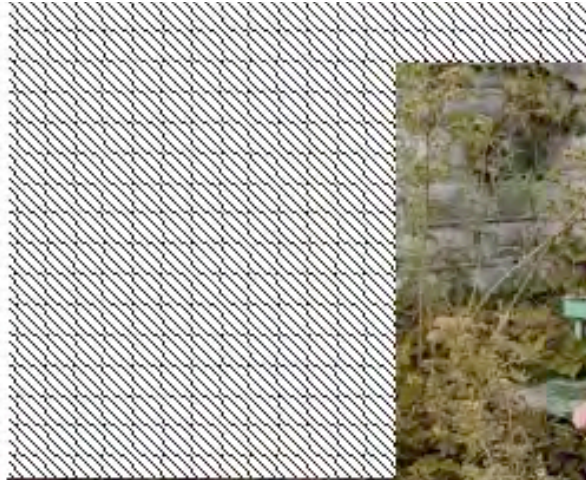


SUSTAINABILITY IN FASHION





A photograph of green leaves framing a central white space where text is located. The leaves are vibrant green and appear to be from a tree or shrub, with some branches visible. The background is a bright, overexposed white, creating a high-contrast effect with the green foliage.

Sustainability means to sustain life, all life,
human, animal, vegetable & planetary.

A self-sustaining system is a system
that doesn't take more
from the environment
than it gives back;
it is not depleting
but sustain
itself.

Change Your Clothes for Good

Patagonia's Common Threads Recycling Program

1

wear
it out

Our Patagonia stores and
Patagonia Service Center
are ready to accept it.

it
lives
on

4

we
recycle
it

3

[wear it out](#)

[drop it off](#)

[we recycle it](#)

[it lives on](#)

[FAQ](#)

[learn more](#)

So what is sustainable design?



“Business is the largest, wealthiest, most pervasive institution on the Earth... and it’s responsible for most of the damage to the environment.

We’re a major part of the problem, and unless we become part of the solution, it’s over...”

Ray Anderson – CEO of Interface Inc



This is no longer a mess 'our generation' is leaving for the next, but one that necessitates immediate action by everyone, or we will all feel the ramifications.

Famine, wars, water shortages, disease & enforced migrations are all forecast as the result of global warming.

As Vivienne Westwood so eloquently said in a recent interview with Jonathan Ross, this is:

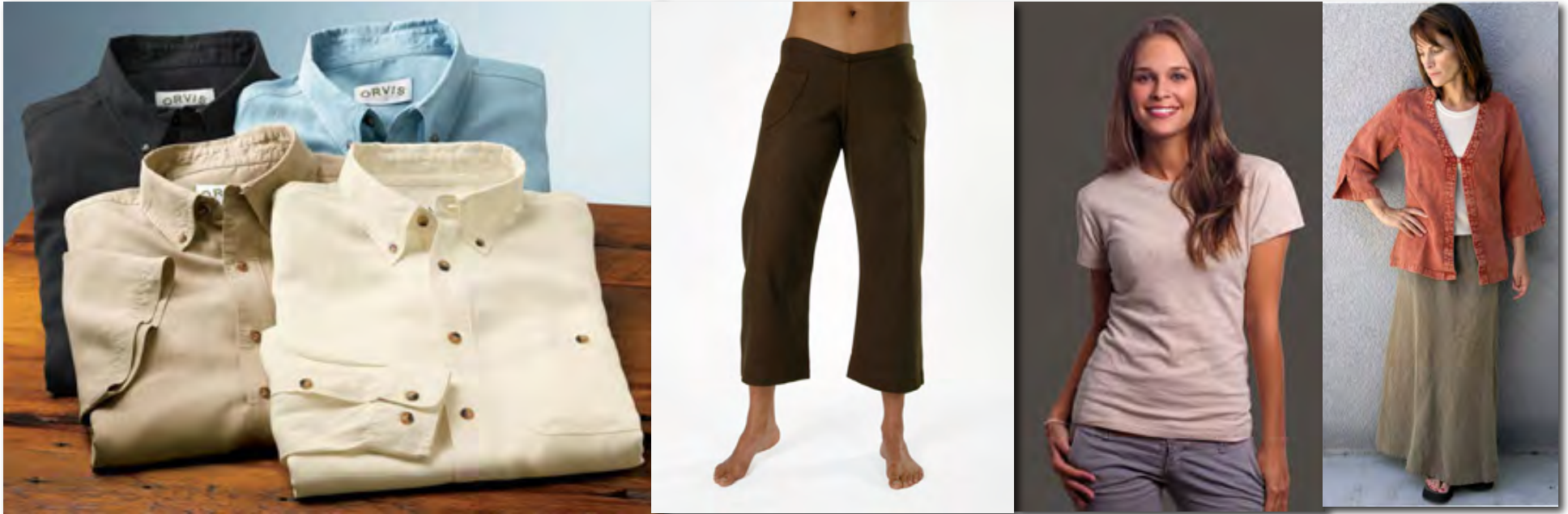
“a price just too steep to pay.”



