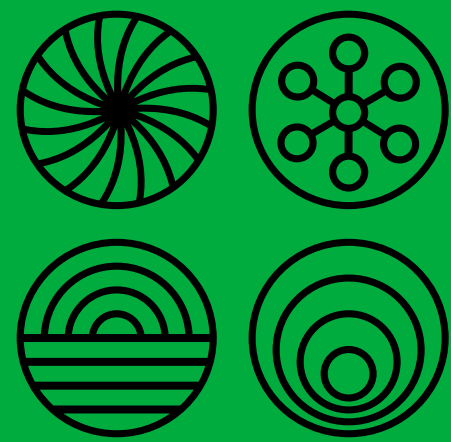


FOSTERING SUSTAINABLE PRACTICES

CASE STUDY:
PETIT PLI



Image: Petit Pli



CASE STUDY

PETIT PLI

Founder/Owner	Ryan Mario Yasin
Type	Engineered fabrication/ pleating technology
Sector	Childrenswear
Established	2017
Location	London
Size	Micro
Website	shop.petitpli.com

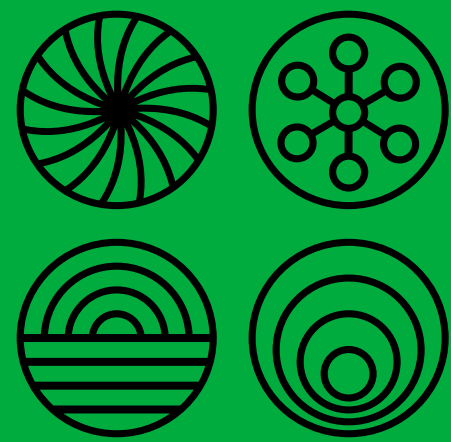
"We're applying human-centric design methodologies to the fashion industry, to design for individual humans and for humanity as a whole as well. What I mean by humanity as a whole is considering resource efficiency and looking at how future generations will be impacted by today's designs."

"We are trying to look at the entire system and say how innovation can work hand in hand with responsible design to offer people sustainability without trade-offs. How can we create that desirability, to make them actually want the more sustainable option because it's just better, rather than trying to convince them to buy the more sustainable product just because it's classed as 'sustainable'."

"The company exists to clothe the future of humanity, and we're just starting with the next generation. This is a commercially viable product that we can put out there today to address the needs of today whilst considering the resource use of tomorrow."

PETIT PLI





CASE STUDY: PETIT PLI

KEY TAKEAWAYS

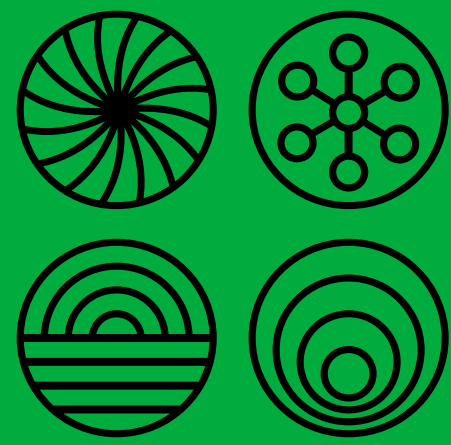
Innovative pleating technology that enables multidimensional ‘growth’ of childrenswear for up to 36 months (or 7 sizes).

Multidisciplinary team connects engineering with fashion and textiles to reduce waste and overconsumption.

Petit-Pli’s user-centred approach engages customers and their families in the evolution of products, marketing and use, making them part of the process and extending the value of the resources involved.

Their attention to detail spans product and packaging design, material sourcing, product desirability and use-ability.





CASE STUDY: PETIT PLI

OVERVIEW



Petit Pli is a multi-disciplinary team with expertise in design engineering, product design, fashion and print, sociology and neuroscience, business and e-commerce. They explore and apply human-centred design principles within an ecological context, using highly technical processes that they have devised and implemented into a range of ergonomically- and aesthetically-led garments.

Petit Pli founder Ryan Mario Yasin trained first as an aeronautical engineer, then as a design engineer, before devising an approach to designing childrenswear that enables clothes ‘to grow’ with children. The ethical considerations in Petit Pli include intergenerational justice and the impact of decisions made now on those yet to be born. Their ambition is to provide garments that reduce the need for regular new purchases, extend product and material value, create cultures of sufficiency, minimise waste and enable parents to practise and educate for sustainability.

Ryan’s leadership capabilities include weaving together a set of practices that draw on the skills of the team, ensuring an open route for creativity, innovation and professional fulfilment in their roles. He recognises the importance of the care and time it takes to support individuals as well as to manage the team practice. Success for Petit Pli depends on having an optimal level of team diversity while still having a shared focus on the core sustainability goal.

While demonstrating precision in product terms, Ryan also uses improvisational skills to spot opportunities and interact with a range of people, and he has built up a network that combines personal interests and professional activities. More recently, the intricate pleating system has been applied to the creation of garments and face masks for adults.

Petit Pli has received several grants, awards and mentoring support from a range of public and private organisations. However, they are also aware of the overuse and undervaluing of the word ‘sustainability’ and an increasing need to communicate the authenticity and relevance of their work. Ryan identifies the challenge of short-termism, where those who support business expect very fast results and payback in economic growth terms. Support that recognises a 10 – 15 year model would offer a far greater opportunity to businesses like Petit Pli, as their models offer significant potential for long-term returns beyond financial profit.

"There’s no waste essentially and it’s being as resourceful as possible with the materials you have available."

PETIT PLI

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The Fostering Sustainable
Practices project investigates
creative practices in design-
led fashion micro and small
enterprises (MSEs) as an evidence
base for change towards a more
sustainable fashion industry.
Project findings are underpinned
by two-and-a half years of work
with more than forty fashion
MSEs, who demonstrate sustainable
prosperity in and through Fashion.

This collaborative research is
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