



SONICA SARNA DESIGN

Presents

ETHICAL DESIGN & SOURCING

An online education series

WWW.SONICASARNA.COM



MEET SONICA

Sonica Sarna is the founder of an award winning ethical design and production company ranked among the ten most sustainable fashion companies worldwide*.

Sonica has over 20 years' experience working with international fashion brands. Her transparent turnkey solutions are helping make ethical sourcing easy and effective with close working artisan communities, material traceability and certifications.

She has partnered with over 210 brands and counting.

Her work in sustainability also includes implementing women's empowerment programs in factories' and developing material circularity, waste management and water recycling initiatives in the apparel supply chain.

Sonica finds solutions to the daunting challenges facing the fashion industry day to day. She has created a practical and applicable guide to ethical design and sourcing to help designers and brands transform their businesses into agents for good.

***Common Objective 2019**

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ETHICAL DESIGN & SOURCING

An online educational series

**LEARN HOW TO HAVE A POSITIVE IMPACT
WITH YOUR FASHION BUSINESS**

This online learning program is designed to help designers, brands, buyers and fashion industry professionals get actionable insights on achieving the sustainability goals of their businesses.

This easy to follow 4 part series covers

- 1. RESPONSIBLE ENTREPRENEURSHIP**
- 2. DESIGNING WITH ARTISAN COMMUNITIES**
- 3. SOURCING ORGANIC MATERIALS**
- 4. ETHICAL FACTORY PRODUCTION & MORE**

Each hour long webinar is followed by a detailed Q&A geared to address the challenges faced by businesses day to day and to advise practical strategies and tools to address them.

Participants walk away with an essential how-to guide and resources to help their businesses become more socially and environmentally responsible.

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RESPONSIBLE ENTREPRENEURSHIP SESSION 1

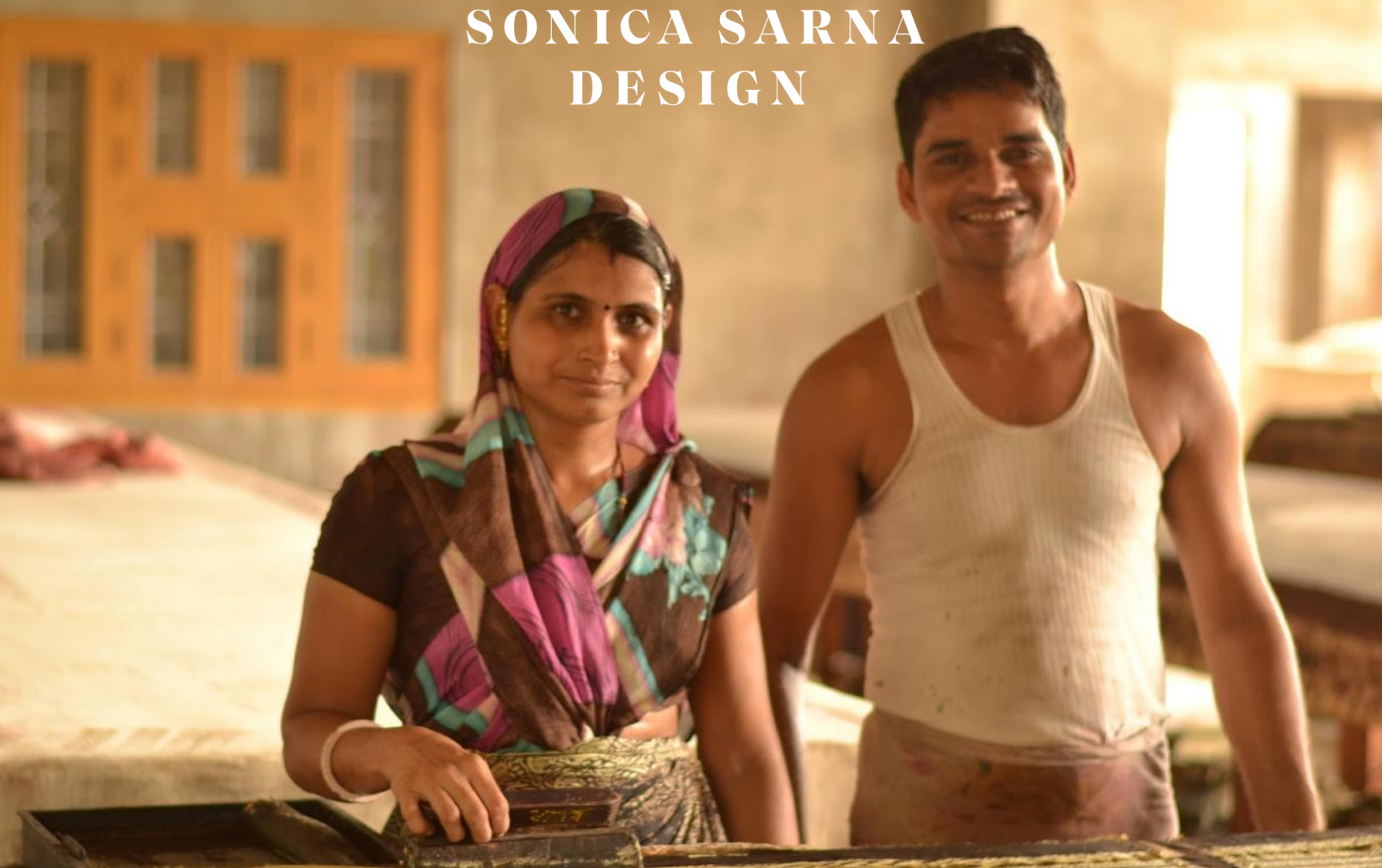
In this introductory session, Sonica will help attendees discover their own sense of purpose to drive lasting change in the fashion industry.