The idea of the artist as an activist is not a new one. Whether fine artists, musicians, writers, architects or designers; artists have always used their 'art' as a means of expression.

Art & design has expressed political, cultural & social movements in all cultures across the centuries..





The coming of age of ethical fashion has been a long time coming, and the road is littered with well intentioned monstrosities, plain and boring, and often downright ugly clothing, and only recently have fashion & ethics been able to coexist in the same sentence relatively comfortably.

Ecological Fabrications & Slow Design



The growth of the ecological fashion fabric industry has finally expanded to a state where a designer doesn't need to feel unduly restricted in their fabric choices.



The history of ecological & organic fabrication is multiple ranges of beige un-dyed T-shirts with political & socially aware slogans, developed mostly by activists not aesthetes.



Slow design and a return to traditional craft techniques are experiencing a Renaissance in light of their minimal impact on the environment, as well as valuing of tradition and history.

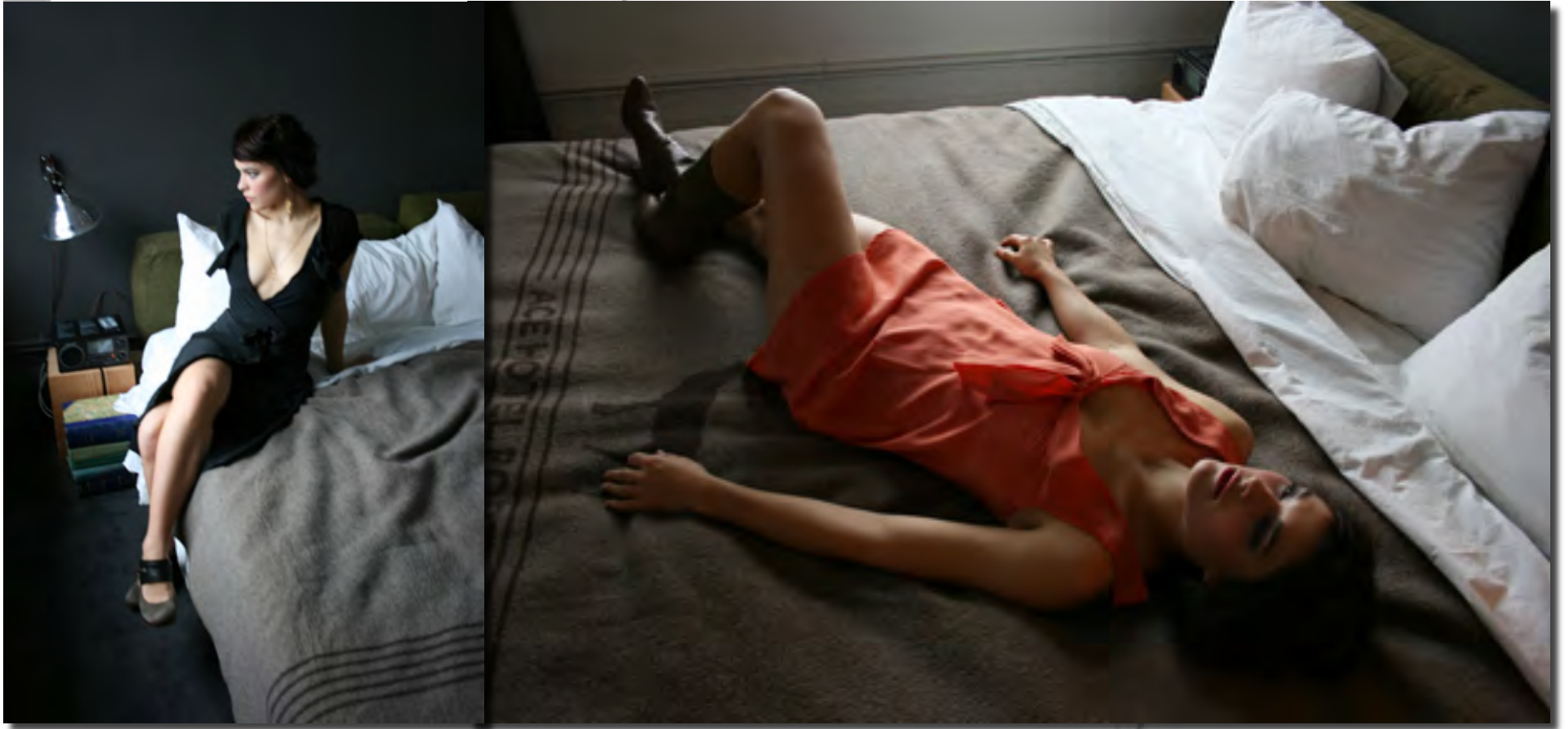
Linda Loudermilk





*“All that vastness, all those numberless small symmetries, all the brutality & fragility
Nature may be beautiful, but nature is not pretty. Nature is the original punk.”*

Emily Katz





Enamore



“Our collections are currently produced in the UK from the finest organic hemp, soya, cotton, silk and hand selected vintage fabrics.”

Ciel



“We aim to create a 100% ethical product base and probably currently sit at around 80-90%.”



“We make beautiful stylish clothes that don’t sacrifice style for content, that give the satisfaction of knowing that you have made a difference whilst still looking & feeling great!”

Alexandra Faro



“I like to offer liberating, fun, out of the ordinary clothes to my clients so they can feel distant from social criticism and be themselves.”

YOJ



Christine Birkle



"Felt is very flexible. You can produce any form with it. It can keep you cool as well as warm, and it's substantial, soft, and decorative. The old stereotype of a crude material no longer makes sense today."

Camilla Norrback



“Modern luxury is as much about the inside as it is about the outside, giving yourself that which is good for both body & conscience.”

Celine Faizant



“Allow a responsible consumption by offering transparency on manufacture networks. For a “new luxury” to participate in controlled channels in terms of ecology and human rights.”

Samant Chauhan





“Silk is a metaphor for me, an indirect way of going back to my roots & bringing to the present the essence of my past, & transplanting it into Bhagalpur soil.”



