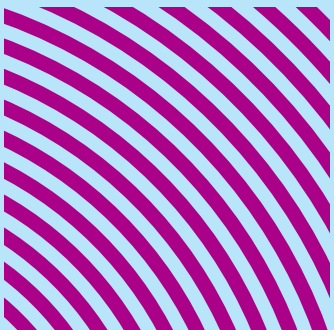
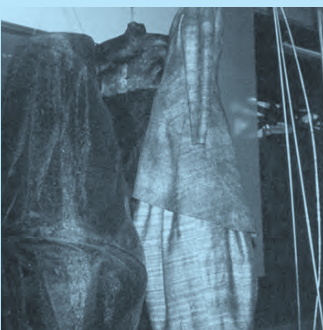


Pammi Sinha



# Sustainable Textiles

## Biography

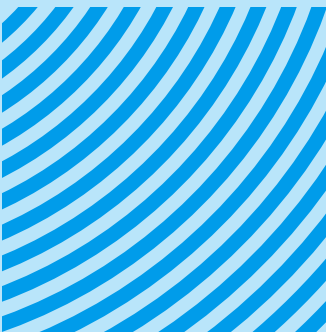
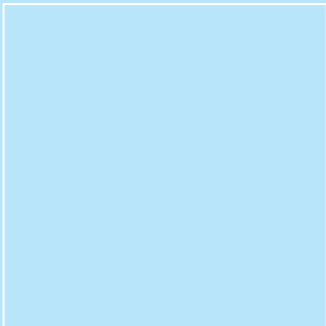
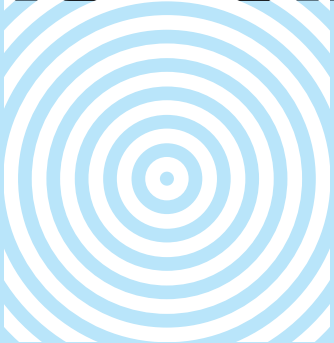
Dr Pammi Sinha is Principal Lecturer and Subject Leader of Textiles at the University of Huddersfield. Pammi graduated as a fashion designer from the University of Central England (Birmingham) with a BA(Hons) and MA in Fashion and Textiles (major in Fashion). Her MA research sprang from a desire to understand the relationship between fabric structures and handle quality, and the resulting shape of clothing; her interest was in creating 'harmony between fabric and form'. This led to collaborative work with a fellow MA student with similar interests in natural and organic colours and textures. Within the design process, there was mutual decision making on colours, textures, weights of fabrics and proportions between them – the range of fabrics included Indian hand woven cottons and silks, mass manufactured silks, muslins and organdies. A further collaboration took place in 2003 for *Making Sense* an exhibition by Independent Textile Makers at Shire Hall Gallery, Stafford.

The work in the MA developed an interest in the process of design, form and fabric, and in particular creativity, and how to maintain or leverage it within a commercial environment. The opportunity to undertake a PhD studentship to examine these issues more specifically was taken up at the University of Salford. The PhD, which explored the fashion design process across market levels in the UK women's wear sector, was completed in 2000 whereupon Pammi joined UMIST (now the University of Manchester) to become Programme Director for the BSc(Hons) Fashion and Textile Retailing. She left the University of Manchester in April 2010 to take up her current post at the University of Huddersfield.

A Fellow of the Higher Education Academy, Pammi has taught: the structure of the fashion industry, design and innovation management, team working, fashion illustration and pattern cutting software (Lectra ®), trend forecasting and fashion design. Her teaching has been at undergraduate to PhD level and

conducted internationally due to regular design and innovation management lecturing for European Master's programme in Textile Engineering under the auspices of the Association of Universities for Textiles in Europe (AUTEX): Tampere University of Technology, Finland, Gent University, Belgium, Heriot Watt University, Scotland, Università a Biella, Italy, Pereis Technical Institute, Greece, and Universitat Politecnica de Catalunya, Spain.

Pammi has been an external examiner and advisor for various institutes at BA, MA and PhD levels. She has advised and been a consultant for fashion and textiles design issues and training for the Creative Industries Development Services/Manchester City Council, Tanzania Gatsby Trust (part of Sainsbury's Charitable Foundation) and DEFRA (in the Clothing Roadmap). Pammi is a member of the steering committee of the UK and Ireland Chapter of an international research network, PDMA (Product Development & Management Association),



the reduce/recycle working party in WRAP, the sustainable textiles SIG of the Textiles Institute and in the Technical Textiles group of Skillset.

#### Current Research

Pammi's main research interest is in sustainability from an environmental, economic and social development perspective, particularly how design can contribute to these issues within developing economies. Her research, to date, has centred on processes within the fashion design area, from the designer's creative process and concept development to placing it within team working situations and the supply chain. As principal investigator for an AHRC funded Creativity Workshop for *Understanding the Role of Creativity in Collaborative New Product Development*, Pammi examined creativity in fashion from a range of perspectives: psychology, product development, team working and fashion process. Speakers from industry and leading academics were invited to present their insights into how the various

