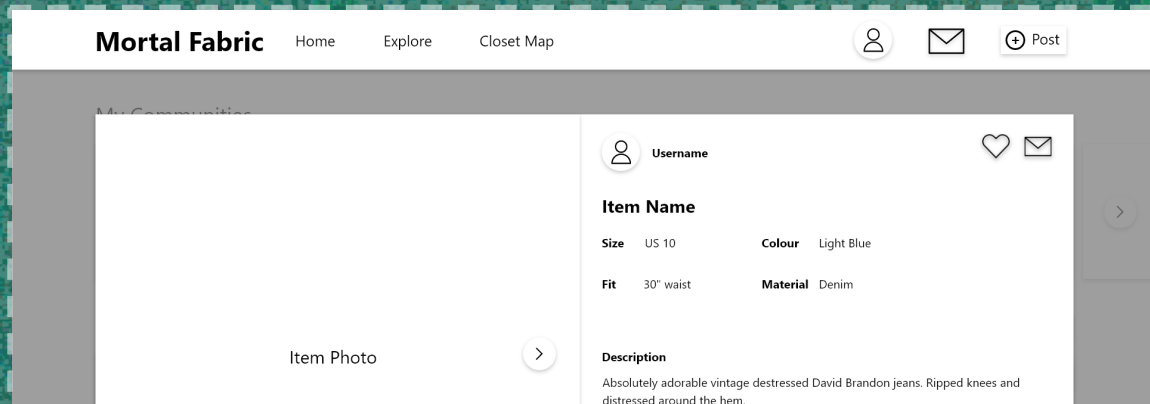
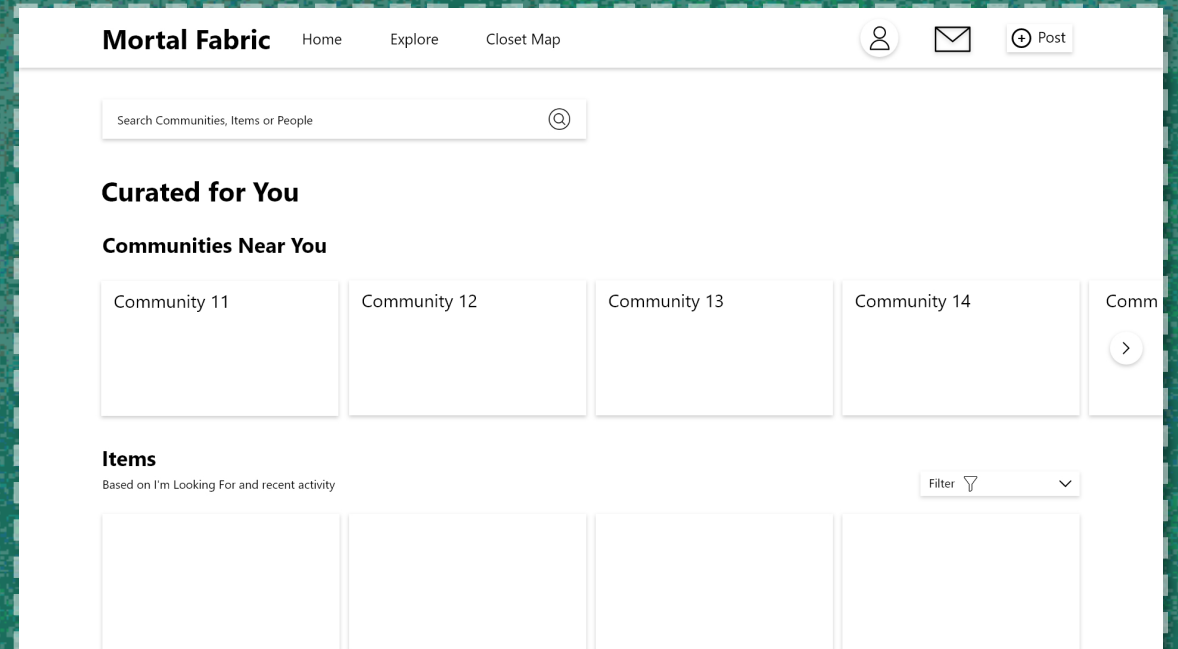
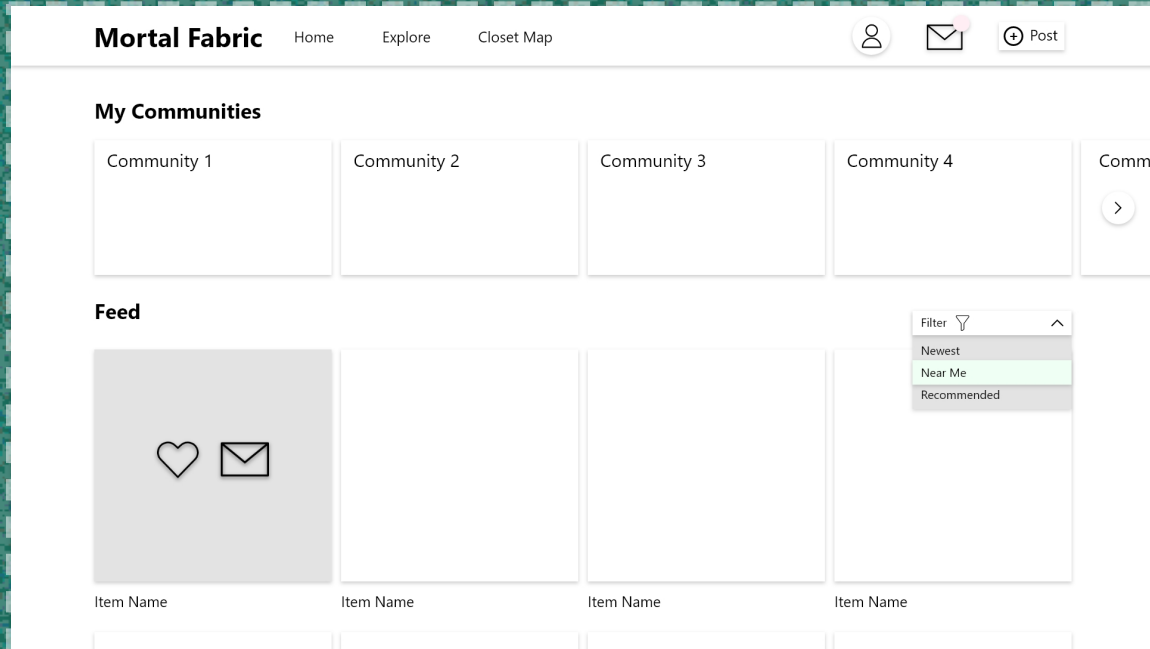
Innovation Matrix