FIN



*“On our path, towards unique results, every step is of equally importance.
We carefully select our materials, to achieve the finest expression.”*

Recycle, Reuse & Redesign



The concept that second hand and recycled, redesigned items pass on their life experiences is what imbues redesigned clothing with its sense of value.



Having grown out of the “make do” culture of our grandparents, of mending and repairing, at least in part, redesign has moved well beyond its historic roots, to make use of otherwise un-wearable items of clothing by cutting, piecing and embellishing them into entirely new pieces of clothing, in many cases more desirable than the original.



The average American throws away about sixty-eight pounds of clothing and textiles per year, with about eighty five percent destined for landfills, while over 900,000 million items of clothing are thrown away each year in the UK.

Angela Johnson



Josh Jakus



“The thickness of the felt makes it difficult to sew together, but attaching a zipper was comparatively easy and offered an excellent mechanism for transforming the shape. From there, it was just a matter of finessing the form to create objects that are as practical as they are pleasing.”

Rebound Design



“I select each lining fabric individually for each cover, to match not only in color but whenever possible also in theme, pattern, time period etc. My goal is to choose a fabric that looks as if it grew out of the book.”

TradeRemade





“The problems with cheap chic & throwaway fashion are complex. There are already hundreds of millions of items of clothing that are being thrown away year after year in the UK. Much of the older clothing is of high quality & very durable. Why not reuse this clothing again & again?”

Suitcase





“The ecologically sound aspect of this did not so much come from a highly developed philosophical or political position, rather because re-using and saving were natural behavior based on good sense, good economics and on the dislike of waste.”

From Somewhere



"We used to have to really convince the manufacturers to give us their leftovers, but now we are approached by companies wanting to achieve a creative waste management as part of their greenification."

Geoffrey B Small





"Fashion is an art, and must be used to raise design quality, not lower it, speak the truth about the world--not lie about it, and do its best to make life better for everyone, not just an elite few."

Riedizioni



"I love waste, working with waste."

Frau Wagner



"I process clothing with a distinctive social code, for example uniforms, sportswear or gentlemen's shirts and look for an antithetic context."

