

RECYCLED TRENDS

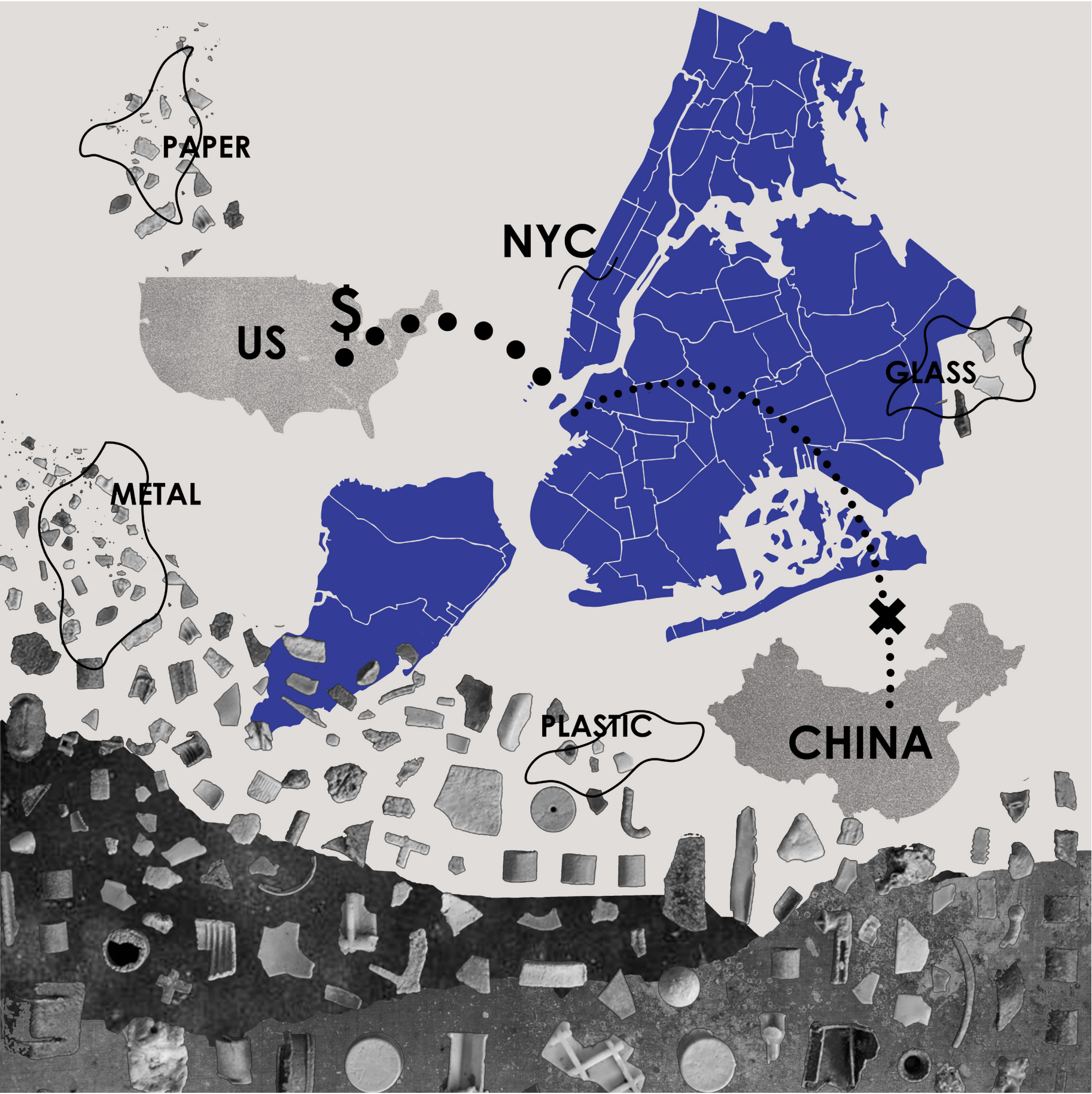
PAIGE HASKETT

New York City is the epicenter of both trash and fashion, yet the industries of New York Fashion Week + the Garment District and Marine Transfer Stations + Material Recovery Facilities rarely overlap. Connecting these two markets creates an opportunity for the products of one to be upcycled for the use of the other, closing the material gap within the city. Using the recycling and fashion industries within Sunset Park as a case study, this project looks reuse commonly recycled plastic within the home in the production of synthetic textiles for local fashion designers, where the material ultimately returns to the local domestic space in which it came from.



NYC RECYCLING PATTERNS

New York produces 33 million tons of garbage per year, of which 663,600 tons are recovered for recycling, with most going to Sims Municipal Recycling. While previously sold to China, recent bans altered the flow of material as it is now sold throughout the United States.