Impact versus Feasibility

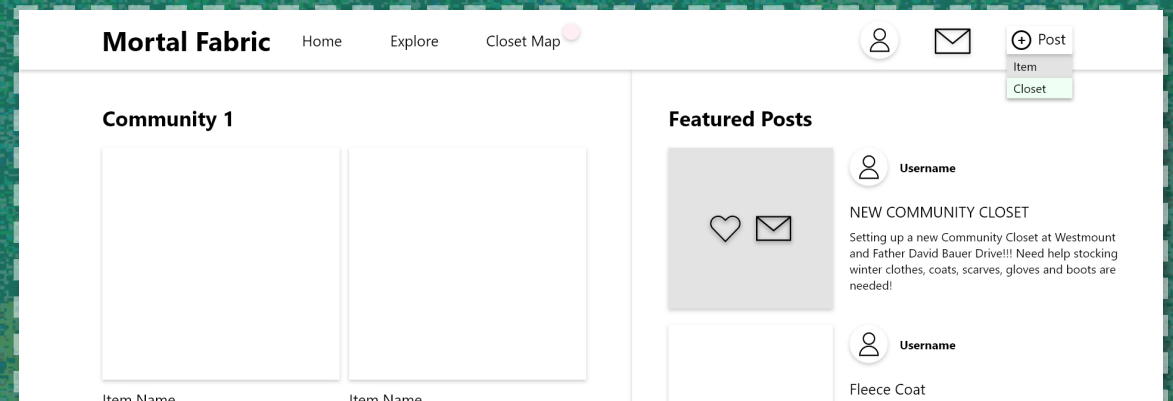
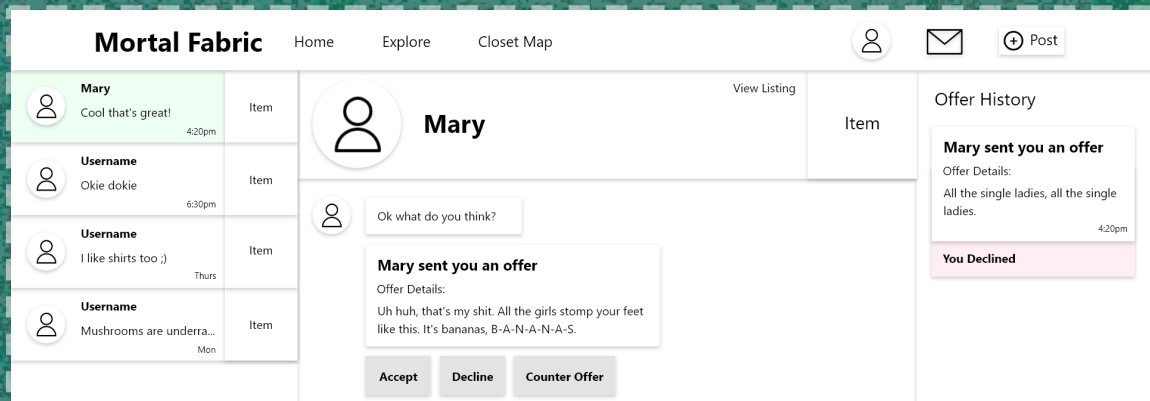