E2



“Just as new can become old, vintage can become new.”

Preloved



“Our passion is design and our philosophy is sustainability.”

Community & Fair Trade



Social capitalism is the outgrowth of NGO's around the world utilizing the cultural and historic skill sets of communities in developing nations, as a means of building sustainable employment.



Fashion has often taken its inspiration from different countries and distinct communities around the world that use craft as a recognizable element of their aesthetic.



With the eradication of traditional craft skills in the developed nations of North America & Western Europe, a greater appreciation has developed for the indigenous and inherited craft skills of communities around the world, leading to their incorporation into high-end design.

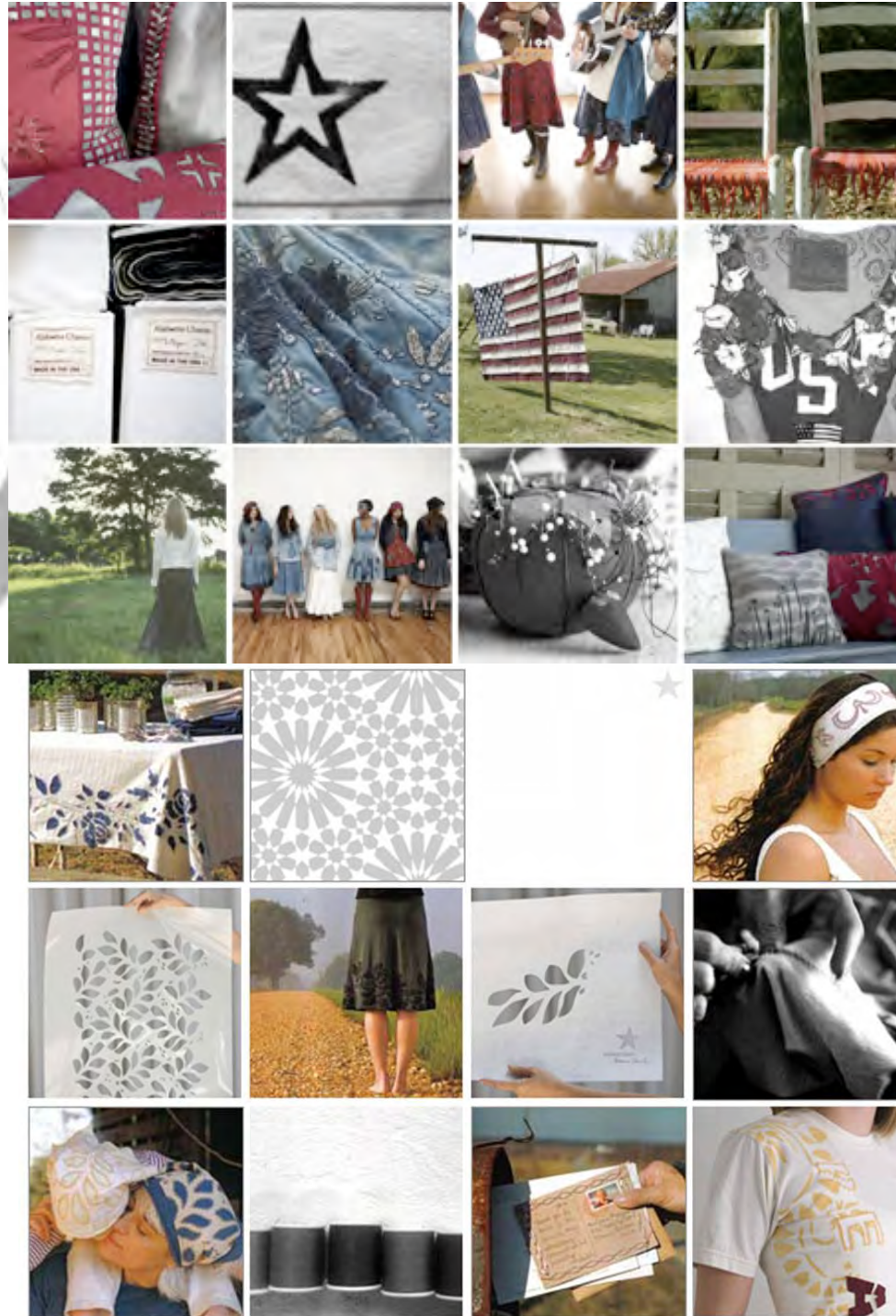
Alabama Chanin



“Most of the techniques are based on the quilting & embroidery techniques of the Depression-era South, & others have been practiced by artisans for hundreds of years. I have borrowed this knowledge & made it the foundation of most of my designs.”

