DESIGNING A SIZE-ADJUSTABLE PREGNANCY CLOTHES FOR SUSTAINABLE FASHION,RESULTING IN LESS MATERIAL THROUGHPUT AND ENVIRONMENTAL IMPACT, CASESTUDY: PREGNANT WOMEN BETWEEN 25 AND 40 YEARS OLD IN DISTRICT 22 OF TEHRAN

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Abstract -
Objective: This paper focuses on designing size-adjustable pregnancy clothes for sustainable fashion, focusing on pregnant women between 25 and 40 years old in District 22 of Tehran. That is to say, the main objective is to create a clothing option that meets the unique requirements of pregnant women in this age range while simultaneously minimizing material throughput and the environmental effect of garment manufacture.
Methodology: In order to gain deeper insights into the preferences and requirements for maternity apparel within the specific target demographic and geographical region, a comprehensive case study is conducted. The design methodology employed to create a versatile and environmentally sustainable pregnancy clothing solution entails an investigation into factors such as size adaptability, comfort, and stylistic elements. Additionally, a life cycle assessment (LCA) is executed to compare the proposed design with conventional non-adjustable alternatives and evaluate their respective environmental impacts. In furtherance of our research objectives, we devised a comprehensive Maternity Apparel Preferences Questionnaire comprising the following distinct sections: Demographic Information, Apparel Preferences and Needs, Design Approach and Sustainability, Life Cycle Assessment (LCA), and General Feedback. Based on the findings derived from the questionnaire, a pioneering concept for size-adjustable maternity apparel is put forth. The proposed design aims to address the identified preferences and needs of pregnant women, as highlighted in the survey responses.
Results: Based on the study findings, it is evident that size-adjustable maternity clothing offers several advantages for pregnant women and the environment alike. The adaptable design of such clothing facilitates accommodation for pregnancy-induced changes in body size, obviating the necessity for multiple outfits and leading to material conservation. Moreover, the proposed design exhibits promising potential in promoting sustainable fashion practices, as evidenced by the significant reduction in environmental impact observed through the life cycle assessment. This research's implications are particularly relevant for various stakeholders, including fashion designers, producers, policymakers, and consumers seeking to support ethical consumption and production within the fashion industry. The insights gleaned from this study hold value for enhancing the overall apparel experience of pregnant women in Tehran's District 22. The widespread adoption of size-adjustable pregnancy gear by the fashion industry can contribute to resolving pertinent environmental concerns while simultaneously catering to the unique needs of expectant mothers.

Keywords - Size-adjustable maternity clothing, Maternity apparel, Adaptable design, Sustainable fashion,Life cycle assessment (LCA), Apparel experience