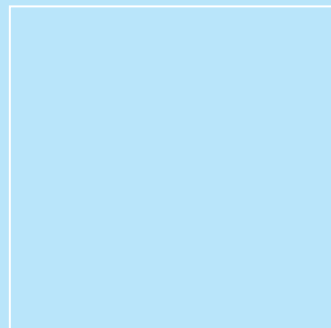
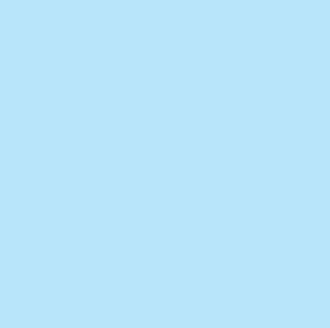
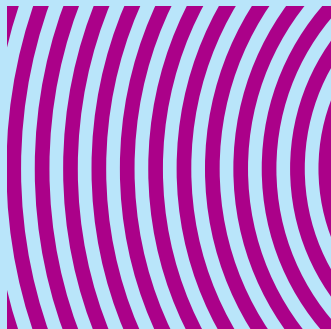
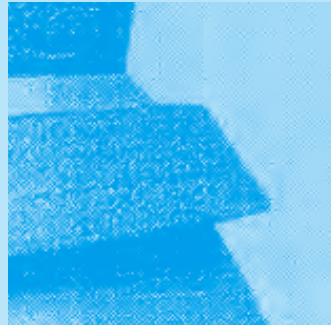
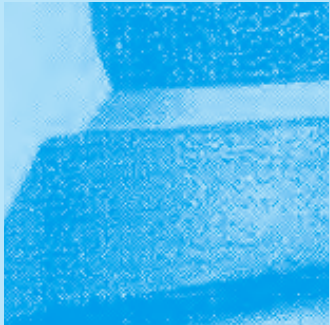
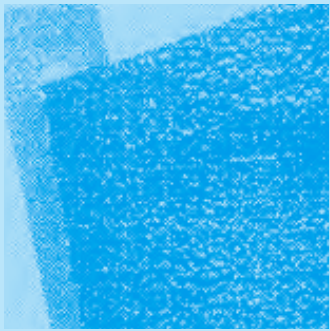
industries coped with the competitive pressures on their skills and knowledge.

This interest in creativity encompassed hand crafted skills and the social, economic and supply chain implications for developing economies. Pammi took part in a major international research and consultancy project for the Tanzania Gatsby Trust (part of Sainsbury's Charitable Foundation) and the Government of United Republic of Tanzania who were examining the redevelopment of the textiles industry. Tasked with examining the *Design and Marketing Capabilities in the Tanzanian Textiles Industry*, the research involved travel to Tanzania in May 2007, September 2007 and January 2008, a result of which was the establishment of the first formal pre-university qualification for fashion and textiles within the Vocational and Educational Training Authority at Dar es Salaam. This foundation level course is now running there, and work is continuing to establish the first undergraduate degree in textile and fashion

design at the University of Dar es Salaam.

Through the work in Tanzania, Pammi observed the second hand clothing market stalls: how they were arranged and attended; the dilemmas regarding the proliferation of second hand market businesses; and the struggle for existence of the local fashion and textiles producers. Her consultancy for Oakdene Hollins (examining end of life management of corporate wear as part of the DEFRA funded Clothing RoadMap project) investigated how textiles waste is sorted and becomes part of the second hand clothes supply chain, and issues around eco-labelling for end of life management of corporate wear. This interest in textiles waste management and its global nature is the basis of her current three year project funded by the University of Huddersfield's strategic University Research Fund (URF), commencing April 2011.

Entitled *The End of Life Management of Textiles*, the



URF project shares some of the areas of interest with CRICP research units Sustainability and Ecology in Creative Practices; partners are the School of Applied Sciences – chemistry and logistics, and the University of Manchester (textiles). The project aims to support the environmental benefits of the textile recycling systems within the developed economies by identifying and outlining environmentally sustainable, socially equitable and economically competitive mechanisms for end of life management of textiles for areas of the world less able or unable to cope with the rise in waste textiles. As a body of knowledge and contacts have been established in Tanzania (a major importer of UK second hand clothing), some of the research will be carried out there. Additionally, it has been reported that, apart from landfill, there are very few disposal practices in Tanzania for end of life management of textiles; with the global increased consumption of fashion, the amount of textiles reaching landfills is also rising,

increasing greenhouse gas emissions. The project is working with Sage Automotive Interiors to see if post-consumer textile waste can be used to make automotive textiles parts, such as car headliners. The project will have three areas of activity: (i) textiles waste management in developing economies, (ii) devising a process to develop automotive interiors using post-consumer textiles, (iii) life cycle analysis of green textiles design and manufacture.

The project hopes to develop recommendations for the UK textile recycling industry with regards to supporting their efforts in reducing environmental impact through better design, collection and sorting processes, or opportunities to reuse or recycle within destination second hand clothing markets such as Tanzania. Although the project is predominantly about automotive textiles, there will be an investigation of how to apply this in the garment and fashion industries.

The second hand clothing research continues through supervision of a PhD project supported in part by Tesco and Dorothy Hodgkins Postgraduate Award through the Sustainable Consumption Institute of the University of Manchester. The study examines the feasibility of developing supply chains from the UK that could incorporate the Tanzanian craft sector with remanufactured fashion as a mechanism to gain entry into a global market. Linked to this is an interest in survival and competitive strategies that fashion and textile companies in developing and newly industrialised economies employ, PhD projects are currently examining Taiwanese and Kenyan scenarios.