“Living arts are an essential part of the social fabric of our communities, like planting seeds, reaping the fruits of our labors, and preserving our food.

Such traditions are the backbone of what makes a community a home, and preserving them ensures that future generations can enjoy the same quality of life with the same attention to detail, function and beauty. “



Taller Flora



“only radical contemporary design will prevent the extinction of craftsmanship”

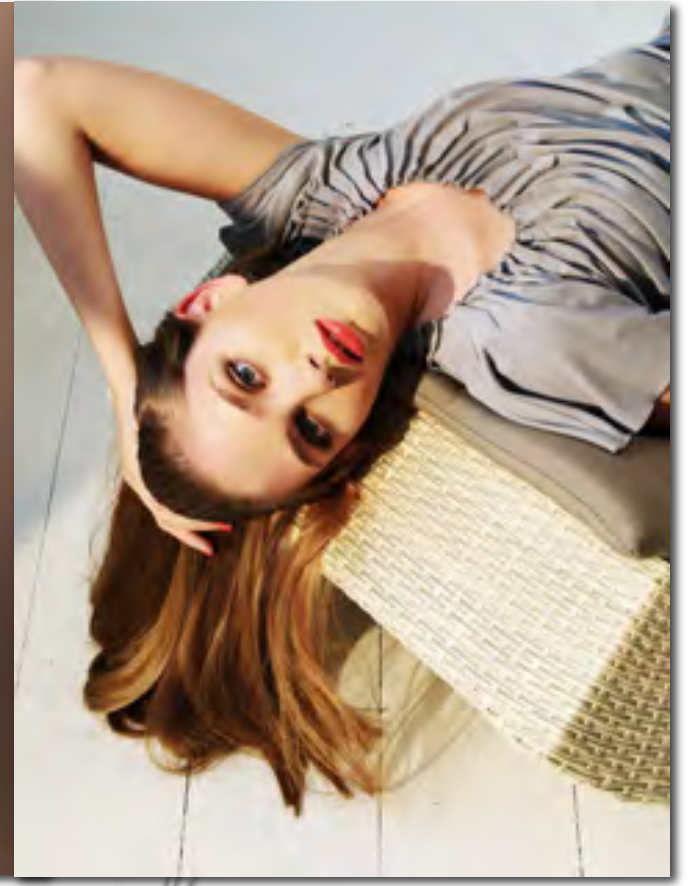
Elena Garcia



“As creators - as designers - as business owners we have a responsibility to do what we can to preserve our world, so we source locally whenever possible, and we only use fabrics that are rapidly renewable and pesticide-free.”



Amana



“A collection where the customer can trust that from the cotton farmers to the finishing stitches, every effort has been made to respect the people involved & the ecosystem. “

Royah



“It is essential to train and support the women who lost so much through twenty-three years of war.”

Van Markoviec



Moda Fusion



“ModaFusion aims to promote the idea that future creation lies in disfavored communities. The slum’s genuine creation constitutes an identity of strong potential for Brazilian fashion and a source of uncommon inspiration for Western fashion.”

Les Fees de Bengale



“Bringing a touch of femininity in fair-trade, as well as a touch of humanity in fashion.”

Leila Hafzi



“For me it is a balance between creating works in developing countries, establishing a long term market position and then step by step making fully ecological collections.”



“Realizing the effect of product development in the third world made me passionate about the work, proving that ethical & ecological trade is possible in high-end fashion.”

Noir



"I totally respect what everyone is doing for ethical clothing, but at the same time I don't want to be lumped as that ethical clothes label. Our garments look like normal, stylish clothes, made from luxurious fabrics and unless you knew about us, you'd never guess the organic provenance."



“First, it’s the most beautiful collection and second, it has the finest cotton in the world, and it may justify peoples spending, knowing that a certain amount will go back to the people who helped pick the cotton.”

New Models

ONE

ONE BILLION PEOPLE WATCH THE ACADEMY AWARDS. ONE BILLION PEOPLE LIVE IN EXTREME POVERTY. STAND WITH THEM. WEAR THE WHITE BAND TO FIGHT GLOBAL AIDS AND POVERTY.