PROGRAM : WASTE MEETS FASHION

The industries of recycling and fashion co-exist independently within New York City. As recycling collects in transfer stations and recovery facilities in the periphery, fashions collects within the centrally located Garment District. Yet, an overlap is beginning to emerge in Brooklyn’s Sunset Park.



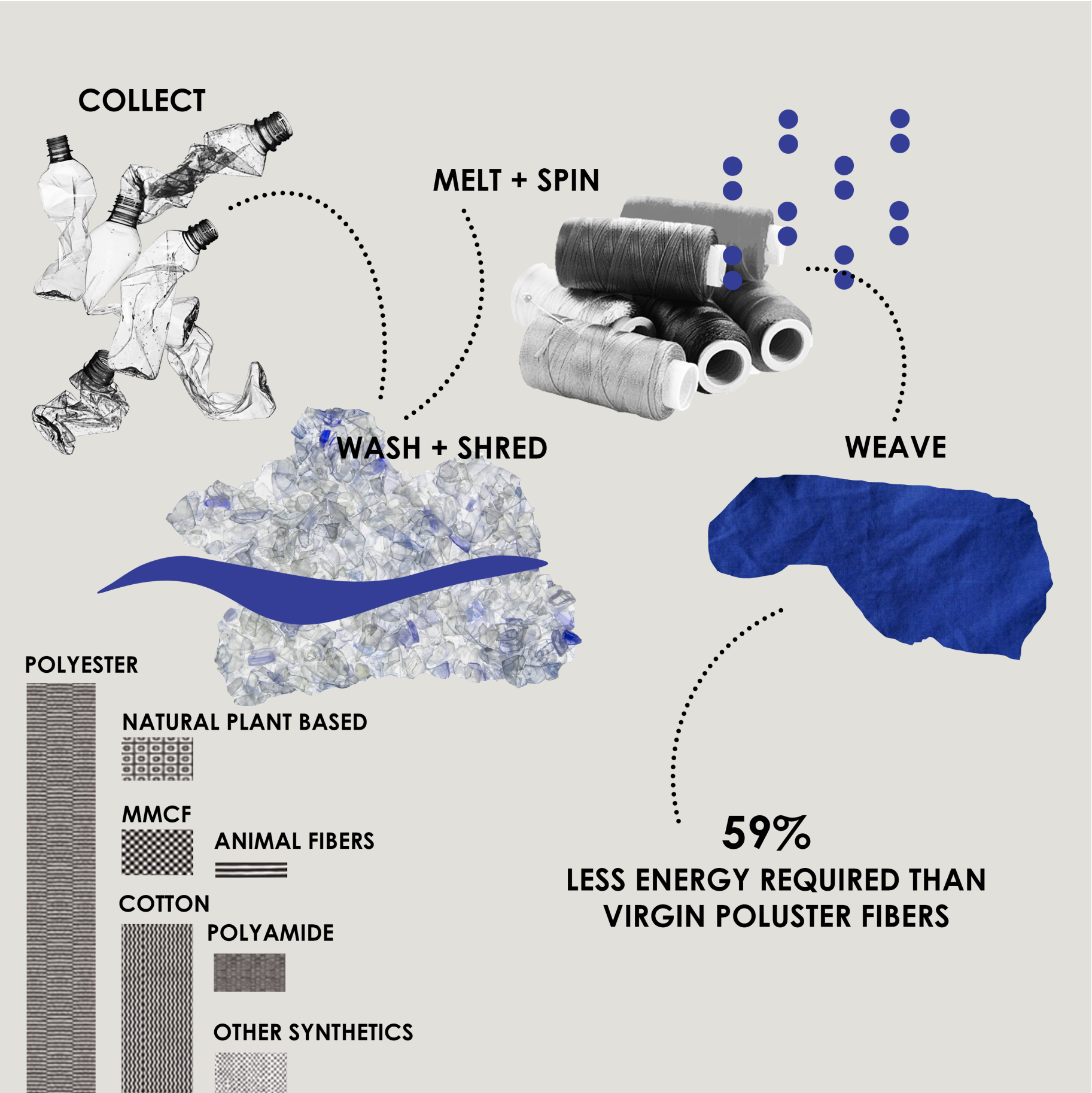
SUNSET PARK

This district epitomizes the phenomenon of the adjacent programs of fashion and recycling within the city: while close in location, the two remain distinct. Here, as they occupy the same neighborhood, this site yields the opportunity for the two industries to intermingle.



