

## **Designing consumer acceptance: biobased and recycled materials in textile/fashion design**

Supervisors: Prof. Kirsi Niinimäki and Prof. Luana Dessbesell

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We are now looking for a **Doctoral Researcher in studying consumer acceptance of biobased and recycled materials.**

*Are you a passionate developer or thinker how to make the world a better place of how to change the fashion industry towards sustainability?*

We are looking for a doctoral researcher to work on designing consumer acceptance with biobased and recycled materials in textile/fashion design at Aalto University's Department of Design and Department of Bioproducts and Biosystems. In this position you will have a chance to make an impact by studying consumer acceptance with biobased and recycled materials and how these consumer insights could be taken account in the material or garment design phase. Join us in shaping the future!

There is an emergent need to find alternative material options for cotton and polyester fibres which are the current dominant fibres used in the textile and fashion industry. Biobased materials can provide a better option for home textiles and garments, but currently consumers have concerns towards these fibres. Especially the recycled fibres raise consumers' concerns about the hygiene and quality issues with the products made with these fibres. Furthermore, there is lack of the consumer centered information about how the aesthetics or technical dimensions with these new fibres are accepted or rejected by the consumers (*e.g.*, touch, hand/feeling, color, heat-resistant, maintenance attributes, durability, ageing). There also lacks knowledge how to design textiles and garments so that they are easiest to recycle at the end of their lifecycle and how biobased materials, colors, haberdashery or finishing techniques could help the recyclability of the product.

This research will open the new knowledge how to design with biobased and recycled materials and how to reach consumer acceptance with these solutions.

In this position, you have a change to contribute to the already cutting-edge sustainable fashion research at Aalto University towards wide and impactful global presence. You also have an opportunity to collaborate with companies.

### **Scientific environment**

In this position you will be co-supervised by Prof. Kirsi Niinimäki and Prof. Luana Dessbesell.

Department of Design at Aalto University, School of Arts, Design and Architecture (ARTS) is among the world's leading units in sustainable fashion and textile research. The related research is pursued in Fashion/Textile FUTURES (Prof. Niinimäki) research team. In this group several research projects are ongoing, which link to the transition and transformation towards sustainability in the textile and fashion field. In Fashion/Textile FUTURES -group research focuses on design, industry, business and/or consumers' viewpoints and active industry collaboration is ongoing.

The Department of Bioproducts and Biosystems (BIO2) at Aalto University's School of Chemical Engineering (CHEM) is an internationally recognized unit focused on nature-derived products through green chemistry or biotechnological methods. At BIO2 department, Prof. Luana Dessbesell works on bridging the gap between academia and industry. Her research group Sustainable Bioproducts

Innovation is a multidisciplinary group of people who seek to support the development and commercialization of new forest-based innovations.

*In the first weeks, you will be assigned your own onboarding buddy who will help you get started with your work and studies at Aalto.*

**Your role and goals in Designing consumer acceptance:**

- You will do doctoral studies which will build your academic research skills in this area.
- You will pursue research around biobased and recycled materials in textile/fashion especially from the consumer viewpoint and in collaboration with companies.
- You will be organizing and facilitating workshops, do interviews, and survey to collect data needed for this research.
- You will analyze the collected data and publish results in academic journals.
- Your role also includes advising master's students as well as participation in teaching in your areas of expertise.

In all, your exciting goal is to enhance your research skills, do academic research, publish in academic journals, and present in conferences and follow the timetable for graduation.

**Your experience and ambitions**

- A keen interest to work with consumer behavior research, collaborate with companies, facilitate, and document workshops, and analyze your results.
- High motivation for academic writing and publishing the results in research journals.
- Excellent student track records.
- Motivated to follow and stick the deadlines.

**An applicant must have completed by 31 July 2024 or preferably earlier (to start employment on 1 August 2024) or by 31 December 2024 or preferably earlier (to start employment on 1 January 2025)**

- a master's degree awarded by a university, or
- a study programme that in the awarding country gives eligibility for doctoral level studies

in textile and/or fashion design, consumer research, or a closely related field. A good command of English is required, Finnish language is not.