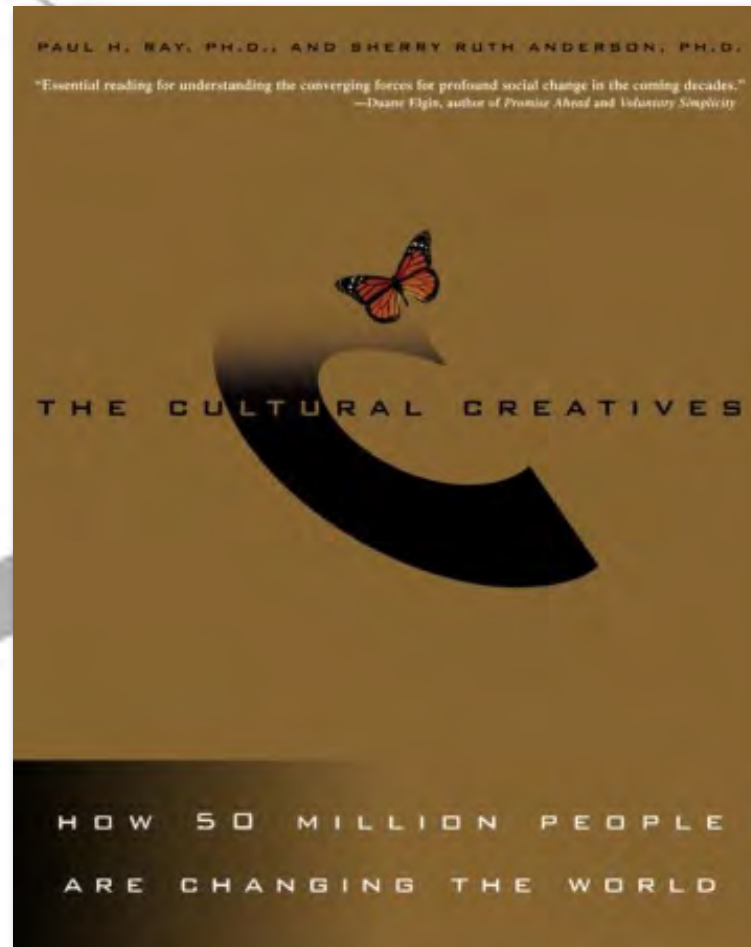
BDNO, GEORGE CLOONEY, SALMA HAYEK, DENNIS HOPPER, AL PACINO, ELLEN DEGENERES, DJIMON HOUNSOU, TOM HANKS, BENICIO DEL TORO, ANTONIO BANDERAS, JACK VALENTI, RICHARD CURTIS, FRIENDS OF THE GLOBAL FIGHT



