



Denim Depths: Tidal Bloom's Blue Revolution

Akanksha Gupta, Pujita Mathur, Komal Dhongade, Suchanda Maity (*Students*)

Dr. Anju Tulshyan (*Associate Professor*) Orcid Id 0000-0002-0654-5779

*Textiles and Fashion Designing Department,
Sir Vithaldas Thackersey College of Home Science (Empowered Autonomous Status),
S.N.D.T. Women's University.*

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Abstract

Sustainable fashion thrives due to increasing consumer awareness of environmental and social issues. Driven by a desire for ethical and eco-conscious choices, consumers are actively seeking out brands that prioritize sustainability. This growing demand has compelled the fashion industry to embrace sustainable practices, recognizing the potential for long-term success and brand differentiation.

This study explores the creative potential of fusing upcycled denim using surface ornamentation techniques to produce a unique line of sustainable fashion accessories. By transforming discarded denim into functional and stylish bags and footwear, this project prioritizes sustainability by minimizing textile waste and promoting eco-conscious practices. The collection draws inspiration from the ocean, symbolizing depth, trust, and wisdom.

This aquatic theme is reflected in the colour palette and the fluid, organic forms of the beadwork, creating a distinctive bohemian aesthetic. This project aims to elevate discarded materials into high-value, one-of-a-kind fashion pieces by combining the durability of denim with the artistry of handmade beadwork. By reducing textile waste and promoting local craftsmanship, this project not only minimizes environmental impact but also supports sustainable fashion practices. This study explores the intersection of creativity, sustainability, and innovation, demonstrating the potential of upcycling and artisanal techniques to revitalize the fashion industry.

Key words: Boho chic, Denim, Fashion Accessories, Handmade, Upcycling.

I. Introduction

[8] Inspired by the ocean's tranquil blues, our new spring/summer collection of bags and footwear captures the refreshing spirit of the season.

This "Denim Revive" project reflects our deep appreciation for the ocean's beauty, channeling its vibrant hues into our thematic color palette. With the arrival of warmer months, these refreshing shades of blue evoke clear skies and sparkling waters, perfectly complementing the season's energy. More than just a celebration of color, "Denim Revive" is a commitment to sustainable practices.[8] [3] Recognizing the environmental impact of the fashion industry, we've chosen denim as the core material. As one of the most widely used fabrics, denim also represents a significant source of textile waste. This project aims to address this challenge by breathing new life into discarded denim, transforming it into stylish and functional bags and footwear.[3] We believe fashion can be both beautiful and responsible, and this collection is a testament to that belief. Join the study to explore how we're turning discarded denim into treasured pieces, one repurposed stitch at a time.

Significance

[4] Denim is a staple in our lives, but its widespread use contributes to textile waste in our fast-fashion world. Our "Denim Revive" project offers a sustainable solution by repurposing discarded denim clothing, addressing several key issues:[4]

[1] **Combating Textile Waste:** "Denim Revive" directly addresses the growing problem of textile waste caused by fast fashion and the overconsumption of denim.[1]

[7] **Sustainable Practices:** By repurposing existing denim, the project minimizes the need for new fabric production, conserving resources like water and energy.[7]

[5] **Circular Economy:** The project promotes a circular economy model, where materials are kept in use for as long as possible, reducing waste and minimizing environmental impact.[5]

Sourced from our community, these garments are transformed into unique, stylish bags and footwear. Each piece tells a story of renewal, breathing life back into textiles destined for landfills. "Denim



Revive" not only reduces waste but also celebrates the value of these materials, proving discarded denim can be reborn as treasured, functional, and fashionable pieces, further demonstrating:

Unique and Stylish Designs: "Denim Revive" creates one-of-a-kind bags and footwear, offering consumers fashionable and eco-conscious alternatives.

Community Involvement: Sourcing denim from friends, family, and neighbors fosters a sense of community and shared responsibility in addressing textile waste.

Giving New Life to Discarded Items: The project transforms discarded denim into treasured pieces, highlighting the value and potential of repurposed materials.

Promoting Conscious Consumerism: "Denim Revive" encourages consumers to make more sustainable choices and consider the environmental impact of their purchases.

Objectives

1. To understand the ecological footprint of denim waste and the advantages of repurposing old denim into new accessories,
2. To explore creative methods for integrating old denim into new accessory designs,
3. To develop sustainable fashion accessories,, by creatively incorporating old denim

Market research

Review of literature was done to understand and explore the impact of denim waste and ideas on upcycling old denim. Additionally, a market survey was done in order to understand the success of business dealing with selling upcycled denim bags and footwear, considering factors such as consumer preferences and cost. [6]The upcycled denim market is driven by consumer demand for sustainable, unique, and eco-friendly accessories.[6]

Key factors contributing to this trend include:

[2]Sustainability: Consumers increasingly prioritize environmental responsibility.[2]

Uniqueness: Each upcycled denim product is distinct, appealing to consumers seeking one-of-a-kind items.

