



SUSTAINABILITY IN FASHION

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SUSTAINABILITY IN FASHION



Sustainable **fashion** is a movement and process of fostering change to **fashion** products and the **fashion** system towards greater ecological integrity and social justice. Sustainable **fashion** concerns more than just addressing **fashion** textiles or products



WHY?

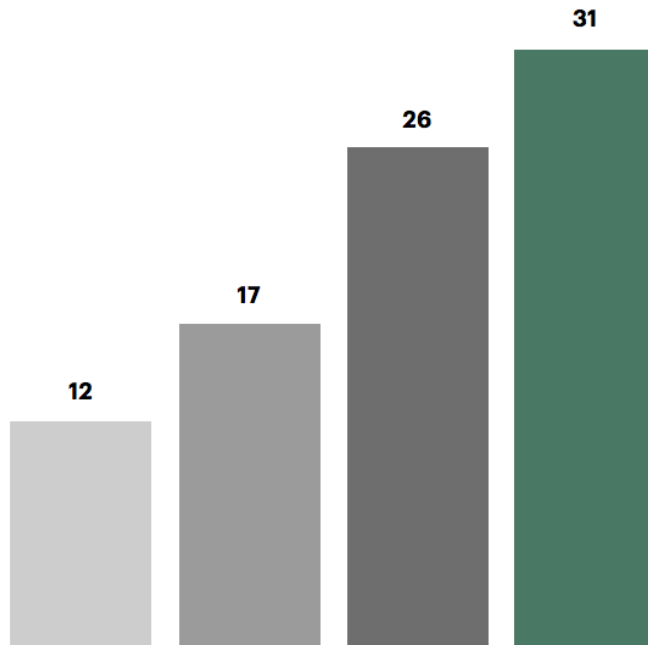
BENEFITS FOR THE PLANET AND CONSUMERS- A study from 2015 shows that 97% of what goes into making clothes are new resources, with only 3% of it being recycled materials. This adds up to an annual resource input of 98 million tons. It takes an incredible amount of 2,700 litres of water to produce a single T-shirt. Cotton in particular is highly dependent on water, but is usually grown in hot and dry areas where water is a scarce resource already.

BENEFITS FOR THE COMPANY- Customers are understanding that we must make a change. They begin to look towards brands with sustainable options



Younger generations increasingly state that they will pay more for products that have the least negative impact on the environment

% OF US CONSUMERS IN 2019 WHO WOULD PAY MORE



ETHICAL FASHION IN THE MARKET

- The global ethical fashion market reached a value of nearly \$6,345.3 million in 2019, having increased at a compound annual growth rate (CAGR) of 8.7% since 2015. The market is expected to grow from \$6,345.3 million in 2019 to \$8,246.1 million in 2023 at a compound annual growth rate (CAGR) of 6.8%. The growth is mainly due to the growing awareness about using ethical fashion for sustainability.

Patagonia

California, USA
Fair Trade Certified collections,
environmental sustainability
trade outdoor clothing
Women's & men's outdoor
gear, activewear
S-XXL; up to US 22

one of the earliest defenders
of ethical practices in the activewear
industry, and one of the first adopters
of recycled materials and switching to
organic cotton. Patagonia is expanding its
ethical labor ethics and works with
fair trade often as it can, including in
North Carolina. We admire
the positive personal impact its
initiatives have around the world.

Patagonia



Levi's

Headquarters | California, USA
Practices | Ethically produced, sustainable
practices, give back
For | Children's denim
Product Range | Women's, men's, and
children's apparel
Size Range | XXS-XXL; up to US 26
Price Range | \$-\$-\$

Global leader in not just denim but in
apparel at large, Levi's is available in more
than 100 countries worldwide. Donned by
teenagers, presidents, and everyone in
between, Levi's is known for being *the* face of
denim. And the team has always been at the
front of change and progress: The brand
pioneers eco-friendly and sustainable practices
like recyclable denim, ethically sourced
cotton, and innovations to reduce water use,
in addition to giving back to its workers and
community organizations alike. You can find
apparel for the entire family that continues to
be "in"... and lasts.



