



Algorithmic couture | Photo source [Synflux](#)

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RESEARCH COLLECTIVE USES 3D-SCANNING TO REDUCE FABRIC WASTE

● FASHION & BEAUTY

Key figures in fashion and technology come together to create better fitting and more sustainable clothes

Spotted: Research collective [Synflux](#) has come up with a way to reduce fabric waste by creating clothes that fit a person's body perfectly. The Algorithmic Couture project uses 3D-scanning to determine the measurements and then runs machine-learning algorithms to find the optimum design pattern, bringing fabric waste to zero.

Synflux is a collaboration between fashion designer [Kazuya Kawasaki](#), design engineer Kye Shimizu, designer [Kotaro Sano](#) and machine learning engineer Yusuke Fujihira. The team claims that current fashion design practices waste 15 percent of the fabric used while providing customers with poorly-fitting clothing.

"I have used code to eliminate waste and make fashion sustainable," Shimizu told [Twyg](#).

The project also keeps the consumer in mind regarding customisation, allowing clients to choose the shape, fabric and colour of their garments. Synflux is now working with fashion brands to develop the technology.

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Email: hello@synflux.io

Website: www.synflux.io

Contact: hello@synflux.io

Takeaway:

With the environmental consequences of fast fashion becoming clearer to more consumers, the desire for sustainable apparel appears to be growing. Global search platform Lyst released a report last month that showed a 66 percent increase in searches for sustainable fashion and related terms since last year. Springwise has spotted several recent attempts at making apparel more sustainable, from self-washing underwear to shoe soles made from plant-based material. By aiming to fundamentally alter the fashion industry's sizing system, there is potential for Synflux to eventually have a broader disruptive impact. Synflux may also prove that it is possible to meet consumer needs by maintaining a focus on customisation while still providing sustainability.