Craftsmanship: The handmade nature of these products resonates with consumers valuing artisanal craftsmanship.

Affordability: Upcycled denim accessories offer a more affordable alternative to new, designer products.

To capitalize on this growing market, businesses can focus on innovative design, storytelling, collaboration, and online presence. By addressing

challenges such as sourcing high-quality denim and scaling production, companies can thrive in the dynamic upcycled denim market.

The initial market exploration, based on observations of local shops, revealed the following insights:The existing market for bags and similar accessories spans a price range of ₹1,000 to ₹5,000, demonstrating that consumers are willing to invest in quality and design.Pricing is influenced by several factors, including material quality, craftsmanship, design complexity, and size.Notably, larger, simpler bag designs are priced between ₹800 and ₹900, indicating a potential market for accessible, everyday options.

II. Review of Literature

The Art of Upcycling: Transforming Old Denim into Trendy Dog Bandanas by Restore(2025). The article by Restore discusses the trend of upcycling old denim into dog bandanas in Singapore. This sustainable practice combines style and eco-friendliness, aligning with Singapore's commitment to environmental sustainability. The process involves transforming discarded denim into unique, handmade bandanas that support local artisans and reduce waste. The article highlights the benefits of upcycling, including promoting sustainability, backing local craftspeople, and making a fashion statement with meaning.

Bamford Collaborates With E.L.V. Denim On An Upcycled Clothing Collection by Felicity Carter(2024). This article showcases three luxury lifestyle pieces: Bamford's sustainable denim collaboration, Brunch Slippers' outdoor footwear trend, and 12 body lotions for enhancing fragrance longevity. The pieces highlight innovative approaches to fashion, comfort, and sustainability.

Turn old Denim into Upcycled Jeans by Koetique (2024). This article by Koetique from Koetiquemade shares a creative upcycling project where the author transforms old denim jeans into unique, patchy jeans. The author used a pattern from the book "Breaking the Pattern" and combined denim from three different pairs of jeans, including ones with sentimental value. The article provides tips and insights into the upcycling process, encouraging readers to get creative and give new life to old denim.

This is Why Denim is Circular and Why Consumers Trust It by Catherine Salfino (2024). Cotton Incorporated Lifestyle Monitor. The article by Catherine Salfino discusses the sustainability of denim, highlighting cotton's natural, biodegradable,



and recyclable properties. Brands like Frank and Oak, Ariat, and Anthropologie are participating in Cotton Incorporated's Blue Jeans Go Green program, which collects and recycles denim. Consumers prioritize durability, quality, and comfort when buying jeans, and 86% prefer cotton denim for its comfort and sustainability. The article also explores resale, renewal, and upcycling initiatives, showcasing brands' efforts to reduce waste and promote circularity.

Turning Waste into Wonder: Exploring the Eco-Friendly Impact of Upcycle by Soumya Kalluri (2024). Dwij The article by Soumya Kalluri highlights the environmental impact of denim production, with 1.5 million tons of denim waste going to landfills each year. It suggests that upcycling denim can transform waste into a sustainable and eco-friendly material, reducing waste and environmental damage. The article likely explores the creative and innovative ways denim waste can be repurposed and reused.

Vintage denim revival: Eco-friendly jeans styling guide by Anuj Trehaan (2024). This is an article by Anuj Trehaan about vintage denim. It discusses the resurgence of vintage denim and how to style it. The article provides tips on how to style vintage denim, including pairing high-waisted jeans with contemporary crop tops or sleek blazers. It also discusses how embracing vintage denim with mindful styling and care, you can contribute to a sustainable fashion future.

Upcycled materials for a circular economy in Europe by Tocco (2023). The article by Tocco discusses the concept of upcycling in the context of a circular economy in Europe. Upcycling involves transforming old or discarded materials into new, more valuable products, reducing waste and promoting sustainability. The article highlights a growing awareness and acceptance of upcycling among younger generations, citing examples of successful businesses that incorporate upcycling into their core operations.

Developing an Innovative Business Model of Denim in Upcycling and Thrifting : an analysis of improving the sustainability of denim in fast Fashion by Jagadishwar Reddy Reddygari (2022). The thesis written by Jagadishwar Reddy Reddygari for M.S. in Fashion and Luxury Goods Management, explores creating a sustainable denim brand by upcycling discarded clothing. It focuses on adding value through creative design, specifically a "three-dimensional surface" technique.

