Fashion clothing and textile waste contributes to millions of tonnes of landfill waste each year globally; a frightening reflection of the wastefulness created by the fashion system. As fashion designers begin to adopt sustainable strategies within their working practices, and this may often be through the use of organic or renewable materials, the quest to change the disposability of fashion remains unchallenged.

The *Wonderland* project from designer and artist, Helen Storey, with scientist Tony Ryan, textile designer Trish Belford and photographer/film maker Nick Knight, was a collaborative experiment that sought to investigate a solution for non-recyclable plastics (the project first began as an exploration of the concept of a disappearing water bottle and a water purification device.) A specially developed polymer is used to manufacture the material, which can then be dissolved in hot water. When the solution cools the gel waste can be used for the planting of seeds as the fertile gel provides an ideal growing environment.

Credit: Photography and Wonderland film by Nick Knight/SHOWstudio
Photographer: Nick Knight
Model: Alice Dellal @ Select
Make Up: Hannah Murray @ Julian Watson
Hair: Eamonn Huges @ Premier
Stylist: Jonathan Kaye @ Katy Barker

Helen Storey, *Wonderland*, 2008