

Spain

Topic:
Creative Skills

Achievement:
Sustainable Practices Learning Together Local Sector Cooperation

Sector:
Design & Fashion

Denim Remix – Rethinking Fashion in Barcelona

Denim Remix is an interdisciplinary Learning Lab, introducing 13-year-olds to sustainable fashion through creativity, critical thinking, and hands-on exploration to investigate the issue of textile waste. At the core of the learning experience is the creation of a small accessory from post-consumed jeans, which becomes a tool for exploring the entire textile production chain—from waste to reinvention. This program invites young minds to rethink fashion and materials through upcycling.

Challenge

Young students often lack awareness of fashion's environmental footprint and see sewing as either outdated or gendered. The Denim Remix Learning Lab aimed to challenge these assumptions by introducing 13-year-olds in Barcelona to the global issue of textile waste and fast fashion, while also encouraging creative thinking, collaborative learning, and critical reflection on branding, ownership, and sustainability, all within a hands-on, school-based setting.

Solution

Through six structured sessions, the Learning Lab guided students from concept to creation of accessories made from upcycled denim. Combining traditional sewing with digital fabrication at Barcelona's FabLab, and embedding storytelling, teamwork, and branding, the project helped students understand fashion's full lifecycle. Facilitators used role-play, real-world examples, and creative freedom to foster engagement, bridging abstract issues like fast fashion and greenwashing with tangible, student-made outcomes.

Impact

The Denim Remix Learning Lab left a lasting impact on both students and teachers. Students not only gained new creative and technical skills, but also developed critical awareness of sustainability and fashion ethics. Teachers reported increased student motivation and knowledge retention, while organisers noted the programme's replicability and potential for broader application. What began as a denim workshop evolved into a transformative experience in sustainable thinking and creative ownership.

Milestones & Learnings

Hands-on creation of upcycled denim accessories helped students connect with sustainability on a personal level.
Reinforcement of key terms like upcycling, fast fashion, and greenwashing helped students internalize complex concepts over time.
AI usage in logo design sparked spontaneous ethical discussions about creativity and authorship.
Visit to FabLab allowed students to combine analog sewing skills with digital tools.
Showcase event at school celebrated student work and strengthened school-community ties.

Key Takeaways

- Upcycling as a learning tool by working with denim waste, students explored the full lifecycle of a product.
- Collaboration and creativity go hand in hand, especially working in small teams encouraged shared responsibility.
- Blending tradition techniques like sewing with digital fabrication enhances students' engagement, making the learning process dynamic and relevant.
- Through storytelling, repetition, and real-world examples, students began to understand complex issues like fast fashion, greenwashing, and creative ownership.

Learn more about Back to Eco on the official website.