

## MULTIFUNCTIONAL APPAREL DESIGNING APPROACH BASED UPON ECO-FASHION DESIGN NORMS AND ZERO WASTE CONCEPT. A STUDY IN CONTEXT WITH INDIAN CHILDREN WEAR MARKET.

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### ABSTRACT

In India, people are shifting from rural areas and villages to the cities and urban areas for better jobs, education opportunities and better living conditions. The rapid urbanization has increased the working population and their earnings and disposable income on trendy fashion clothing and other fashionable items. The recent rise in economic development and per capita income leads to growth, especially in the children apparel consumption. The children's apparel market is growing rapidly and thus produces a huge heap of waste and pollution. The research aims to design and develop a range of multifunctional clothes for children with recyclable materials promoting eco-fashion norms and zero waste concepts and techniques. The multifunctional children's garments and their components can be transformed and converted to use in multiple ways for different purposes and situations. The research founds that children's outfits could sustain for a long time with the adoption of zero waste concepts and multifunctional cloths also fulfil and support the objectives of sustainability.

**Keywords:** Children's Wear, Multifunctional Designs, Convertible Designs, Sustainability, Eco-Fashion Design, Zero-Waste.