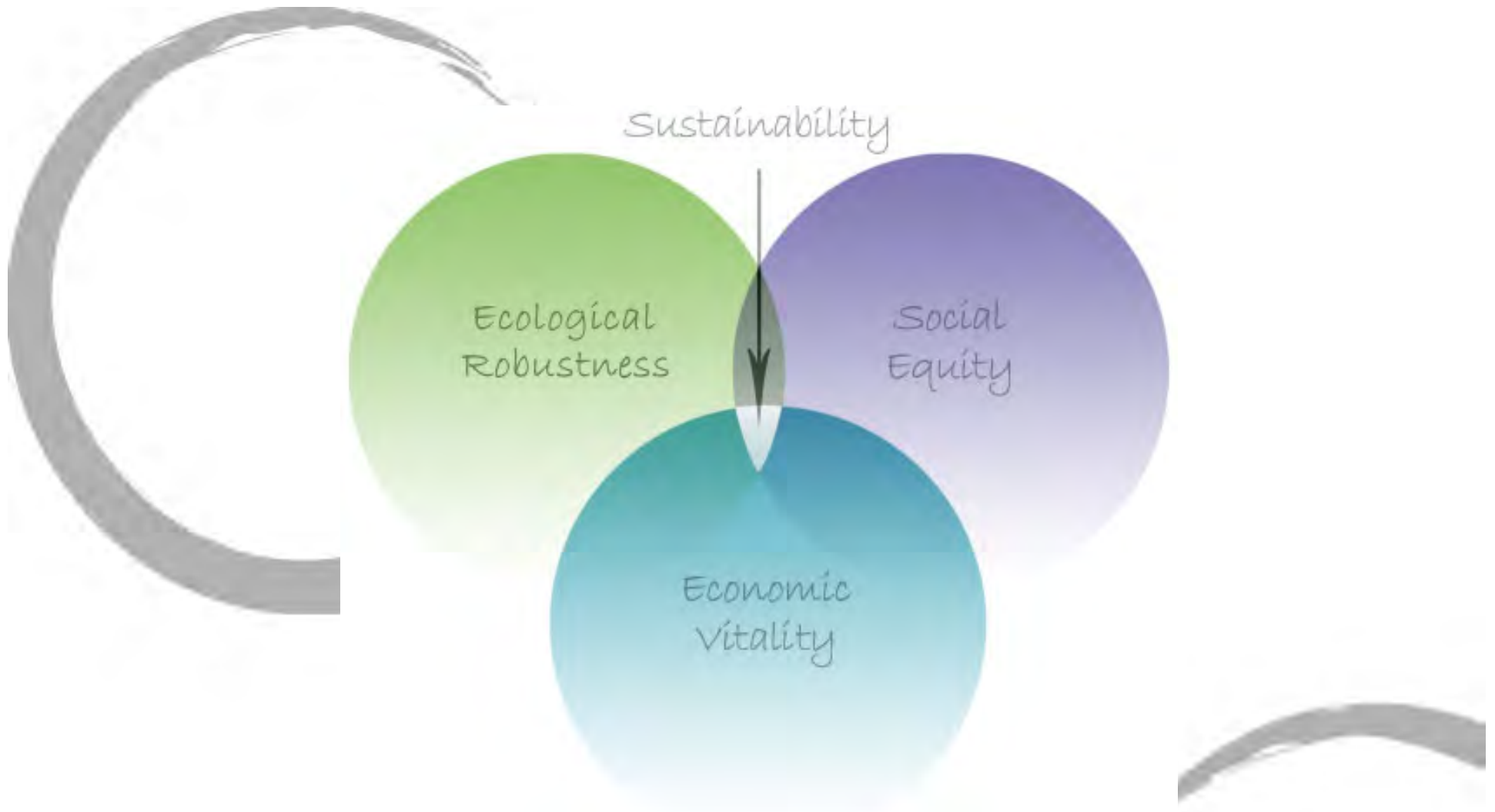
THE CAMPAIGN TO MAKE POVERTY HISTORY. ONE.ORG



We are currently in the midst of a major shift in worldview, a cultural shift that accounts for the mainstreaming of ecological & social consciousness. The major motivation for this global cultural movement, is the need to take personal responsibility for ecological & social change in the midst of global warming & climate crisis.



The term “*Cultural Creative*” was coined by Paul Ray and Sherry Anderson in their seminal book “*The Cultural Creatives*”, which documents the predominately creatively led movement that is forging a shift in worldview towards a more ethical and ecological future in all aspects of life, including business.



"We cannot solve the problems we have created with the same thinking that created them."

Albert Einstein

Nau



“We’re a small group of people, committed to the power of business as a force for change. Defined by what we love, and how we work and play, we’re looking to do more than make clothes; We’re seeking to redefine what it means to be successful.”

Andrea Zittel



“Now I am finally beginning to make the most direct form of clothing possible by hand-felting wool directly into the shape of a garment.”

Mark Lui



“Wasted materials are bad for the environment and a loss in potential profits.”

Twice Upcycled Shirts



“By imagining and designing-in multiple life-cycles at the outset, a designer can maximize the potential of ‘borrowed’ materials which, are designed to go back into the melting pot and emerge again when needed.”

Bless



BLESS is a project that presents ideal and artistic values by products to the public."

Collection of Hope



*“Lets make a collection together.
Let’s make it further & set up an independent company which both the
helpers*

*& the supported profit from.
A collection to inspire hope.
The Collection of Hope.”*


Aforest



“The aforest brand stands for passion, for small & big-time events. Artists and dreamers that are politically or socially aware. For juveniles, no matter what age.”



aforest-design®



printed photo collage on 100% cotton

odori tabi socks

a forest presents a limited edition of 100 special pairs of odori tabi socks, to wear and to watch. available in 5 different viewable nature themes.
the tabi are popular among traditional japanese dancers and theater artists, use them with your sandals or as home shoes.

“This is something important about aforest-design; it’s not a limited brand defined by a market, its free to say what it believes in.”

Holly McQuillan



“How can an industry be considered sustainable when its primary concern is the propagation of the next new thing at the expense of perfectly functional existing products?”

“The driving force of my design practice is the embracing & development of an ease of risk while designing.”



