



**THE WAY WE WEAR**

**LEEDS  
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**SAM HUDSON-MILES  
THE WAY WE WEAR**

# KNOWLEDGE EXCHANGE FRAMEWORK DATA COLLECTION

February 2023

The University's Research & Enterprise Service has requested information on knowledge exchange and engagement with the public and communities. Please complete the form below and return it to Professor Simon Morris ([S.DC.Morris@leedsbeckett.ac.uk](mailto:S.DC.Morris@leedsbeckett.ac.uk)) and Dr Tina Conkar ([t.conkar@leedsbeckett.ac.uk](mailto:t.conkar@leedsbeckett.ac.uk)) by **21 February 2023**.

Many thanks for your support with information gathering for this submission.

<b>Name:</b>	SAM HUDSON-MILES
<b>Job Title:</b>	COURSE DIRECTOR & INTERIM HEAD of SUBJECT: FASHION
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<b>School:</b>	The LEEDS SCHOOL of ARTS

Please use the template below to detail information on all projects you have undertaken since 1 January 2019 that involved public and community engagement. Please use one form per project.

<b>Project Title:</b>	THE WAY WE WEAR
<b>Project Date(s):</b>	MARCH 2021 – JUNE 2021
<b>URL Link to Project:</b>	
<b>Brief Description of Project (250-1000 words max.)</b>	
In the field below please give a brief outline of the project and what it entailed.	
<p>Having embarked on her PhD journey, just prior to the first lockdown of the COVID19 pandemic, Sam started to undertake her preliminary primary research via social media, launching her Instagram page @the.rerunway in April 2020. The Re Run Way disrupts fast-fashion consumer culture through choosing to buy second-hand, loving our clothes, and sharing stories of the 'perfect piece'. The page is still live and contributes to Sam's doctoral research, furthering her network with likeminded individuals, through its engagement with a broader demographic with interests / practices in the field of sustainable fashion and textiles.</p> <p>Having established her Instagram page @the.rerunway during lockdown 1.0, new connections with like-minded sustainable 'fashionistas' developed. One being with Kelly Ekardt (@kellyekardt), a fashion stylist and all-round creative, hailing from the US, and currently living in Frankfurt. Connecting on Instagram, Sam and Kelly followed up on Zoom to chat about all things sustainable fashion and decided to launch a 3-episode IGTV series, titled The Way We Wear. The episodes went live during lockdown 3.0, covering topics such as spirituality, psychology, and well-being, in the context of fashion design, styling, and 'usership' of their clothes.</p>	

<p><b>Organisations Engaged with:</b> Please list the names of any organisations engaged with, such as Schools or Community Groups.</p>	<ul style="list-style-type: none"> <li>• Sam’s professional Instagram page: @the.rerunway</li> <li>• Kelly Ekardt’s professional Instagram page: @kellyekardt</li> <li>• YouTube: <a href="https://www.kellyekardt.com/style/thewaywewearepisode1">https://www.kellyekardt.com/style/thewaywewearepisode1</a></li> <li>• Our professional IGTV channel: The Way We Wear</li> <li>• Professionals engaged in the sustainable fashion movement: education and private sector</li> <li>• My LinkedIn page: <a href="https://www.linkedin.com/in/samantha-sam-hudson-miles-07154133/details/projects/">https://www.linkedin.com/in/samantha-sam-hudson-miles-07154133/details/projects/</a></li> </ul>	<p><b>Total participants:</b> Please give an approximate figure for the number of people who engaged with your project.</p>	<p>300</p>
<p><b>Knowledge Exchange Outcomes:</b> If relevant, in brief, please describe any knowledge exchange outcomes such as new approaches to working with a community.</p>	<ul style="list-style-type: none"> <li>• Building the slow-fashion movement community through social media and other digital platforms (i.e., YouTube), in an accessible way to encourage more citizens to engage in second-hand shopping.</li> <li>• Connecting two fashion experts from an international perspective.</li> <li>• This IGTV series joins the dots between the One Planet Fashion podcast with Julia Roebuck, founder of Upcycle Fashion, and the 2021 Chariocity workshops, titled CHARIOCITY: How Can Design Education Help To Revive The Charity Shop Sector - led by Professor Rebecca Earley, Professor of Circular Design Futures at UAL (Chelsea School of Art), whereby I was invited as an expert on charity shopping as a contribution to the circular economy.</li> </ul>		
<p><b>Quotes</b> In the field below please include any relevant quotes that you would like to share which evidence the knowledge exchange and engagement your project received.</p>			
<p>Quote from Kelly Ekardt on the IGTV series:</p> <p><i>‘So I’ve started a new series with a friend of mine, Sam Hudson-Miles. Sam has ubers of experience in the fashion industry. She studied fashion design, had her own brand, then went on to get her masters at Central Saint Martin’s then went into teaching fashion and has been teaching for 20 years now. Currently, she’s working on her PHD in fashion. She’s so full of knowledge and it’s a pleasure to chat with Sam about sustainability and how us as individuals we can really make a difference in minimising our consumption.</i></p> <p><i>Sam and I connected on Instagram during lockdown 3.0, through a mutual love for fashion, and more pertinently, sustainable fashion. We met, for the first time, on Zoom and some exciting ideas have evolved.....the first of which is our IGTV series called The Way We Wear, where Sam and I will talk about all things sustainable fashion related. We’ll share stories about our own fashion experiences, along with topics around the psychology of buying and wearing fashion, including tips on styling your wardrobe and buying second-hand.</i></p>			

*So, we are very excited to share our very first IGTV The Way We Wear video with you. Sam and I have started a monthly series where we'll share stories about our own fashion experiences, along with topics around the psychology of buying and wearing fashion, including tips on styling your wardrobe and buying second-hand. This first episode we share our backgrounds, talk about what sustainability means to us and talk about our favourite vintage piece, and our favourite trainers (we are both self-confessed trainer girls!)*

*Enjoy!!!!'*

**Images**

In the field below please include any relevant images you would like to share.

