



# Fashion X AI X Sustainability

**HACKATHON 2026**

BY  
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& Lifestyle

# Project 36 —

## *Redefining the Future of Design*



Unitedworld Institute of Design (UID) recently hosted Project 36, an intensive 36-hour hackathon that challenged students to live at the intersection of Fashion, AI, and Sustainability. In collaboration with the Karnavati Innovation and Incubation Foundation (KIIF), 80 students and 15 faculty members embarked on a non-stop journey to move fashion beyond the classroom and into the realm of high-tech, eco-conscious innovation.



- **The Mission:** To integrate circular design principles into modern fashion using AI as a tool for ideation and material optimization.
- **Interdisciplinary Synergy:** Teams of 6–8 students collaborated to solve real-world design challenges under the pressure of a 36-hour countdown.
- **AI-Driven Design:** Participants explored how Artificial Intelligence can predict trends to reduce overproduction and support sustainable, data-driven decision-making.

## 36 HOURS OF "BUILD SPRINTS" & GRIT

The hackathon was structured as a high-octane marathon, kicking off at 7:30 AM and running through the night. The schedule was designed to push students' endurance and technical agility, featuring expert-led workshops and rigorous mentorship rounds. A unique "Project Freeze" and a strict "no machine sewing" rule after midnight forced teams to rely on manual craftsmanship and intuitive resourcefulness to meet their milestones.



### 01 THE "BUILD SPRINT" CYCLE

Multiple phases of intensive creation, each followed by checkpoint reviews and 40%/80% deliverable evaluations.

### 02 EXPERT MENTORSHIP

Industry professionals and faculty visited teams individually to refine track deliverables and push creative boundaries.

### 03 THE CRAFTSMANSHIP CHALLENGE

By removing machine assistance in the final hours, students developed a deeper appreciation for the "unseen craftsmanship" behind high-end fashion.



## Impact, Upcycling, & Global Goals

The outcomes of Project 36 went far beyond the runway. Students transformed unconventional materials, discarded trims, and waste into wearable art and avant-garde installations. This hands-on material exploration successfully mapped student innovations to several Global Sustainable Development Goals (SDGs), proving that the next generation of designers is ready to lead with environmental consciousness.

- **Material Intelligence:** Enhanced skills in upcycling and the reuse of overlooked elements within the fashion ecosystem.
- **Global SDG Alignment:** Projects directly addressed SDG 12 (Responsible Consumption), SDG 13 (Climate Action), and SDG 17 (Partnerships for the Goals).
- **Professional Readiness:** The hackathon served as a launchpad for rapid prototyping, time management, and professional jury presentation skills.



## Impact, Upcycling, & Global Goals

AI played a critical role in augmenting the design process by enabling rapid ideation, visualization, and concept development. Students leveraged AI tools to translate abstract sustainability concepts into tangible design directions, improving both speed and clarity of communication. It also facilitated data-informed decision-making, allowing participants to explore material alternatives and predict design outcomes more efficiently. Overall, AI functioned as a collaborative tool, enhancing creativity while aligning solutions with sustainability goals.