The Upcycling and Reconstruction of Garments and Fabrics by Yuan Zhi (2022). The article by Yuan Zhi discusses the concept of

"secondary treatment of fabrics" or reconstructing clothing and fabrics. It highlights the importance of redesigning products to minimize their negative environmental impact while maximizing their positive contribution to society. Designers are seen as "interpreters" who transform original products into more responsible, innovative, and eco-friendly ones. The article emphasizes the need for natural and eco-friendly products through recycling design and re-transformation of waste clothing.

Past Meets Future: Discovering the Upside of Upcycling Denim by Angela Velasquez (2020). This article by Angela Velasquez discusses the growing trend of upcycled denim, highlighting its potential as a key element in sustainable fashion. It emphasizes the increasing consumer interest in responsible consumption and how upcycling offers a "rags-to-riches" story for denim. Overall, the article presents upcycled denim as a significant force in the move towards a more sustainable fashion future.

From Trash to Treasure: Upcycling Jeans from St. Petersburg by Axelle Guichard (2020). This article by Axelle Guichard discusses the rising popularity of vintage denim as a sustainable fashion choice. It highlights the appeal of durable, timeless jeans and offers a guide to styling them in modern and eco-friendly ways. The article emphasizes incorporating vintage pieces into contemporary wardrobes for a fashionable and sustainable future.

Awakening old jeans to new life by Avanova (2019). The article by Avanova tells the story of Atelier MeJe, a Vietnamese workshop that upcycles old jeans into unique, eco-friendly bags. Founder Yen, a social work graduate, was inspired by her passion for arts and crafts and her desire to reduce fashion waste. She collects discarded jeans, transforms them into handmade bags, and sells them, promoting sustainability and reducing environmental harm. Each bag is one-of-a-kind, telling a story of its own. Atelier MeJe has become a pioneer in reducing fashion waste and creating inspiring, eco-friendly products.

Upcycling your denims by Ananya Ravanna (2015). The article by Ananya Ravanna offers creative and eco-friendly ideas for upcycling old denim jeans. It highlights the benefits of reducing waste and giving new life to old clothes. The article provides several innovative examples, such as transforming jeans into bags, quilts, and even planters. Overall, the article inspires readers to think outside the box and get creative with their old denim. It's a great resource for those looking to reduce their environmental footprint and explore their crafty side.



How Repurposed Denim Is Transforming Fashion and the Environment by Marjon Carlos (2015). Vogue. This article by Marjon Carlos highlights the rising trend of repurposed denim, connecting it to both a Japanese philosophy of appreciating mended items and the critical need for water conservation, particularly in drought-prone areas like Los Angeles. It showcases how brands are creatively reusing discarded denim, giving it new life and unique character. The article also touches on the aesthetic appeal of repurposed denim, its connection to high fashion through designers like Demna Gvasalia, and offers styling tips. Essentially, it argues that repurposed denim is a stylish and sustainable solution within the fashion industry.

Trend Forecast (Spring-Summer 2025) (Fig 1)

Consumers are increasingly aware of the environmental and social impact of their purchases. They are actively seeking brands and products that align with their values, prioritizing sustainability, ethical production, and transparency. The concept of a circular economy, where resources are kept in use for as long as possible, is gaining momentum in the fashion industry. Upcycling, the process of transforming discarded materials into new products, is a key element of this circular model. This trend is expected to grow more as consumers become increasingly aware of the environmental impact of fast fashion.

Consumers are increasingly seeking unique and personalized items that express their individuality. Since denim remains a classic and versatile fabric, transcending trends and seasons, its durability, comfort and inherent style make it a popular choice for clothing and accessories. The use of discarded denims in the making of new products to extend the life cycle of the textile and reduce the textile waste are projects taken up by many brands, this is not just seen in fashion shows but also by certain brand's collections that they have released over the recent years.

A brand with its commitment to repurposing and reducing of the textile waste resonates a lot with growing segment of conscious consumers, some of the brands known for their support towards the eco- friendly approach for

fashion products are Madwell, the Madwell Forever initiative (2020) includes a denim recycling program that transforms old jeans into new products ; G-Star Raw, the Raw for the Planet collection (2020) features upcycled Denim; Diesel, the "Diesel Upcycling collection" (2020) uses old denim to create new pieces: Patagonia, the "Worn Wear" initiative(2011) encourages customers to repair and reuse old denim, and also creates new products from recycled denim; Madwell, the E.L.V. Denim, collaborated with Bamford on an upcycled denim collection(2022).

Inspiration Board (Fig 1.1)

Ocean-Inspired Hues: The collection's color palette is drawn from the tranquil blues of the ocean, evoking a sense of calm and peace.

