

ISWI 2021

SUSTAINABILITY AND FASHION COMMUNICATION

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THE MOST DRAMATIC MAKEOVER TO DATE

The post-pandemic fashion industry scenario

The new consumer: particularly Millennials increasingly say they want brands that embrace purpose and sustainability.

Many fashion houses, retailers, and manufacturers have been racing to develop ways to reduce their carbon emissions and improve their “green” credentials.

(CNN Style, 2020)

THE MOST DRAMATIC MAKEOVER TO DATE

The post-pandemic fashion industry scenario

65% said they want to buy purpose-driven brands that advocate sustainability,
yet only about 26% actually do so.

(The Elusive Green Consumer, 2019)

**BRANDS HAVE AN URGENT NEED TO DELIVER
SOLUTIONS THAT WILL HELP THEIR CUSTOMERS
PLAY THEIR PART IN HELPING THE PLANET**

**How to encourage sustainable consumption in fashion
through communication**





SCENARIO

WHAT THE
NUMBERS
CAN TELL US

(CNN Style, 2020)

Just 100 fashion brands

have compromised to reduce greenhouse gas emissions by 2030.

551,155 tons

of plastic microfibers are estimated to pollute the ocean each year from washing clothes - equivalent to the plastic pollution of more than 50 billion bottles.

26 dolars a month

is how much the average Ethiopian garment worker makes.



THE HOT TOPICS

What people have been talking about

**CIRCULAR
ECONOMY**

**PLASTIC
USE**

**SUPPLY
CHAIN:
LABOUR**





CIRCULAR ECONOMY

The fashion industry today

- Clothing is underutilised
- Raw materials: non-renewable resources
- Catastrophic potential

(Ellen Macarthur Foundation, 2020)



CIRCULAR ECONOMY

New textile economy

- Rental clothes model
- Resale as something "cool"
- Best clothing care

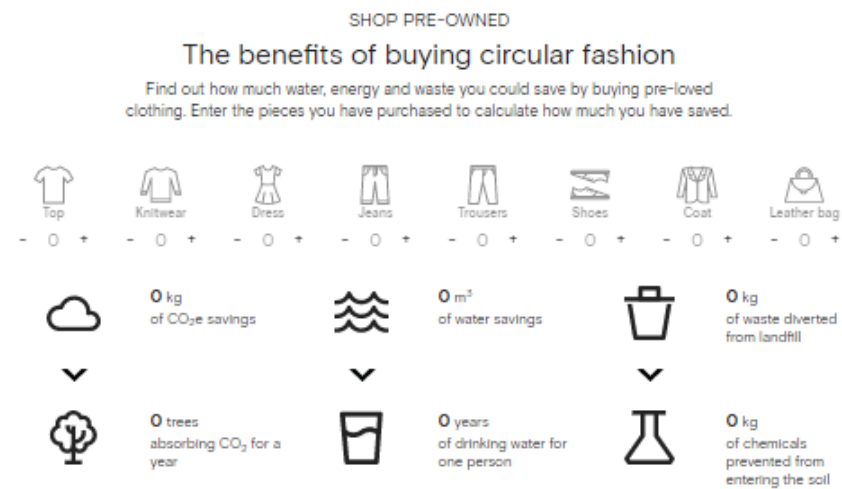
(Ellen Macarthur Foundation, 2020)





THE FASHION FOOTPRINT TOOL

Make smarter, more planet-friendly fashion choices with FARFETCH's unique sustainability ser¹---
Powered by IOF:earth



Shop Pre-Owned



Take a screenshot and share your #positivelyfarfetch Impact

WGSN Insider

Fashion Culture Lifestyle Strategy Retail Data Editor's Notes Updates from WGSN

The Future of Furniture Rental

May 07, 2021
By WGSN Insider



CALL THE CONSUMER TO ACTION

But also offer the tools: repair, resale and rent

VINOKILO
VINTAGEKILOSALE | WINE | ~~FLEAMARKET~~



MAKING RESALE COOL

Vinokilo: European's largest
pop-up event for vintage
clothes





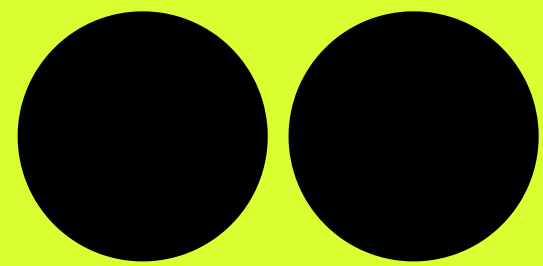
NKWO

**"AT THE END, IT'S
GOING TO END UP
IN OUR LANDFILL
AS OPPOSED TO
THE WEST"**

(Nkwo Onwuka, 2020)

Nigerian designer creates
new pieces from second
hand clothes donated in the
West

"The new African fabric"



26% of all plastic produced is used for packaging and 72% of it is thrown away

- Recycled plastic packaging
- Paper packaging
- Hanger made of natural material

(WGSN, 2021)



