

**Ethics /  
Aesthetics**

# **What's “Sustainability” in Fashion?**

## **The GOOD factor**

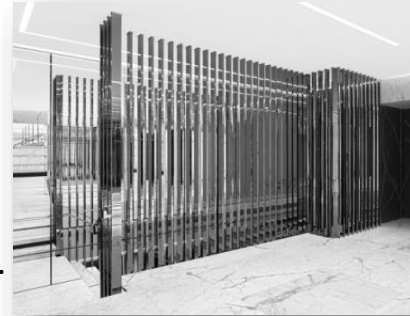
- 1) Manufacturing Process**
- 2) Business Model**
- 3) The Product itself**
- 4) Consumer Behavior**

# Kering Group

Kering is seriously investing in the science of reprocessing and reducing, and its sustainability department is supporting the brands to achieve higher standards of **sustainable business practices**.  
**Environmental Profit & Lost Account**



[Gucci](#),  
Gucci bag, interior organic cotton, eco-certified leather colored with vegetable dyes, and bamboo handle.



[Saint Laurent](#),  
New store concept, improve the energy efficiency of its stores by 27% over the 2012-2014 period.



[Christopher Kane](#),  
GCC Net-a-Porter Collection



[Puma](#),  
launch of Re-Cut Project



# Stella McCartney



biodegradable soles made from a bioplastic called APINAT.



Forest-friendly fabrics,  
strict sustainability standards



launched Meat Free Monday Climate Pledge online campaign



the London 2014 Stella McCartney Green Carpet Collection Launch

# LVMH Group

[LVMH](#)'S LIFE program( LVMH INDICATORS FOR THE ENVIRONMENT), has been made an integral part of each House's strategic plan.



[Bulgari](#) , since 2012, it has been certified RJC, "Responsible Jewellery Council".



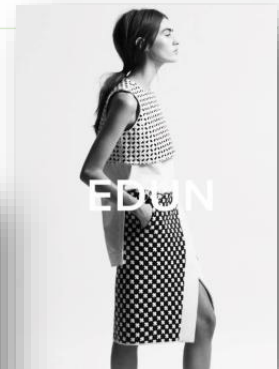
[Kenzo](#) joins forces with Blue Marine Foundation



[Pucci](#) dress for the GCC



EDUN, established by Bono and Ali Hewson. Its mission is to source production and encourage trade in Africa. EDUN is building long-term, sustainable growth opportunities by supporting manufacturers, community-based initiatives and partnering with African artists and artisans.



# H&M

[H&M](#) Conscious aims at promoting sustainable fashion, and takes many actions to achieve this goal. H&M Conscious Foundation started Global Change Award in 2015.



Create supply chain transparency, big suppliers are on public supplier factory list.



Conscious Denim Collection(2014), its recycled polyester used to be PET bottles.



Offer €1 million prize for new techniques to reuse old clothes.

# Chinese designers



[FFIXED STUDIOS](#),  
sustainable living

[Redress](#)- Hong Kong  
an NGO with a mission to promote  
environmental sustainability in the fashion  
industry.  
Launched the EcoChic Design Award in 2011.



Angel Chan,  
Recycled material



Zhangna,  
“Reclothing Bank”

MOMO WANG 王天墨, “the third  
hand”, and “MOMO’s wardrobe”



# Angel CHAN 陈安琪



Every year all over the world produced 490 million tons of garbage,

Rubbish Talk, a film by iFashion, with Les Noces Collection

Video Link : <https://www.youtube.com/watch?v=igOI2GIaCl4>



# Green Jewelry brands&designers



[Alienina: Eliana Venier](#),  
recycled jewelry



[Black Badger Advanced Composites:](#)  
[James Thompson](#)  
Moonglow ring, very organic forms(Corian)



[Laura Anne Marsden](#)  
Lace transformed from  
plastic bags



[Chopard](#)  
The Palme Verte collection, made out of fair-mined gold.



