



Technical Paper

SUSTAINABLE DESIGN IN THE BRIDALWEAR INDUSTRY OF IZMIR THROUGH REUSE OF LOCAL SILK FABRICS

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ABSTRACT

Seventy per cent of the bridalwear production of Turkey is met by Izmir. The city is already starting to be recognized as a mass producer of the bridalwear like Milan or Barcelona. At the same time, Izmir's bridalwear industry is strenuously growing in production, marketing and branding internationally. Bridalwear sector in Izmir is continuing to increase its importance as a creative industry. This situation is bringing Turkey to an important position as a supplier for Europe and Middle Eastern countries. According to the data of Istanbul Bridalwear Exporters' Association, between 600,000 and 700,000 marriages take place every year. 350,000 of these mass produced wedding gowns are rented, 250,000 are bought. With these numbers, the bridal gown sector's value in Turkey is reaching close to 650 million US dollars. The fact that bridalwear sector is clustered in Izmir has facilitated the use of locally produced fabrics in this industry. There are also silk weaving firms among local fabric producers around Izmir. The silk fabric producers are applying experimental finishing techniques to extend their market. Some of the fabrics are being damaged due to this process. In the content of the research, a proposal for the reuse of the damaged silk fabrics is developed. In this paper, it is intended to present the examples of machine producible embroidery designs of these surplus silk fabrics.

Key words: Bridalwear, silk, sustainable design.