People Tree

Headquarters | London, UK
Practices | Fair Trade Certified collections,
organic cotton collections, biodegradable
materials
For | Affordable fair trade clothing
Product Range | Women's apparel,
children's clothing
Size Range | S-L; up to 16
Price Range | \$-\$-\$

People Tree is recognized by consumers and
the fashion industry alike as a pioneer in the
ethical and environmentally sustainable
clothing movement. People Tree has long been
our favorite go-to shops for
ethically made fashion. For over 20 years,
the brand has partnered with fair trade
producers and farmers in the developing world
to produce a wide collection of ethical and
stylish apparel. The collection ranges from the
lightweight organic cotton
dresses to workwear, jumpsuits, relaxed
jeans, and more.



BRANDS USING SUSTAINABILITY

2. Patagonia

Based In | California, USA

Ethics | Fair Trade Certified collections, organic cotton, environmental sustainability

Best For | Fair trade outdoor clothing

Product Range | Women's & men's outdoor apparel, swimwear, activewear

Size Range | XXS-XXL; up to US 22

Price Range | \$\$

Patagonia was one of the earliest defenders of environmental ethics in the activewear fashion industry, and one of the first adopters of using recycled materials and switching to organic cotton. Patagonia is expanding its commitment to labor ethics and works with US factories as often as it can, including in Texas and North Carolina. We admire Patagonia for the positive personal impact its fair trade factories have around the world.

[SHOP PATAGONIA](#)



With clear and transparent understanding of how Patagonia's product is benefiting the planet, the consumer is engaged and understanding their buying choices. This gives the buyer a feeling of “I did good” and ensures they come back

PATEGONIA

Environmentalism is at the core of Patagonia. It's an exceptionally profitable manufacturer and retailer generating \$400 million in revenue each year. Patagonia makes some of the best, and most expensive outdoor gear in the world, but the company's mission is bigger than simply maximizing profit. The mission is: “Build the best product, cause no unnecessary harm, use business to inspire and implement solutions to the environmental crisis.”

patagonia®

Shop

Activism

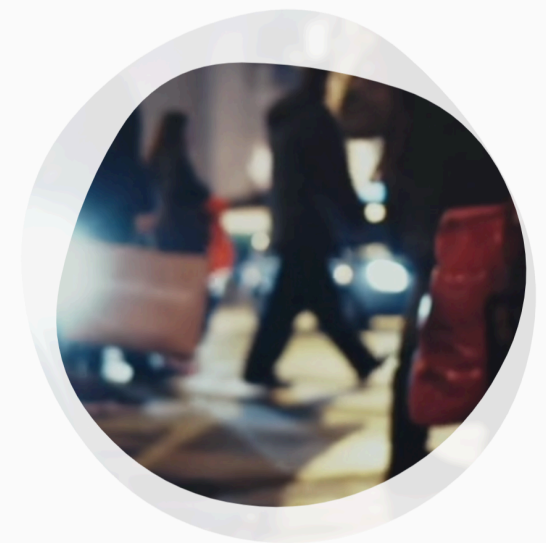
Sports

Stories

Q

**Everything
we make
has an
impact on
the planet.**

Learn More



LEVI'S

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California, USA

Ethically produced, sustainable

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Children's denim

Range | Women's, men's, and

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Size | XXS-XXL; up to US 26

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LEVI'S doesn't just focus on how and why sustainability is important but also how sustainability on being fashionable. Buying smart does not have to be ugly.

Levi Strauss & Co.'s vice president of sustainability, Michael Kobori, outlines three key ways in which businesses can bring sustainable practices to the level of the consumer in a blog post.

First, he says, make consumers aware of their environmental impact. Levi's recently launched a campaign to make sure people understood their own impact. When people take the quiz and find out their habits are in the bottom third compared to others, Levi's offers simple actions to improve their behavior.

People Tree

London, UK

Fair Trade Certified collections,
cotton collections, biodegradable
materials

Affordable fair trade clothing

Product Range | Women's apparel,

collections

Size Range | S-L; up to 16

Price Range | \$-\$-\$

People Tree is recognized by consumers and the fashion industry alike as a pioneer in the ethical and environmentally sustainable movement. People Tree has long been our favorite go-to shops for ethically and sustainably made fashion. For over 20 years, People Tree has partnered with fair trade producers and farmers in the developing world to produce a wide collection of ethical and sustainable apparel. The collection ranges from the lightweight organic cotton dresses to workwear, jumpsuits, relaxed jeans, and more.



