Exercise Sustainable Fashion

Subtitle (Only for the 1st slide)

Co-funded by the Erasmus+ Programme of the European Union

Learning goals

- Analyse sustainability problems
- Think in systems
- Learn how triple P works in reality

Exercise 1

- Form groups
- Discuss following questions (5 min):
  - Where do you buy your clothes?
  - What determines your clothing and shop selection?
  - What kind of fashion retailers are successful today?
    - What makes them so successful?
    - What does their business model look like?

Top Fashion & Clothing retailers in Europe

Turnover in Europe for 2017 in Billion €

Rank	Retailer	Turnover Europe	Stores 2017	Hq
1	Inditex	16	4985**	Spain
2	H&M	13	2683	Sweden
3	Marks&Spencer	11	1050	UK
4	Primark	8	345**	UK
5	C&A	7(e)	1575	BE/DE
6	Next	5	>500**	UK
7	JD Sports	2.8	491	UK
8	Arcadia	2.1	2700(e)	UK
9	New Look	1.8*	591	UK
10	Calzedonia	1.6*	1650	Italy

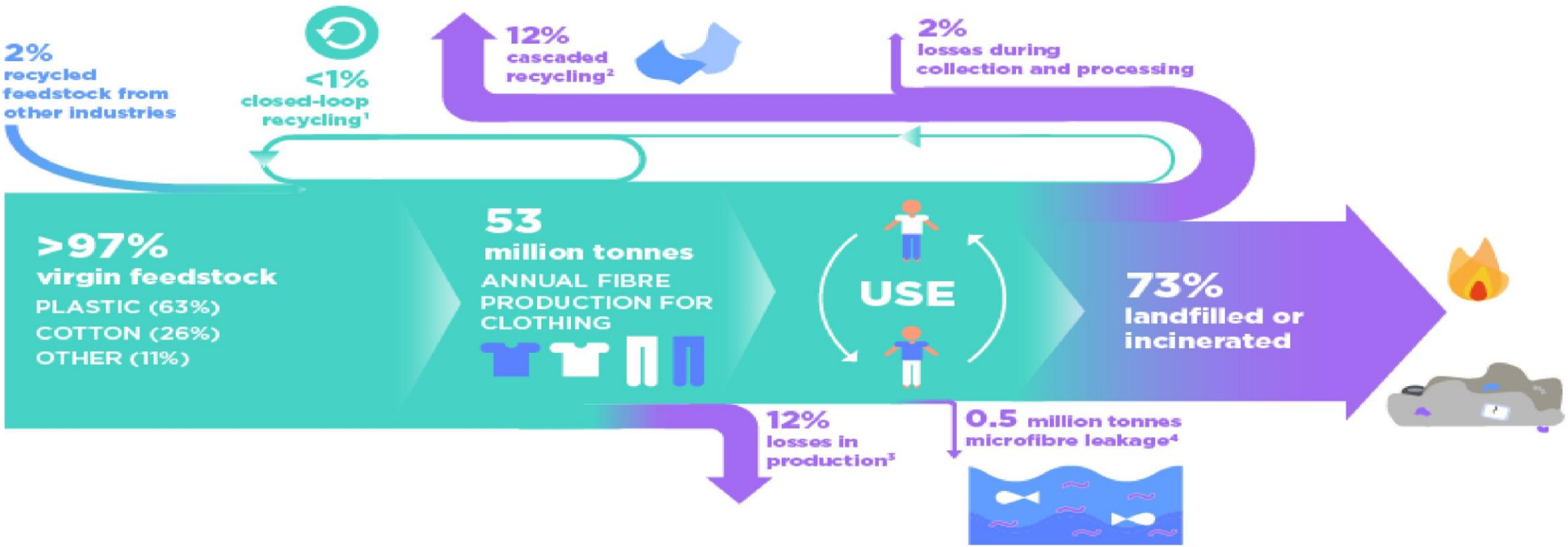
Exercise 2

- What kind of problems are arising from this model of production and consumption? (5 min)
- Try to categorise the problems into people, planet, profit?
- Is there a link between the categories/problems?
- Is it useful to look at the problems separately?

Unsustainable fashion

The life cycle of a t-shirt - Angel Chang

Global material flows for clothing in 2015



1 Recycling of clothing into the same or similar quality applications
2 Recycling of clothing into other, lower-value applications such as insulation material, wiping cloths, or mattress stuffing
3 Includes factory offcuts and overstock liquidation
4 Plastic microfibres shed through the washing of all textiles released into the ocean
Source: Circular Fibres Initiative analysis – for details see Appendix B of the full report

tiny.cc/fibres

TIME
for
change

Exercise 3

- What is sustainable fashion for you? (10 min)
- Try to explain your concept to the rest of the class.

