



DESIGNING SUSTAINABILITY THROUGH AFTERCARE

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CONCEPT STATEMENT

Designing sustainability through aftercare is the theme significantly inspired by banana fibre, the traditional cultural patterns from the Luhya community in my home country Kenya and other major natural elements of the earth, such as water. This apparel focuses not just on the `now` sustainability, but also explores the long term preservation of apparel in the fashion industry and how it affects the environment. It dives in the search on how to maintain fashion/apparel even after purchase and cut down on pollution such as when using chemical detergents, electrical energy and water in the process.



BANANA FIBRE



luhya community performing cultura; dances dressed in natural fibres (banana fibre)



Above are moodboard images inspired by my banana fibre design.
Source: Pinterest and Bomas of Kenya cultural day

SOURCING MATERIALS

1



IMAGE 01.

A clear image of my father's banana farm in the rural area in Kitale, Kenya.

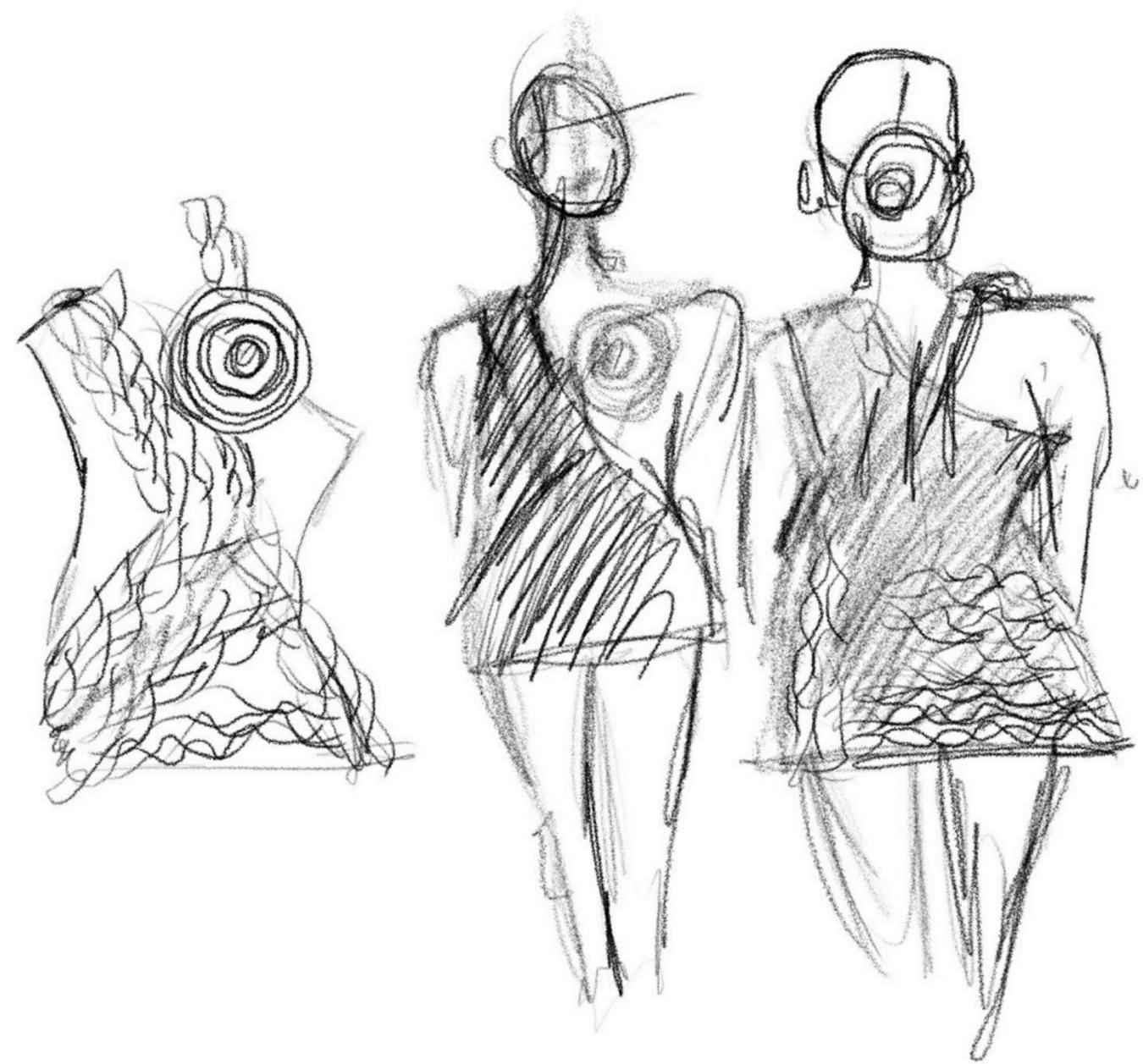
2



IMAGE 02.

