

# Sustainable Fashion

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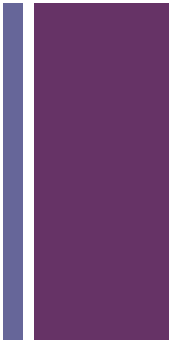
# Sustainable Fashion *defined*



- Design philosophy and trend of sustainability
- Goal is to create a system which can be supported indefinitely by environmentalism and social responsibility
- A product is created with consideration to the environmental and social impact in its life cycle
- Also known as Ethical Fashion, Eco-fashion, green design, ecouterre, up-cycling, down-cycling



# Impact of the fashion industry



- Designers
- Manufacturers
- Supply chain
- Marketers
- Retailers
- Customers
- 3<sup>rd</sup> party recyclers
- Other communities

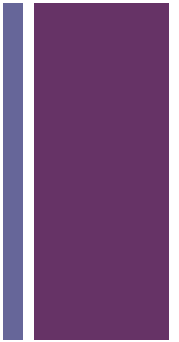
# + Triple Bottom-line



- Social
- Environmental
- Economy
- Sustainable consumption
- Profitable operations
- Employment for workers, fair trade.
- Cultural systems
- Sourcing of environmentally friendly materials – natural, organic, fair trade, alternative, up cycled, down cycled.
- Resource consumption, energy use, pollution prevention

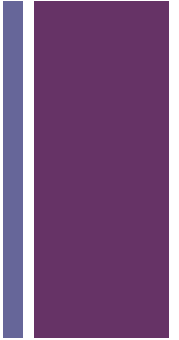
# + Theoretical framework

- Life Cycle Analysis / Industrial Ecology
  - Life cycle assessment – cradle to grave
  - Up cycling – cradle to cradle
  - Down cycling





# Component of Sustainable Fashion



Design and production – designers, manufacturers, and the supply chain.

Marketing and use – retailers and customers

Reuse, redesign and recycle – 3<sup>rd</sup> party recyclers, other communities, and remanufacturing.



VINTAGE FRENCH LINEN SLIPCOVERS



DEADSTOCK ITALIAN NAVY BLANKETS



DIP-DYED, HAND-WRUNG & FLAT-DRIED



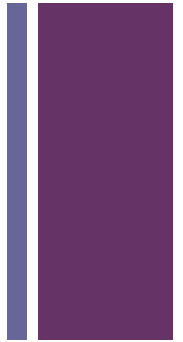


14 *green* GIF FOR FATHER'S





# Fast Fashion vs. Sustainable Fashion



- Reduction in water, energy, and waste
- Elimination of hazardous materials
- Use of organic materials
- Closing the loop is a challenge – H&M

# + Customer mindset

- Increase personalization = increased consumer attachment
- Componentization and variety of wearing a piece of clothing

