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Upcycling in the fashion segment: case study at Recollection Lab

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Abstract

The short life cycle of a fashion product has been a major environmental problem. From the raw material to the disposal several environmental impacts are generated, seeking a minimization of these problems brands with the concept of upcycling are emerging. What would have as destiny the trash becomes becoming the object of desire of many consumers. In this study, we focus on sustainability in fashion, as well as a brief case study of the Recollection Lab brand, and how reuse of discarded pieces served as a raw material for the emergence of a new niche in fashion that is: upcycling.

Keywords: *Fashion design, sustainability, upcycling, conscious consumption.*
