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# Style ReFramed

**P**eople all around the world live and breathe fashion. Without it, what would we look like? Who would we be? Some people don't think about the clothes they put on every day, where they came from, or what their origin story is. However, fashion has been a focal point in history since the beginning of human civilization.

Through symbolism and status, different materials, colors, and silhouettes have defined a person's role for centuries. Today, all of that has changed. Almost anyone in the world can go online and order a piece of clothing that resembles even the highest-quality garments for a fraction of the price. Style Reframed aims to reinvent classic motifs and characteristic patterns in a new way. By recognizing historically coded forms, we reframe how different styles can be made into something new and trendy without waste.

Fashion designer Brooke Kreikamp walked us through her design experience when discussing the garments used in our shoot. Designing women's wear with a focus on evening and ready-to-wear, she uses her knowledge passed down from her grandmother and the skills she gained working in a tailor shop back home in Pennsylvania to craft her pieces.

**ReMode**





Drawing inspiration from brands such as Christian Siriano for his tailoring and unconventional fabric use, as well as Zimmermann for their bohemian design and detailed work, she aims to delve deeper into evening and occasion wear.

Outside of her work at the Savannah College of Art and Design, Kreikamp co-designed a bikini collection that sold out several times in 2024. She continues to be collaborative, as evidenced by her work on designing her senior collection, which involved collaboration with students from the fibers and graphic design programs. By evoking emotion through design, Kreikamp's collection aims to center a feeling of calm and encourages people to be present.

While creatively developing the idea for Style Reframed, the goal was to reinvent silhouettes that could be worn for multiple purposes, rather than siloing them. Everyone has something in their closet that they haven't worn yet because they don't have an event for it or a clear purpose—in fact, the average adult has about 31 items of clothing that haven't been worn for at least a year, [WRAP](#). This practice can be wasteful, and some people end up throwing beautiful pieces away or donating them.



With 64% of the 32 billion garments produced each year ending up in landfills, E D G E, the fashion industry faces a severe waste crisis. Perhaps a dress shirt doesn't match a person's more casual style, but that doesn't mean it can't be reinterpreted to appear more casual. It is all about the way the wearer thinks. If you love something, you don't have to let it go!







Along with this idea of giving garments a new purpose, the styling also includes accessible accessories. Similar pieces can likely be found in most women's closets or jewelry boxes. From bangles to hoop earrings, scarves, and tights, one can easily reinvent any of these looks. As for sourcing garments, a lot of these silhouettes can be found in vintage stores. Although the editorial shoot is made to look high fashion, the creation and styling are aimed to be accessible. People should be inspired to go into their existing closet or a nearby local second-hand retailer to visualize their own recreations.



In discussion with Kreikamp, she mentions that originality is at the forefront of her process. When discussing trends, she says, "everyone can make something different. If it is going to reach the person who likes it, that is all that matters. If you have people that are wanting that instead of catering to a very quick and fast fashion way - how many people can I get this to? Can I get to a million, or can I get it to fifteen people that actually do [like it] and are going to wear this a lot?"



In today's economy, design has been affected on new levels. With tariffs in place, even shipping has become an enormous factor. Getting materials to make a garment takes weeks to months of planning before eventually placing an order. In consideration of brands and designers striving to be more sustainable, it can be challenging to discern the rationale behind their work. This supports Style Reframed's purpose even further. With more people affected by the economy and the cost of goods, they are relying on reusing what they have, which ultimately reduces waste. Research shows that extending the average life of clothes by just three months would lead to a 5-10% reduction in each item's environmental footprint, [Economics Observatory](#). There are many things that most people have forgotten about, which, once discovered, can contribute to this recreation and styling.

This clear message of 'reuse, reduce, recycle' is even being reframed in our closets. More people than ever before have started upcycling their existing clothes, as they strive to be more environmentally conscious and save money. Studies show that upcycling can reduce carbon emissions by 4-25% compared to purchasing new items, RE.STATEMENT. Gen Z has been the most impactful when it comes to second-hand shopping. An impressive 83% of Gen Z consumers have either purchased or expressed interest in secondhand apparel, and 34% consistently shop at thrift stores, according to Capital One Shopping. Thrifting has gained popularity among younger audiences over the past five years due to its environmental benefits and impact. According to industry reports, Gen Z and millennial consumers will account for almost two-thirds of spending on secondhand products. Additionally, 41% of Gen Z consumers expect to increase their thrift spending over the next three years, according to Switchback.



You can learn a lot about a person by looking in their closet. What their style is. Even parts of someone's lifestyle can be reflected in the clothes hanging on a rack. Everyone can make use of the clothes they own. By reframing something you may not know how to wear into something you can wear all the time, we can reduce waste and make the most of our clothes and money. Currently, only 14.7% of textiles are recycled, with 11.3 million tons ending up in U.S. landfills annually, according to the US EPA—a statistic that demonstrates the significant potential for positive change through conscious styling and reuse.