

Fashioning ways to reduce, reuse and recycle

By [Luqman Hakim](#) - October 31, 2023 @ 11:13am



Third-place winner Siti Nabilah Roslide (second from left), winner Mohamad Hilmi Idris (fourth from left) and second-place winner Attiya Balqist Asha'ari (sixth from left) with their creations at The Waste is Amazing 2023 fashion design competition recently.

THE Waste is Amazing 2023 fashion design competition by Alam Flora Sdn Bhd marked 10 years of championing sustainability and promoting the importance of waste reduction, reuse and recycling.

Alam Flora Sdn Bhd chief executive officer Datuk Mohd Zain Hassan said this programme aimed to cultivate recycling awareness among the youth, who are instrumental in shaping a more sustainable future.

"This event, a pioneering initiative aimed at promoting sustainability and environmental consciousness, has become an essential part of our journey towards a more responsible and sustainable future.

"The Waste is Amazing 2023 has been recognised for its innovative approach to sustainability, particularly through fashion design.

"This competition challenges participants to create unique fashion pieces using unconventional materials such as used clothing, newspapers, plastic bags, plastic bottle caps, reusable fabrics and aluminium can caps,"he said.

Zain was speaking at the event held at Galeri Seni Tuanku Nur Zahirah (Gesturz) at UiTM Shah Alam on Saturday.

With this year's theme "Met Gala: Romantic & Glamorous Hollywood Design," the fashion show gathered 100 designers, including students from higher education institutions.

A selection panel carefully reviewed the submissions, ultimately choosing 20 designs from these aspiring designers.

The competition offered attractive prizes to inspire and reward participants. The first-place winner, Mohamad Hilmi Idris, 26, received RM3,000, a trophy, crown, sash and a certificate of participation for his concept titled "The Reflection of Harry Styles".

Second-place winner Attiya Balqist Asha'ari received RM2,000 cash, a flower bouquet, a sash and a certificate for her design titled "The Sweet Blossom".

The third-place winner Siti Nabilah Roslide received RM1,000 cash, a flower bouquet, a sash and a certificate for "Amazing Beauty of Allium Cepa".

A cash prize of RM300 was awarded to the Best Model. This year, a new category, "The Best Social Media Content" was introduced, with a cash prize of RM300.

Zain said this year's theme aligned with Alam Flora's unwavering commitment to promote the three Rs — Reduce, Reuse and Recycle.

"Sustainability at Alam Flora extends beyond collecting recyclables. We are continually striving to enhance our waste management performance.

"This includes the use of sustainable materials, initiatives in reducing carbon dioxide emission and proactive waste prevention activities.

"Malaysia's recycle rate currently stands at 33.1 per cent, we are working towards achieving a rate of 40 per cent by 2025."

He added that the initiative was part of Malakoff Environmental Solutions' aspiration to focus on environmental management and solutions that are dedicated to serving communities and the planet.

This, he said, was also in line with the United Nations Sustainable Development Goal No. 12, which is sustainable consumption and production patterns.

Hilmi, said the competition was fierce, with numerous talented participants. He added that he joined the event to gain experience.

The UiTM Shah Alam graduate in Fashion Design said the win was a delightful surprise for him considering that it was his first time participating in such a contest.

He said the process of creating his winning fashion design was meticulous and required technical expertise.

"I spent over three weeks working on this design, which featured intricate techniques such as tie and dye.

"Each step, from pattern cutting to gathering and panel assembly, contributed to the uniqueness of this collection," he said.

Hilmi said he aimed to challenge the norm by showing that recycling wasn't limited to plastics but could extend to various materials, like fabric.

His inspiration came from the annual Met Gala held in New York and the trends in high fashion, as well as Harry Styles, who transitioned from a typical boy band star to an experimental fashion icon.

"As for the future, I look forward to more competitions and engagement with people who appreciate my work.

"This victory is a stepping stone to further success and recognition in the fashion industry," he said.

Incorporating sustainability, recycling and innovative approaches into the world of fashion, Waste Is Amazing continues to inspire and educate, showing that even unconventional materials can be transformed into extraordinary designs.

As the programme marks its 10th year, it remains a beacon of creativity, eco-consciousness, and innovation in Malaysia's fashion landscape.