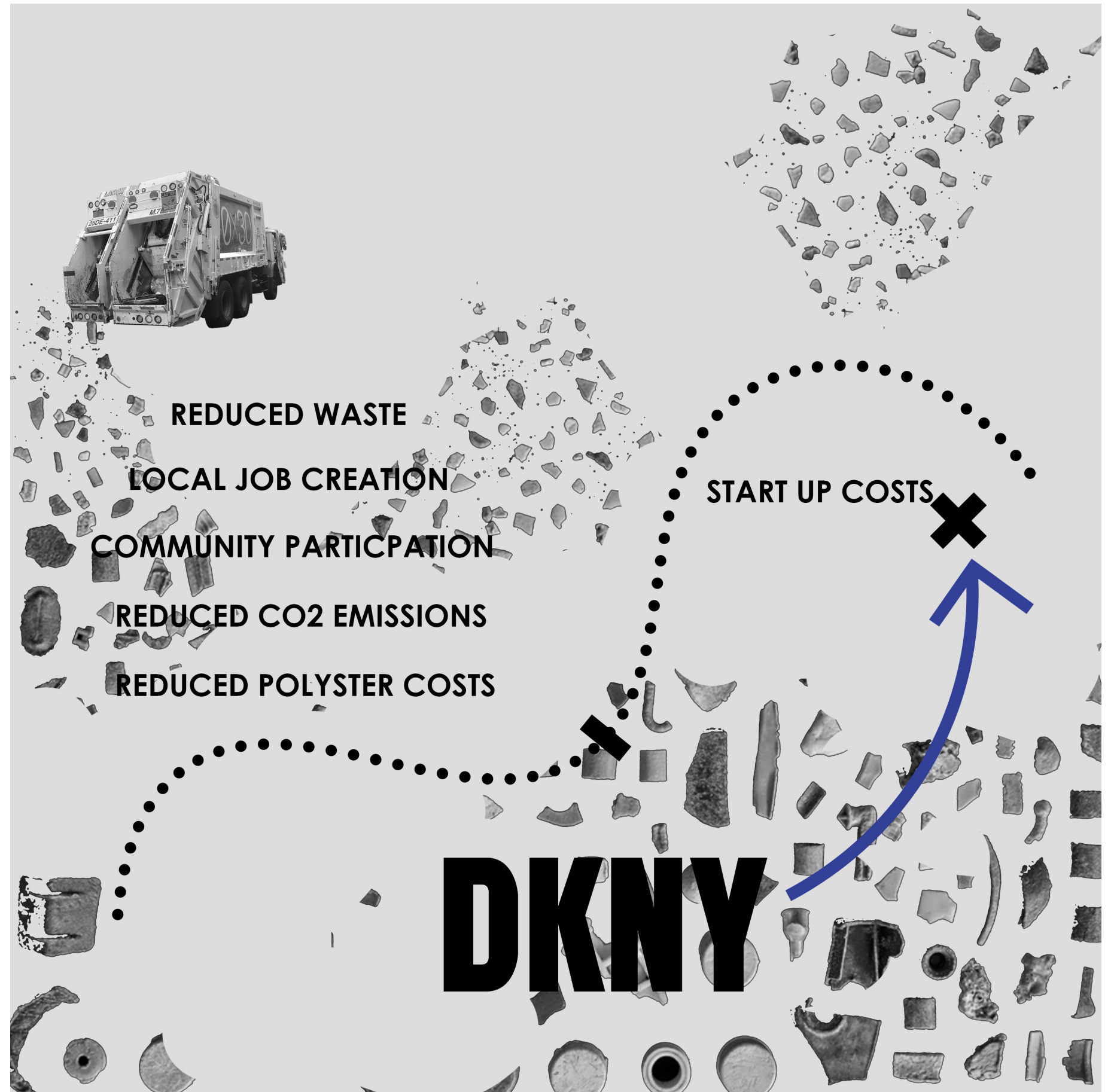
PLASTIC TO POLYESTER

The convergence of these industries creates an ideal site for the transformation of plastic bottles into recycled polyester fabrics. Polyester’s role as the most commonly used fabric world-wide coupled with this process’s 59% reduction in energy usage over traditional polyester fabrication creates a sustainable alternative for NYC’s waste.



