

May Haydar Ahmad

I am May Haydar Ahmad, the founder of "90's crochet." I am an undergraduate fashion designer with a specialization in crochet. My professional journey combines traditional and contemporary fashion, focusing on sustainable fashion created through crochet techniques. My commitment revolves around merging craftsmanship with sustainability, rooted in my lifelong passion for creativity and eco-friendly practices. My goals encompass promoting aesthetically pleasing and environmentally responsible fashion while valuing sustainability, ethical production, and craftsmanship. My target audience consists of environmentally conscious individuals who appreciate handcrafted fashion and support ethical and sustainable practices.

My journey in sustainable fashion has been marked by challenges, including my financially unstable background and limited resources. However, my unwavering dedication has shown me that sustainability doesn't require abundant resources, advocating for small, mindful changes like upcycling and embracing thrift shopping to live sustainably.

I have actively engaged young people in sustainable fashion through local workshops, teaching embroidery, crochet, and sewing, fostering an appreciation for heritage and craftsmanship and steering them toward sustainable practices. These initiatives have created a sense of belonging and productivity within the community, promoting the principles of sustainable fashion.

In line with my commitment to sustainability, I emphasize straightforward and natural practices as the best approach to sustainable fashion. Upcycling, utilizing deadstock materials, and embracing craftsmanship are key practices. Upcycling transforms old garments, reducing waste and extending their lifespan. Using deadstock materials minimizes the need for new fabric production, reducing textile waste, while embracing craftsmanship focuses on creating high-quality, timeless pieces that promote clothing longevity and environmentally responsible fashion.