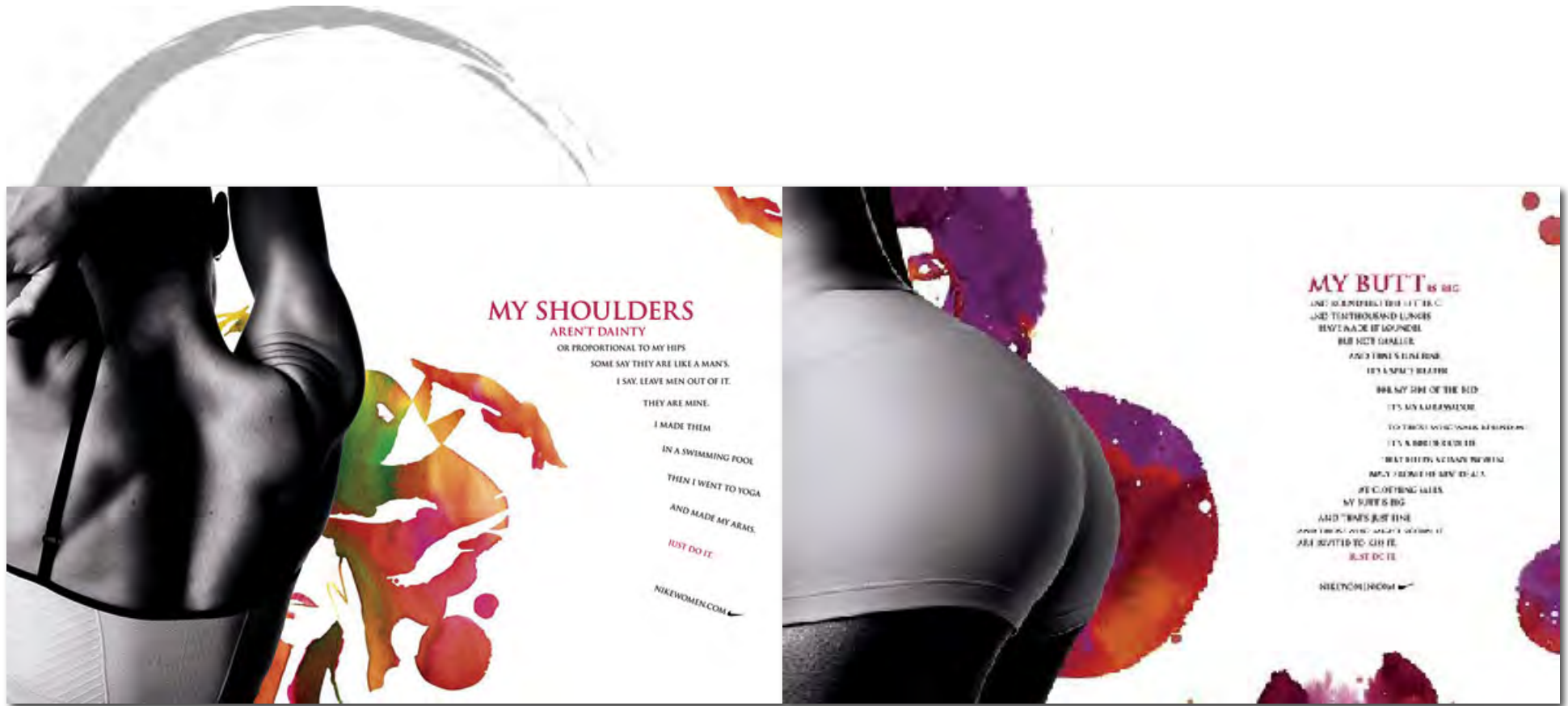
“I feel that when designing for an uncertain world it could make sense to use a process which mimics the level of risk inherent in living on our planet.”



Designer Initiatives



Some corporate partnerships have led to some “uncomfortable bedfellows” as Bono has described the RED campaign partners. “There are no easy good or bad guys”



Nike, now a bastion of ethical and community support, who never the less were spurred by their highly publicized use of underage labor in overseas production back in the nineties.

Yoehlee Teng



"One of the most ingenious makers of clothing today."

Vivienne Westwood



“Don’t spend money, just take what you can find, take your old things, keep on wearing them. Don’t buy much fashion anymore but if you do buy it, choose really well, wear it for a long time.”



Phillipe Starck



"The public will take maybe three years to understand the concept. It's not fashion. But intelligent people will know to discover us."