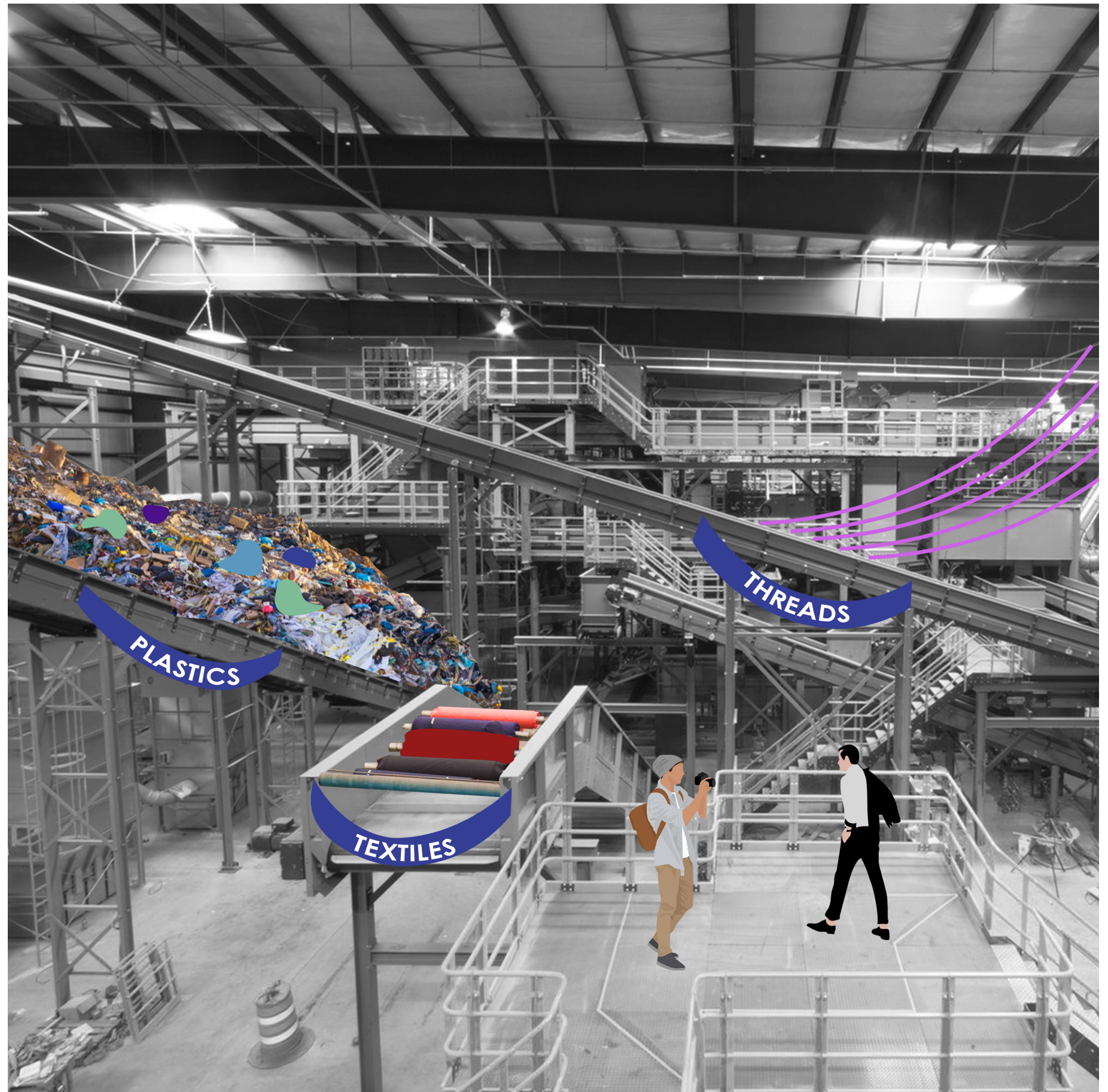
POTENTIAL PARTNERSHIPS

Despite the economic and environmental benefits of recycling plastic into polyester, the current costs of this process challenge the adoption of this process for the city. Therefore, partnering with a famous yet local fashion brand, such as DKNY, would provide the initial funding for this program.



RECYCLING PLANT RE-IMAGINED

With support from DKNY, the Sunset Park site has the opportunity to transform into a new recycling and design center. First, the Sunset Park Materials Recycling Facility can be adapted to house the polyester recycling facility.



RECYCLED CO-OP

Second, the recycled plastic textiles make their way within the surround city blocks of Bush Terminal, Industry City, and Brooklyn Army Terminal as they are used by local designers in the production of fashions next trends. These small entities become part of the larger co-op led by DKNY.



PUBLICITY + PARTICIPATION + PROGRESS

Finally, the publicity allotted through this partnership aids in the long-term success of this initiative. As word of this collaboration gains press through events like New York Fashion week, the city will see increased community participation. The benefit of this is twofold: 1) increased incentives to recycle, bringing New York closer to its Zero Waste initiative, and 2) a reduction of material recycling costs through increased demand of the recycled product.

