

KEYNOTE



TECHNICAL  
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LECTURES

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Food  
for  
Brain

ONE HOUR LECTURE...

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ONE HOT TOPIC...

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Lecture #5<sup>th</sup> 2024



13:00 CET



## FAST FASHION AND CIRCULAR ECONOMY

The business model of "Fast Fashion" can provide the population with affordable clothing and secure numerous jobs. At the same time, textiles can be recycled in accordance with the principles of a circular economy. This not only conserves natural resources but also creates jobs. However, "Fast Fashion" fuels the demand for resources, which cannot be met by secondary raw materials even with a massive increase in textile recycling rates. Therefore, to reduce the negative environmental impact of the textile industry, it is essential to implement measures to decrease consumption in addition to recycling. More durable textiles or the repair of clothing must gain significantly more importance. However, these steps are not in line with the "Fast Fashion" business model. Therefore, the slogan should be "fast fashion is out of fashion".



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*Dr. Andreas Bartl is a senior scientist at TU Vienna at the Institute of Chemical, Environmental and Bioscience Engineering. In 2012 he received the Conferment of the right to lecture ("venia docendi") and the academic title "Privatdozent". He completed his education as a technical chemist at the TU Wien. After completing his doctorate, he worked for several years in industry in the areas of research & development and production. Since 2002 he is engaged in recycling fibers derived from end-of-life products such as apparel or tires. Currently Andreas is involved in national and H2020 research projects aiming to move the textile industry toward a circular economy. The main focus of the research lies in the area of enzymatic hydrolysis of cellulosic fibers in particular for an upscaling and the removal of elastane from textile blends.*