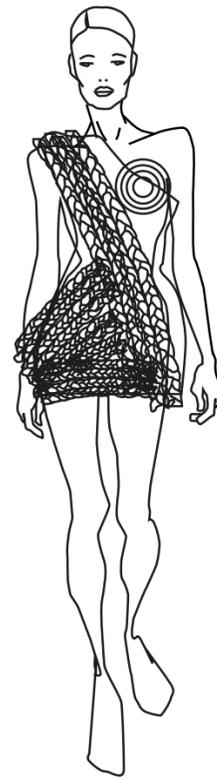
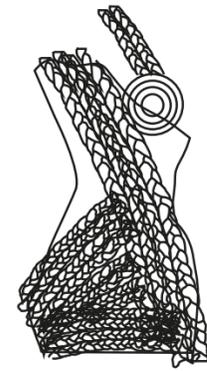
A close view image of extracted Banana Fibre from the farm. Clear range of colours is separated.

Sketches

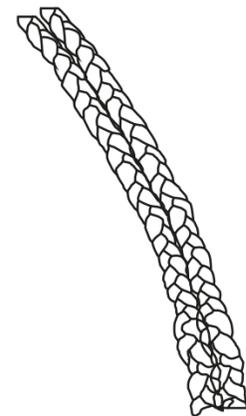
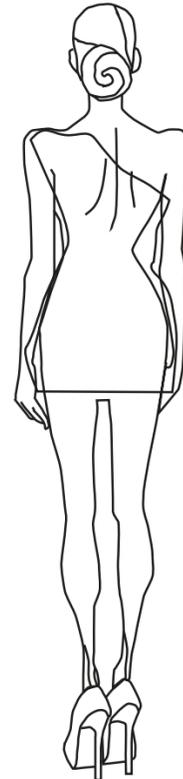


TECHNICAL DRAWINGS

FRONT



BACK



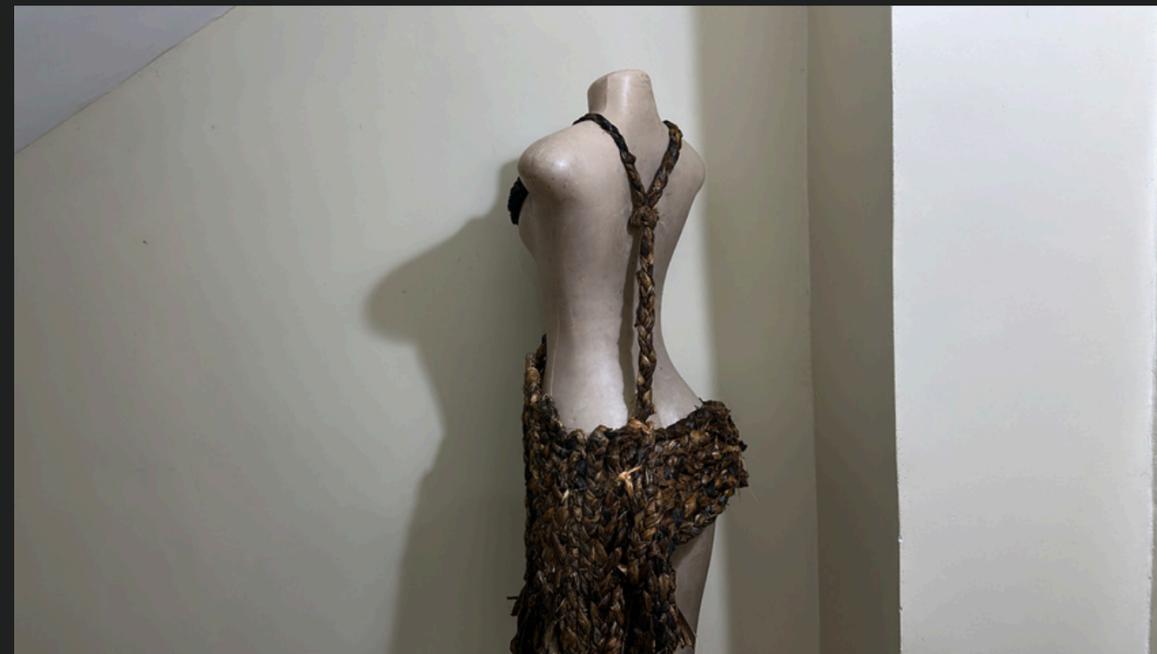
weaving pattern

Preparation of Banana Fibre



The photos above indicate and show the simple and sustainable process of preparing the banana fibre material from softening it in water, cutting and how easy its functionality begins before the design process.

FINAL PRESENTATION



REFLECTION

This banana fibre outfit is a conscious response to the fashion industry's environmental impact. Designed with natural fibres and inspired by traditional Luhya culture, it promotes a minimal-wash lifestyle that significantly reduces water usage, chemical pollution, and energy consumption. Its low-maintenance care — requiring only gentle or spot cleaning — redefines how garments can be preserved without harming the Earth.

Beyond its eco-functionality, the design is scalable for ethical production models, including artisan collaborations, rental platforms, and slow fashion labels. It targets a rising market of eco-conscious consumers who value garments that are not only sustainable in materials but also in aftercare and longevity. This design proves that fashion can be natural, meaningful, and commercially viable — all while protecting the planet.

Thank You
