



Save the Future

Caroline Liehr & Julia Kline – M.Sc. Textile Products - Alumni
caroline@thisiswhy.de ; julia@thisiswhy.de

THIS IS WHY – Bridal collection

It's a long-standing wedding tradition that brides wear something old, something new, something borrowed and something blue on their wedding day for good luck.

We took this tradition as an approach to our THIS IS WHY bridal collection: creating new and stunning limited-edition wedding dresses out of old discarded clothes.

The used clothes are cleaned thoroughly, carefully disassembled and the pieces are recreated into new designs.

This is not only our response to the overwhelming amount of textile waste, but also a complex, artistic and innovative design approach that adds to the value of our finished products. Our handcrafted and unique items illustrate the beauty that comes from upcycling materials: reinvigorating these used materials with new life and value!

Our vision is to create a closed-loop approach to fashion: We give our customer the opportunity to borrow the dresses for her special day and return them to us afterwards.

In a world of simply too much stuff, it is vital that eco-fashion is not just good, but in fact extraordinary and, of course, circular. THIS IS WHY!



Coach:

Prof. Dr., Dipl.-Des. Marina-Elena Wachs
Hochschule Niederrhein - University of Applied Sciences

2nd Coach:

Prof. Sta. Dipl.-Des. Renate Schmitt
Hochschule Niederrhein - University of Applied Sciences