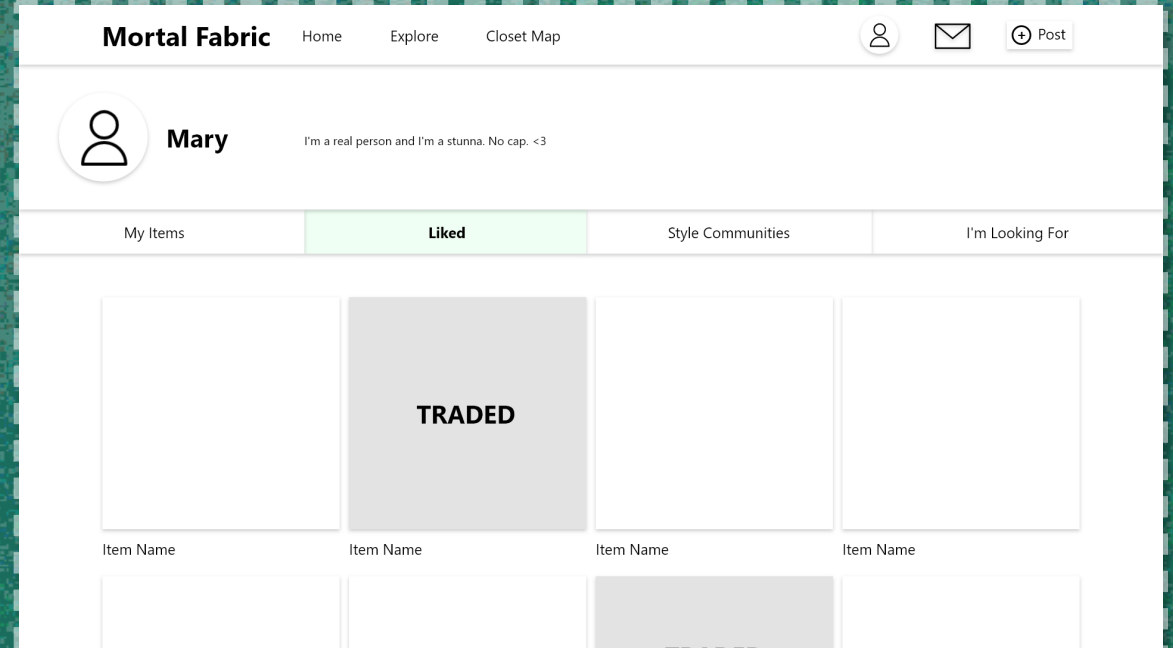
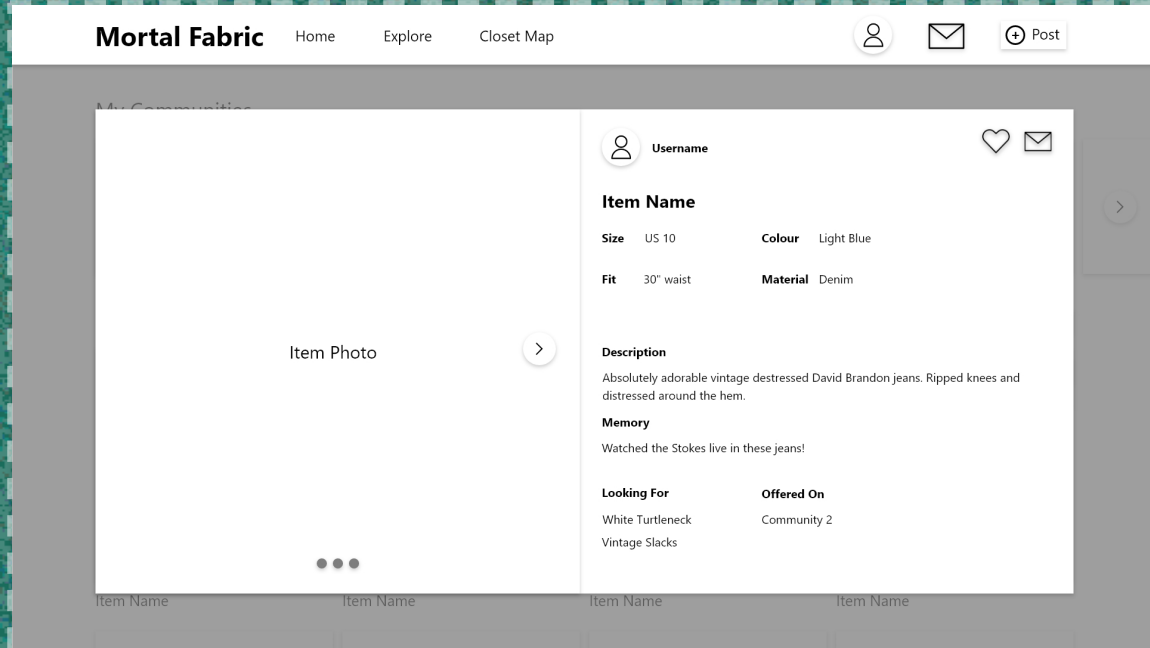
Heatmap