Our Story

A pioneer in sustainable Fair Trade fashion, our story started in 1991. The core mission has stayed the same over the past three decades since award-winning social entrepreneur Saha Minney founded the company. Every product is made to the highest ethical and environmental standards from start to finish. Contemporary, versatile designs and playful, exclusive prints inspired by the V&A archives create stylish, innovative and affordable fashion while respecting people and the planet. Collections featuring organic cotton, TENCEL™ Lyocell and responsible wool, are made using traditional artisan skills such as hand weaving, hand knitting, hand embroidery and hand block printing.

We launched our first fashion range to meet the Global Organic Textile Standard certified by the Soil Association and were the first fashion company to be awarded the World Fair Trade Organisation product label. These certifications guarantee People Tree's dedication and compliance to the principles of fair trade, covering fair wages, good working conditions, transparency, environmental best practice and gender equality.



Our Mission

PEOPLE TREE

PEOPLE TREE has a two step break down on their sustainability which communicates their story (history) and their Mission. Communicating a clear way of operation. People Tree lets the customer inside the company



INCREASING TARGET MARKET

By including sustainable material in a companies product brings in a new market of conscious consumers.

Getting sustainability right pays dividends as consumers, led by millennials and Gen Z, are demanding it: online searches for “sustainable fashion” tripled between 2016 and 2019, the report found.



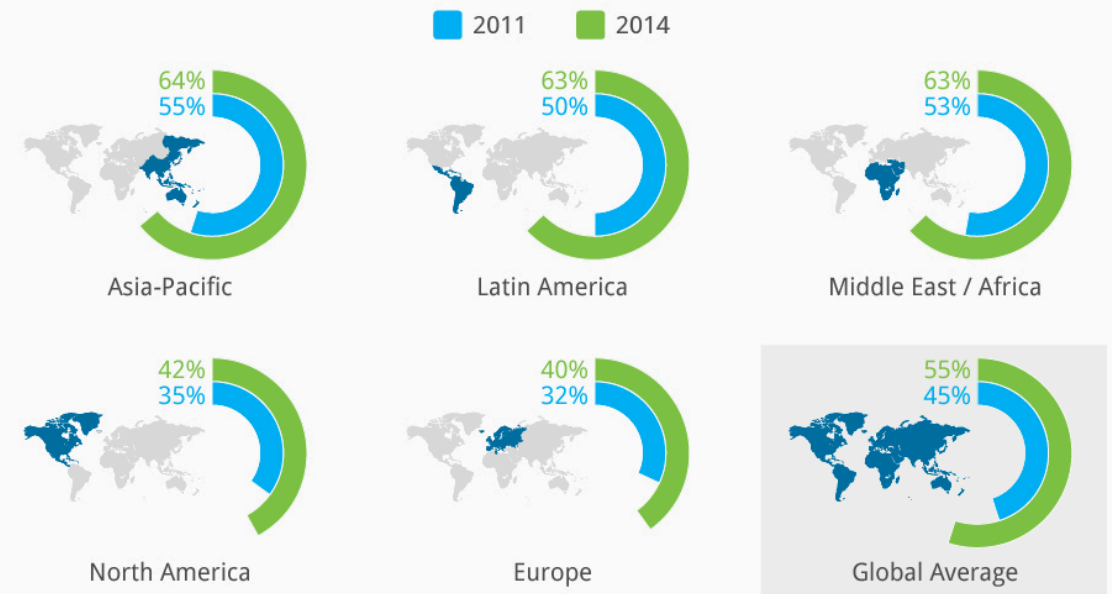
PROBLEMS WITH INCLUDING SUSTAINABLE MATERIALS

- “You must solve the issue of excess inventory” before sustainability, said John Thorbeck, chairman of consultancy Change Capital and a former industry executive. The industry has “tremendous amount of inefficiency. The idea that we are going to switch focus from inventory to sustainability without a solution that embraces both is very hypocritical.”
- Sustainable materials cost the company more money to produce. Customers don’t always want to pay more.



Consumers Are Willing to Pay a Price for Sustainability

% of consumers willing to pay more for goods and services from socially responsible companies*



* based on a survey among 30,000 online consumers from 60 countries

Source: Nielsen



SOURCES

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