[Girard-Perregaux](#),  
FOReverglades Girard-Perregaux

# Bio beauty brands



[Guerlain](#), Orchidee Imperiale,  
technology protects rare cymbidium



[Innisfree](#),  
Green Tea Seed Serum



[Yves Rocher](#),  
Rose Fraiche



[Aesop](#),  
Parsley Seed Anti-Oxidant



[L'occitane](#), Immortelle



[Kiehl's](#),  
Calendula



[Fresh](#),  
Brown Sugar

# Institutes

[British Fashion Council: Estethica](#)

[H&M Conscious Foundation](#)

[Redress](#): Ecochic design award

[CFDA](#): founded first sustainability committee

[Green Carpet Challenge\(Livia Firth\)](#)

[Nordic Fashion Association](#)

[Apparel Coalition](#)

[Ecolux London](#)

[International Trade Centre:](#)

Ethical Fashion Initiative



# Awards

[Yoox.com Estethica Sustainability Award](#)

[Global Change Award\(H&M\)](#)

[Ecochic Design Award](#)

[CFDA/Lexus Eco Fashion Challenge](#)



Global Change  
Award  
AN INNOVATION CHALLENGE  
BY H&M CONSCIOUS FOUNDATION



# ETHICAL FASHION INITIATIVE

The Ethical Fashion Initiative's business model connects micro-communities of artisans from the developing world to global fashion houses.

"Ethical fashion is being responsible for people and for the planet." ---Simone Cipriani



CLIMATE REVOLUTION

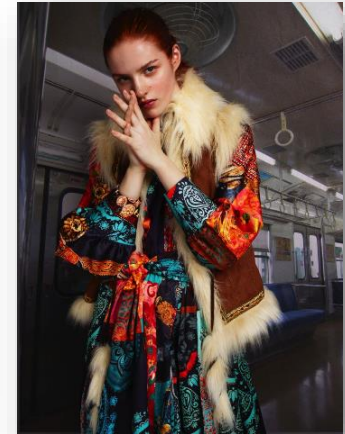
## Partners:



Vivienne Westwood



Stella McCartney



Stella Jean 2015 F/W

Link: <http://ethicalfashioninitiative.org/ethical-manufacturing/>

# Green Carpet Challenge

The GCC is a dynamic platform, pairing glamour and ethics to raise the profile of sustainability, ethics and social welfare.

From the Golden Globes to the Cannes Film Festival, the GCC collaborates with iconic design houses to win widespread critical acclaim and international media attention.

## GCC COLLABORATION: CHOPARD



The Green Carpet Collection



Cate Blanchett Wears Chopard's Green Carpet Collection to win Best Actress at the Golden Globes

# Green Carpet Challenge



Handprint, a film by Mary Nighy, awarded Silver at the Cannes Lions 2014

Video Link : <http://eco-age.com/handprint-2/>

# British Fashion Council: Estethica & Y.E.S.A.

Yoox.com, in collaboration with the British Fashion Council as its official retail partner, promotes ethical fashion platform Estethica, and organizes “Yoox.com Estethica Sustainability Award”, which is committed to supporting Asian eco designers. Design works presented online and in store from 6<sup>th</sup> Nov.

## 6 Nominated Designers&Brands , 2015



FFIXED STUDIOS—HK China  
(Fiona Lau & Kain Picken)  
Relaxing, “pottering around”



Ken Samudio-Philippines  
Accessory designer also  
biologist(marine biodiversity),  
using sustainable materials



Suzuki Takayuki-Japan  
High quality organic cotton,  
“time and elapse”

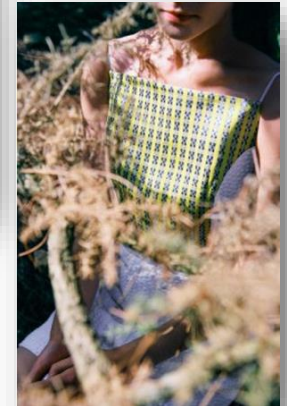


Renli Su-China  
Using organic fabric



THU THU-Vietnam  
(Thuy Duong Nguyenm)  
Handmade Vietnamese fabrics

RE;CODE-South Korea  
Upcycled fashion



## H&M Conscious Foundation & Global Change Award

The H&M Conscious Foundation launched the first ever Global Change Award this year, giving €1 million grant to pioneering ideas closing the loop for fashion.



H&M's Holiday Campaign(2011),  
Featuring models and their families



H&M's Conscious Collection Campaign(2012)



**Thank You**