A guide towards a **Circular Fashion** Industry

RESOURCES

Materials matter

- Go for low impact materials
- Choose recycled or recyclable fibres
- Reuse and redesign waste
- Learn from nature
- Think through every aspect of your product

G-STAR RAW

RAW

FOR THE OCEANS

DENIM FROM RECYCLED OCEAN PLASTIC

DESIGN

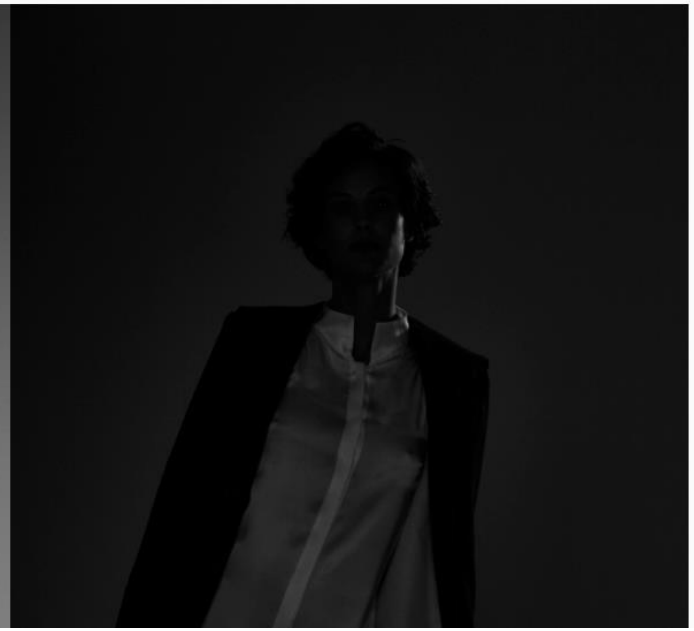
Design for eternity

- Design to last
- Design for rebirth
- Design to minimize waste
- Design to reduce the need for rapid consumption
- Design with new technologies in mind

Repair Café

Slow Fashion - Made in Belgium - Sustainable

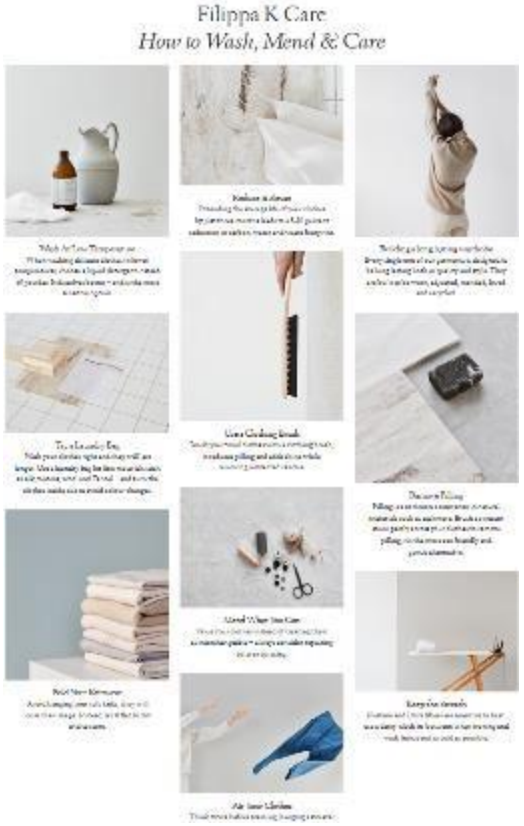
HOME ABOUT PHILOSOPHY HOW TO BUY CARE CONTACT NEWS



PRODUCTION

Produce clean, local and with respect

- Mind your environment
- Try new technologies
- Produce locally, match supply and demand
- Avoid waste and surplus
- Go for long life and durability



WE BIO cotton

EVA SCHALCKENS

HANDMADE
BELGIAN
FASHION

RETAIL

Hack the take-make-waste model

- Keep your textiles in the loop
- Rethink the definition of ownership
- Go for a more service-oriented business
- A second life at the online marketplace
- Think about the impact of your marketing

LeaseJeans®

HAPPY KIDDO

IK WIL STARTEN | LOOKBOOK | CADEAU | MY HAPPY KIDDO | BLOG | CONTACT

Happy Kiddo is een online kledingbib voor kinderen

Wij helpen je kinderen aan toffe outfits, zonder dat je bij iedere kledingmaat opnieuw naar de winkel moet. Elk begin van de maand kan je de kleding wisselen!