Plotting points of
excitement and sticking
points on different ideas

Low Fidelity Prototype



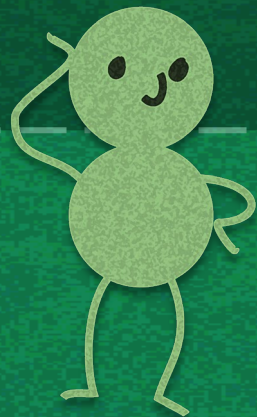
Low Fidelity Prototype



User Testing Goals

1.

**Identify
task flow
issues**



2.

**Assess
smoothness/
consistency
of the
experience**

3.

**Understand
and leverage
user's
mindsets**

Affinity Diagram Results

Interface Issues

Clarity of Icons,
Copy and Buttons

Understanding of
site functionality

Flow Issues

Difficulty
understanding low
fidelity prototype

Connection
between
listings and other
aspects of the site

Unexpected Uses

Trading items in
bulk

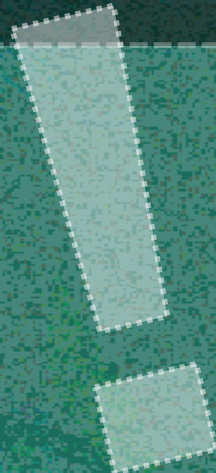


User Testing Insights



**Unclear connection
between MortalFabric.ca
and physical Community
Closet**

**Platform and system
needs to be more
intuitive/self explanatory**



MortalFabric.ca Prototype

[Figma Link](#)

Value Proposition

1.

Points of Accessibility

- Cashless
- Physical Access
- Digital Access

2.

Sustainability

- Break consumption
- Less reliance corporations
- Lower thrift gentrification
- Less pollution