Organic Forms: Inspiration from marine life—seashells, coral, starfish—influences the flowing lines and natural elegance of the designs.

Symbolism of Blue: The color blue, reminiscent of the ocean, represents freshness, peace, calm, and loyalty, reflecting the project's values.

Sustainable Renewal: Like the ocean's cycle of renewal, "Denim Revive" breathes new life into discarded denim, creating beautiful and sustainable pieces.

Colour Board (Fig 1.2)

The Power of Blue: Blue anchors the collection's color story, symbolizing trust and confidence - core values of "Denim Revive."

Spectrum of Shades: A range of blues, from deep indigo to light cerulean, offers depth and versatility, mirroring the multifaceted nature of denim and the ocean.

Fluidity and Movement: Watercolor-like washes evoke an organic, flowing feel, hinting at the creative design process.

Accents of Intensity: Deeper blues and richer pigments add visual interest and dimension to the overall palette.

Lightness and Airiness: Lighter blues and hints of white create a sense of freshness and balance the richer tones.

Harmonious Balance: The interplay of light and dark blues reflects strength and serenity, inspired by the natural world.

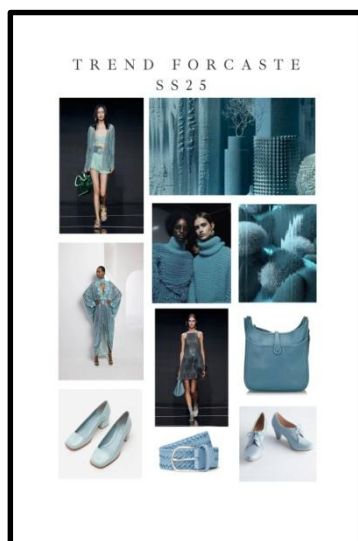


Fig 1

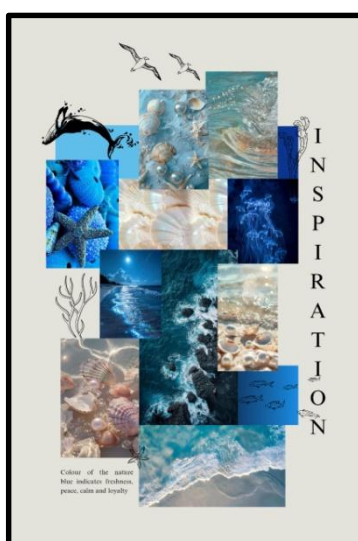


Fig 1.1



Fig 1.2

Sourcing

In this study used old/discarded denim jeans, old leather strap, purchased buckles, hooks, zippers, eyelet, beads, and canvas were used as raw material

Product Development

A specification sheet was developed for the product, detailing its key features and dimensions.(Fig 2)

A design sheet was created, outlining the product's visual appearance and functional layout.(Fig 2.1)

A detailed development process was established to make the bags and footwear. The steps included: cutting the patterns as per the design. Sewing them and finally finishing was done. (Fig 2.2)

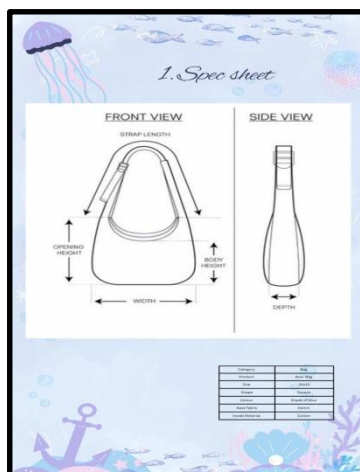


Fig 2



Fig 2.1.



Fig 2.2

Branding and Labelling (Fig 3)

Witnessing ocean pollution at low tide inspired our tagline, 'bloom with the tide, sustainability inside.' 'Bloom with the tide' signifies our sustainable

growth. 'Sustainability inside' reflects our core: upcycling denim, matching ocean hues. These colors also align with 2025 trends.



Fig 3

Marketing and promotion:

For the purpose of promotion an Instagram account was created. This was strategically utilized by posting reels to build brand awareness. Focusing on crafting visually compelling reels that not only showcased our products but also narrated the brand's origin story. This dual strategy aimed to capture audience attention and foster a deeper connection through engaging, story-driven content.

- [8]. Marjon Carlos (October 26, 2015) Title of an article: (How the Repurposed Denim Trend Is Transforming Fashion and Helping Combat Drought)

III. Conclusion :

The Denim Revive project combines sustainability, creativity, and style by transforming discarded denim into unique accessories. This initiative promotes a circular economy, resonating with consumers seeking eco-friendly brands. Inspired by the ocean's renewal and trust, we're crafting a movement with our brand Tidal Bloom.

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