

Transcription of Enterprising Australians video Charne Esterhuizen – MAAK Clothing

The video for this transcript can be found on the Questacon YouTube channel at:

<https://www.youtube.com/watch?v=W7AEE95-9Q>

Transcription from video:

Karina: Imagine having clothing designed just for you that produces so little waste that we're able to change what the entire fashion industry looks like.

That's the vision of Charne from MAAK Clothing, and she's here with me today.

How did you get involved in 3D printing?

Charne: It was actually quite funny 'cause I went there to a seminar and they had 3D printing things there. I instantly saw, you know, the potential of what it would have here in the fashion industry. And from there we kind of just progressed, and for me to actually start making my own jewellery pieces and you know, handbags and accessories and even a 3D dress.

This dress, the dress that everyone knows me by, it took me six months to get the design right, and then from there it took me two weeks to print.

And then I obviously had to make it as well by hand, because I wanted to reduce the waste.

From there, it went to Vancouver fashion week.

Actually, the waste that was left I made into a handbag. It just shows you what you can create, even with the waste, that you can recycle it and use it for something else.

Fashion is the second biggest waste industry in the world. So, that being said, we have fast fashion coming from offshore manufacturers and because trends are now weekly, it's not monthly or seasoned, you know, anymore, so you only wear that object once and then discard of it and it goes straight to landfill.

So, yeah, it's quite a polluted industry and I want to change that for the better.

At the moment what I'm looking into researching is bio-printing in plant cells.

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It's not a physical object yet, but I did speak to the Wollongong University, we've started to talk about it, you know, using cells to grow a fabric and then from there using 3D scanning to actually have the correct size for the consumer.

Can you imagine just scanning your body, any part of your body, and then from there putting it on the computer and then having your own 3D printer at home, 3D printing your own object in home and it'll be ready within a couple of hours and that's kind of what I'm working towards in the future using bio-printing technology.

Karina: What has it been like being a fashion designer in this kind of tech industry?

Charne: It's quite confronting, you know, fashion designers aren't really known to be technical-minded. You know, kind of people within 3D printing or whatever.

So I actually went into another seminar where there was a lot of doctors and stuff around, and they were talking about the benefits of 3D printing within the medical industry but I saw it as in a different aspect into fashion having 3D printing body scanning available to us you know, getting the perfect measurement and from there 3D printing it and then mass producing that through 3D body scanning.

Karina: If someone, much like you, came in and had a big idea what would be your advice to them?

Charne: I would encourage them to do it, it doesn't matter what anyone says. I actually had a lot of people telling me that I can't use 3D printing within fashion, had people telling me it's not going to work because this technology is still growing of course, this technology is for any industry.

You know, if you want to be creative, if you want to be technical-minded, if you want to be medicine, whatever industry you're into, you can definitely use 3D printing to your advantage.

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