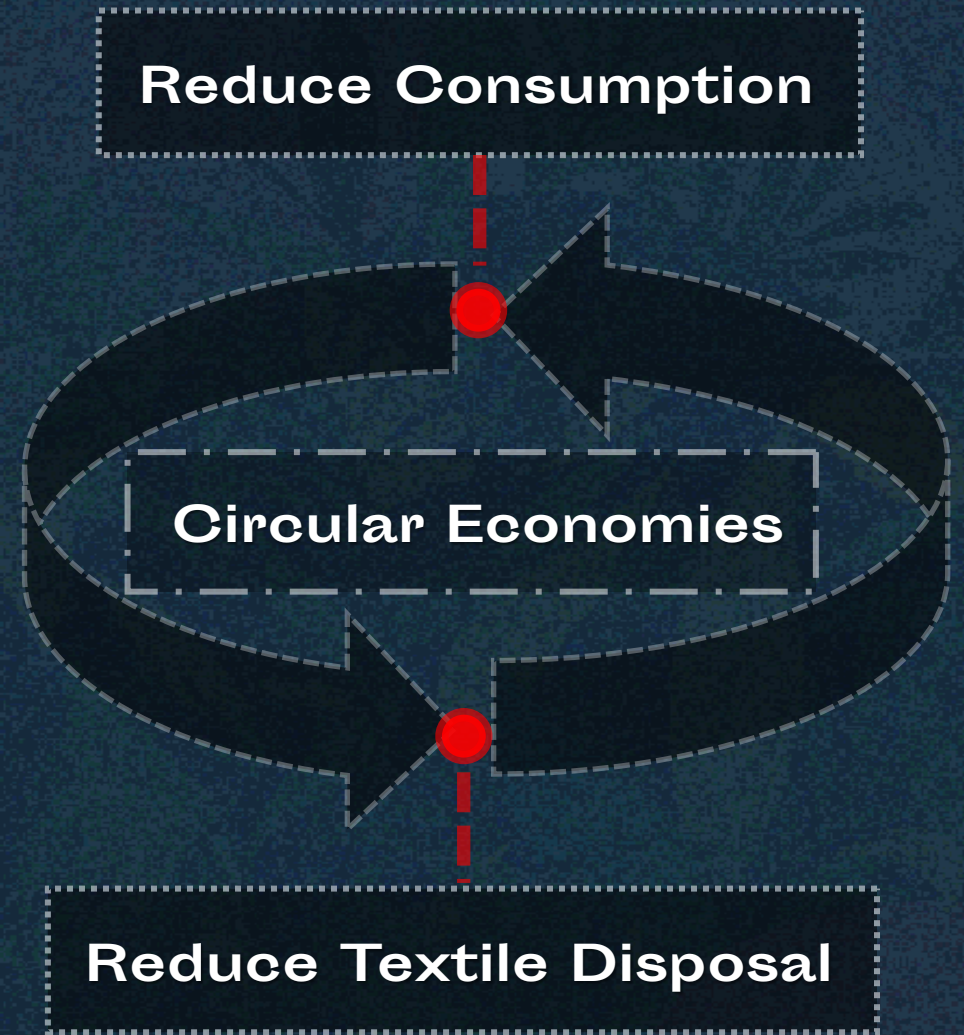
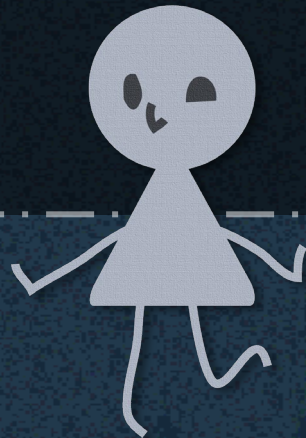
3.

Community Engagement

- Low commitment
community engagement
- Finding others who
share style interests

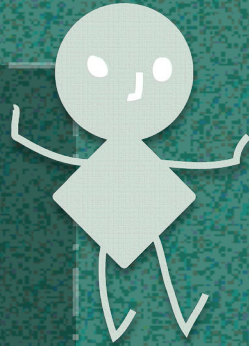
Our Impact

Mortal Fabric is an alternative Circular Economy to the existing Linear Economy.



Building our Identity

- Branding
- Marketing
- Enriching online community
- Exploring content creation



Community Members

- Sustainability focused
- Price sensitive
- Style/fashion enthusiasts
- Community oriented

Business Plan

Key Resources

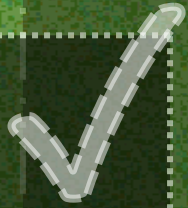
- Established Community Closet
- Community members
- Staff and volunteers
- Storytelling

Finances and Funding

- LCEC (Low Carbon Economy Challenge) Government Funding: \$20 000
- Crowdfunding



Project Outcomes



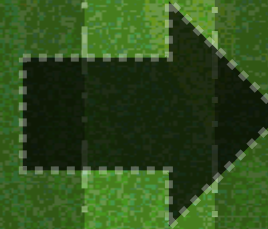
Approach problem from bottom up



Empowering Communities



Avoid buying our way into sustainability



Accessible, Local Systems



Use/modify existing systems to make the system and products themselves sustainable



Closing the loop that leads clothing to landfills.



We're a Community

We're Team Puhpowee

Work Cited

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Interviews

Dr. Annika Kozlowski: Assistant Professor of Fashion Design, Ethics and Sustainability, PhD Environmental Sciences, Ryerson University

Isaac LaRose: EDEN Power Corp

Team Procario

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- **Alexander Racher:** Science, University of Waterloo
- **Liahm Ruest:** Biology and Chemistry, Masters in Rhetoric and Design, University of Waterloo

Yorklane Art Collective