As fashion industry professionals, we will evaluate the impact our daily business decisions are having on people and the planet. We will learn how to make socially and ecologically responsible decisions within our immediate sphere of influence at work.

We will then share tools to leverage these responsible decisions to overcome financial and systemic constraints created by the old ways of doing business..

WE WILL COVER QUESTIONS LIKE

- Why is it imperative for a brand to source ethically today?**
- What are the dangers of our blind spots in the supply chain?**
- How do we learn more about what we don't know in order to make better decisions for everyone involved in our business?**
- How will our brand identity and customer engagement evolve as a result?**



PARTNERING WITH INDIGENOUS ARTISAN COMMUNITIES SESSION 2

HOW TO MAKE YOUR DESIRE TO WORK WITH ARTISAN COMMUNITIES A WORKING REALITY

In this session, all those interested in the hand made can hope to learn about,

- The social ,environmental & cultural impact of artisan partnerships.**
- Gain a foundational understanding of the various types of artisan techniques.**
- How to develop respectful and mutually beneficial relationships with communities.**
- Overcoming challenges faced in the design and production process, understanding minimums, lead times, and payment terms.**
- How to protect your designs and the cultural intellectual rights of the artisans.**
- Tools for effective story telling.**



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HOW TO SOURCE ORGANIC & SUSTAINABLE MATERIALS

SESSION 3

**AN IN-DEPTH GUIDE TO SOURCING ECO
FRIENDLY MATERIALS FOR YOUR
COLLECTION.**

We will discuss,

- The multi-dimensional impact of choosing eco friendly fabrics on people and eco systems.**
- Fiber, yarns, weaves and dyes- the various elements that come together to create a sustainable fabric.**
- Industry certifications, trademarks, symbols –what they mean and how they all compare.**
- Production challenges, limitations and lead times for sampling and production of organic fabrics.**
- How to effectively educate your customers on your sustainable fabric choices.**

ETHICAL PRODUCTION

SESSION 4

HOW TO WORK WITH FACTORIES, WORKSHOPS & COOPERATIVES

The final part of this curriculum guides you on how to pick the ideal manufacturing partners for your brand.

In this session we will cover,

- The various kinds of production set ups such as factories, workshops, worker co-ops and how they all compare.**
- A review of industry certifications and terminology as well as worker rights and environmental laws applicable to manufacturing set ups.**
- Are you factory- ready? Tech-packs, specsheets and other details to be ready with before you begin work with your production partner.**
- Standard payment terms, MOUs and contracts.**
- How to navigate costing, sampling and production minimums and timelines.**

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TESTIMONIALS

“Sonica Sarna's masterclass series on ethical design & sourcing was incredibly informative. Her knowledge and depth of experience on the ground can help any small or large brand if they want to source the desired products ethically and accurately. Sonica's emphasis on good product decisions based on local factors, detail in the tech packs, samples, legal aspects, NDA's, inspection/quality management, and most of all clear expectations, accountability, transparency, and relationship building was a good reminder.”

Anupama Pasricha, Dept Chair Apparel, Merchandizing & Design, School of Business, St. Catherine University, St. Paul, MN

“Sonica is a powerhouse of energy who amazes you with her vast knowledge in sustainability. One can gain a lot from her experiences in artisan community, production facilities, design, fabrics qualities, storytelling and the list goes on. She inspires many to research a subject and know about it in and out. Her lectures are full of practical knowledge and handy tips which no university teaches you. It would be so good if her content were taught to the kids in colleges to make them industry ready.”

Garima Dhiman, Senior Executive, Ethics & Charity, Monsoon Accessorize, UK

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ABOUT US

We are an ethical design and production company that engages a network of artisan communities, an offering of certified organic fabrics, and in-house compliant production to create high-fashion products for the global market place.

We consult leading global brands in creating transparent and ethical supply chains to maximize positive social and environmental impact.



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**WELCOME TO THE
REVOLUTION!**

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