

Design & Fashion Spotlight Featured Stories

Looplook - Imagining Sustainable Fashion Through A Platform

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Looplook is shaping how the world can connect with fashion in a more sustainable way

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When a hem comes loose or a button falls off, it's all too easy to discard the garment entirely. But a piece of clothing is never just “fabric”, even though it’s so refreshing to renew one’s wardrobe now and then. Skilled mending restores life to well-loved pieces, it is an act of caring about all that has been invisibly invested in a cloth. Repairs preserve style and memories in garments, supporting a more sustainable approach to fashion. They build an appreciation for quality and craftsmanship over quantity, a new, much-needed way to connect with fashion

This was the idea behind the “right to repair”, an event in Berlin Fashion Week when designer Natascha von Hirschhausen opened the event discussing how repairs can further refine the quality of a high-quality garment. Later, that same evening, Keiko Oboshi offered a special sashiko workshop, a traditional decorative embroidery technique from Japan that allows worn garments to be elegantly and efficiently preserved and passed down through generations.

The event was organized by Natascha von Hirschhausen and LoopLook an online platform that strives to re-establish a culture of sustainability in fashion. Founded in 2021 by Alessandra-Isabel Hager, Daniel Hagen, and Stefanie Barz, the platform is an online marketplace for textile reuse services that connects users directly with textile workshops in Berlin.

The mission of the project aims to take on the fast fashion industry’s negative impact on the planet. It “challenges us to avoid exploitation and pollution along the supply chain” writes the description of the platform. They aim to add value to society by promoting the visibility, culture and knowledge of creative professionals and crafts, encouraging users to “change their consumption patterns and reduce their environmental footprint”.

The website features simple tools that specifically show users essential ways to (re)design, (re)use, repair and recycle their clothing, embracing customized fashion through alteration and manufacturing services nearby. Users can explore and book services ranging from repair and alteration to upcycling, aiming to revive their wardrobe.

Photos by Cherie Birkner