THE PLASTIC USE

Plastic use in circular economy

80% of the sustainable decisions are made in the design process

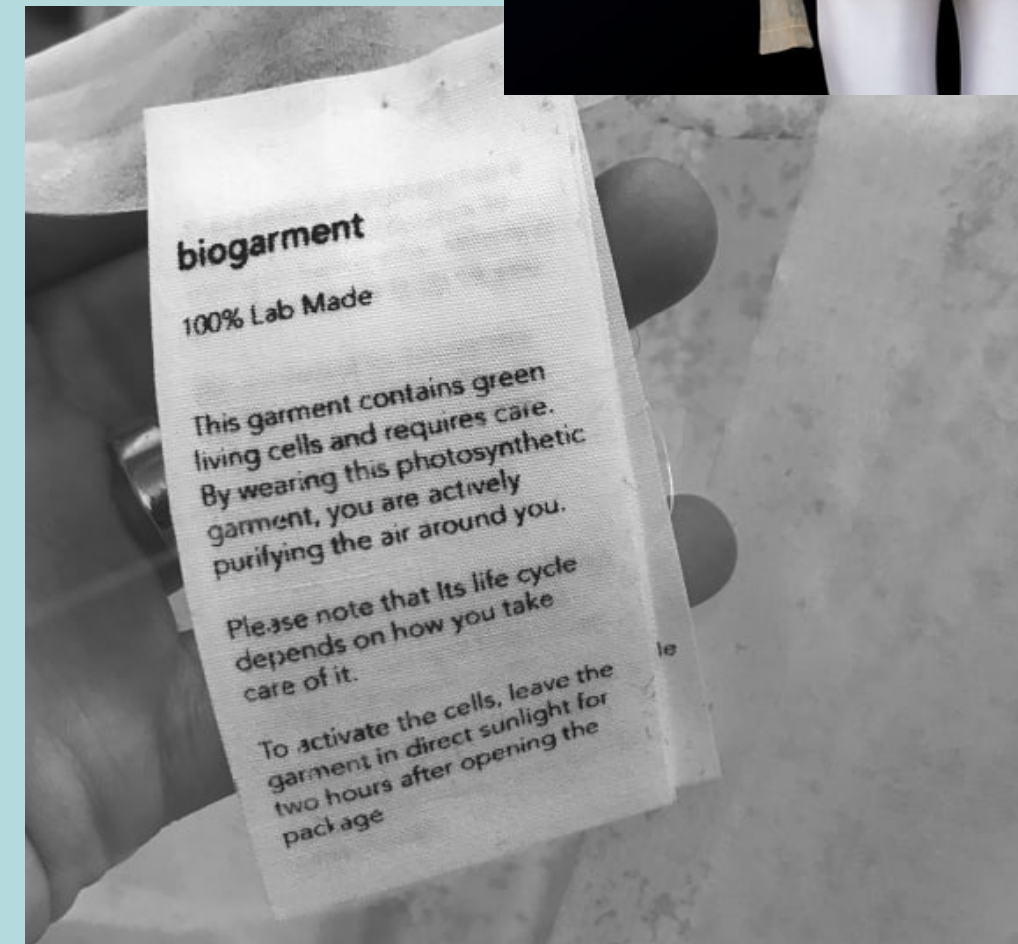
All packaging should be designed to fit within a system, whether reuse, recycling or composting system.



FUTURE DESIGN

"Imagine that your
shirt is alive"

it's the first living and
photosynthesizing textile, and
has fashioned the material into
a sheer, cloak-like garment



THE PLASTIC USE

Collabs in ads campaigns

#Weareallies: The beauty brands have committed to sharing sustainability knowledge across businesses to help reduce overall packaging waste.



**it's not enough for me
anymore that it's a
beautiful item.
I want to know who
made it and where it
came from**

– EMMA WATSON –

SUPPLY CHAIN: LABOUR

Transparency as the key

Fragmented and opaque supply chains
can allow exploitative and unsafe
working conditions

- Vertical integration promoted by the
luxury industry





#WHOMADEMYCLOTHES

FASHION REVOLUTION

- The world's largest fashion activism movement for the end to human and environmental exploitation
- Call citizens for action on social media or directly with the brand

www.fashionrevolution.org



TRADEGOOD

TWO-WAY COMMUNICATION CHANNEL

- Global sourcing community for responsible buyers and trusted suppliers to get connected
- Workers report anonymously on true working conditions
- A few global brands, such as M&S and Patagonia, have begun to use this in their business.

CHALLENGES IN THE INDUSTRY

Not every brand that promotes sustainability is sustainable

"Objective criteria for rating sustainable fashion are missing," McKinsey's Saskia Hedrich told CNN

Consumers often don't fully get what 'sustainability' really means

FIND YOUR VOICE IN THIS BATTLE

A market analysis will help you to understand how to position yourself as a brand.

However, **positioning x position**

ONCE YOU HAVE FOUND IT, CHOOSE THE TONE OF VOICE

Decide whether to talk to the heart or the brain

Hope and pride can be particularly useful in driving sustainable consumption.

Remember: brands will deliver solutions that will **help their customers play their part in helping the planet.**

CREDIBILITY & TRANSPARENCY

If you encourage your customers to make sustainable choices, you need to do the same within the company and report it.

The best way to convince colleagues and managers is with data. **It works in any culture.**



WGSN



USE YOUR TOOLS

Look for partnerships.

Influencers, other brands, NGO's and the community.

Social Influence: humans have a strong desire to fit in and will conform to the behaviour of those around them

EXPLORE THE REFERENCES

Search for solutions being implemented in several regions of the world, **not only in your country.**

Be open to fashion-related areas that can bring inspiration.

IF YOU WANT TO
LEARN MORE

Link in the references



Fashion's Future: The Sustainable Development Goals

★★★★★ 4.8 (205 reviews)

Explore the fashion industry's impact on people and planet, what the Sustainable Development Goals are, and the link between them.

[Go to course](#)

32,303 enrolled on this course

THANK YOU.

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