KIES JE KLEDING

GEEF CADEAU

Zo werkt onze online kledingbibliotheek

CONSUMPTION

Go slow and take good care

- Plan your wardrobe
- Take good care of your clothes
- Need some variation? Swap, rent or buy second hand
- Learn some basic skills
- When worn out: bring back

2dehands.be

labo voor ethische mode

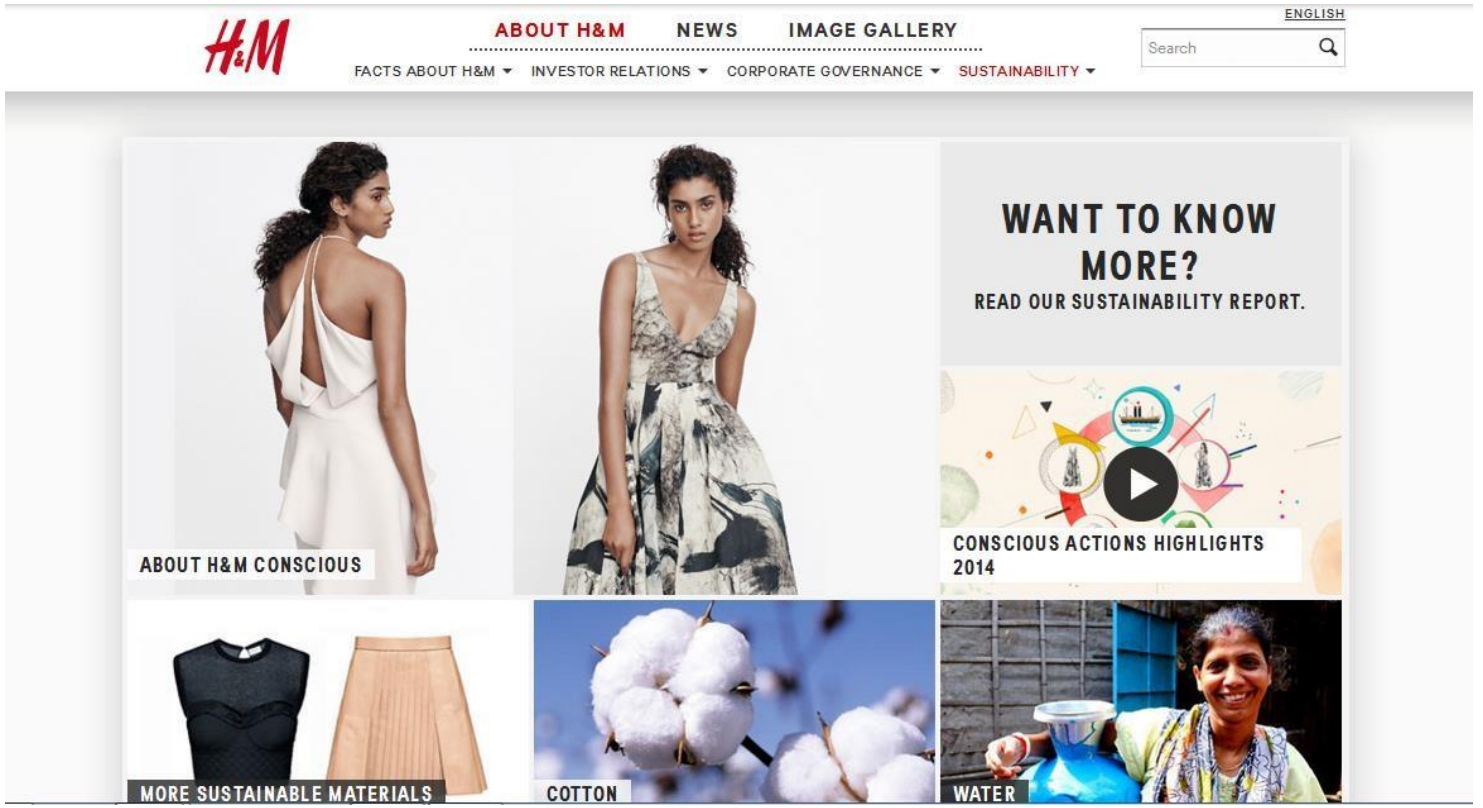
END OF LIFE

Consider every ending as a new beginning

- Biodegrade organic textile
- Create new life through redesign and upcycling
- Recycle textile
- Organize collection and take back systems
- Prolong life through reuse

Exercise 4

- Do leading clothing retailers have a sustainability program?
- Have a look at the website of H&M
  - Is it ambitious?
  - Do you regocnise the 3 P's?
  - What do you think of their strategy?

Exercise 4

- Have a look at the website of H&M or this movie