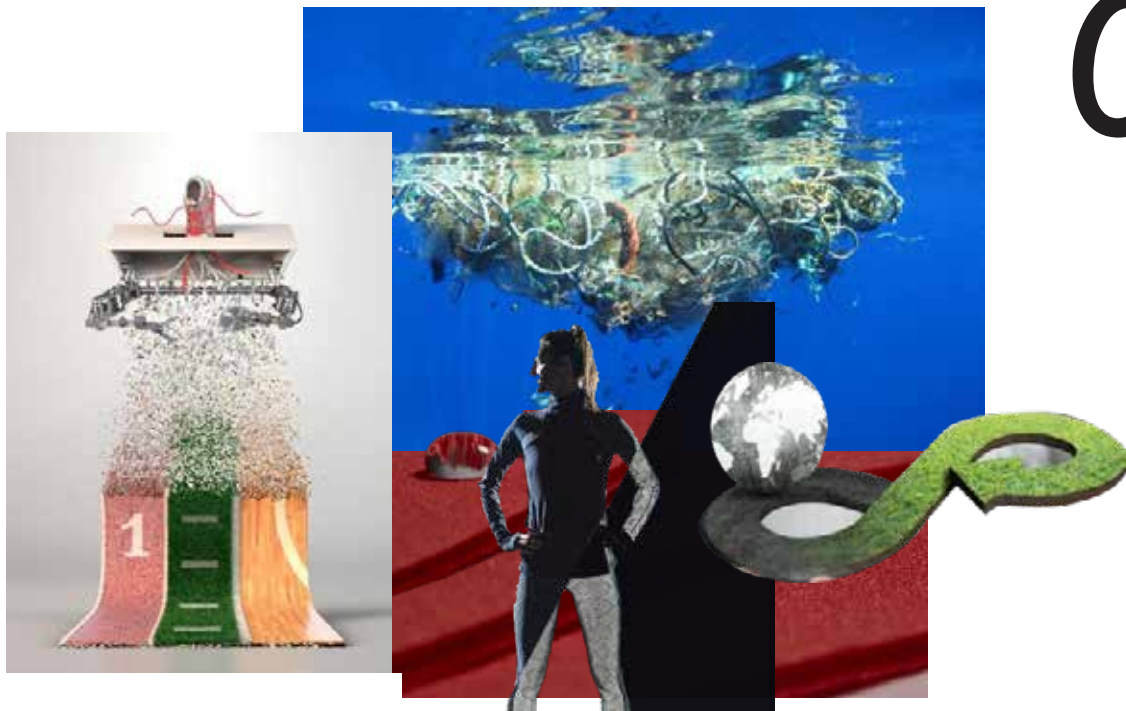


# SUSTAINABILITY SHIFT

**01** *FROM*  
Nature derivative, natural  
fiber driven, hand made  
textile work, Eileen Fisher  
aesthetic.



**02** *TO*  
Future-centered, material  
focused innovations,  
synthetic fiber leveraging,  
democratic aesthetics.

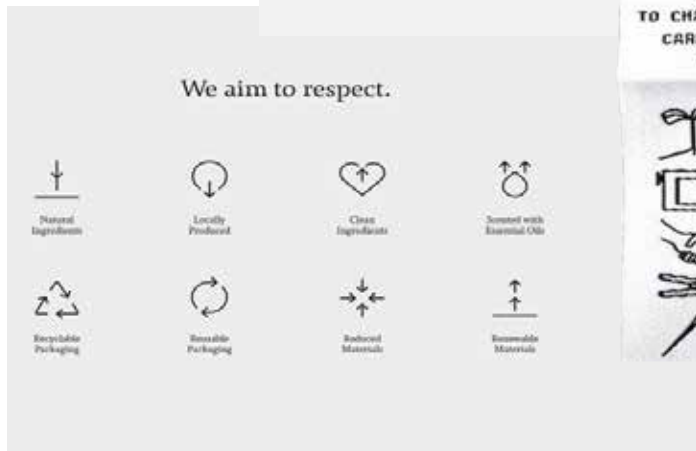
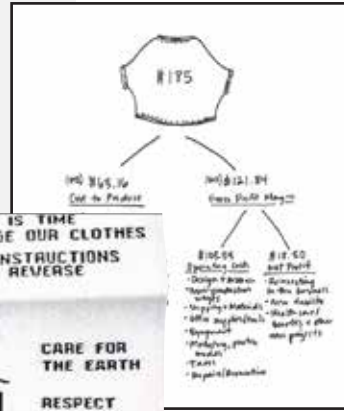
# SUSTAINABILITY APPROACHES

**01** **KNOWING WHERE YOUR MATERIALS COME FROM**  
*Commitment to transparency creates trust. Knowing you're shopping from factories of integrity with solid construction, the best materials, the lowest environmental footprint and the highest labor standards is appreciated responsibility.*

**02** **REPAIR, REUSE, RECYCLE & RENT**  
*Patagonia takes back worn-out clothing and recycles it to make new clothes, they also provide mending services (tour + online lessons). Teko Socks uses "tekoPOLY" 100% post-consumer waste like plastic bottles and "tekoMERINO" sustainable and organic.*

**03** **MATERIAL UPDATES**  
*Sustainable design looks to modern technology to provide alternatives to resource-depleting dyeing and finishing processes, transforming waste into new resources, collaborating with diverging industries such as the automobile field.*

# TRANSPARENCY



WHO MADE MY CLOTHES,  
Fashion Revolution campaign  
Sweatshop, Norwegian docu-series  
Canadian Fair Trade Network, "the label doesn't tell the whole story" campaign  
Mata Traders, "with fair trade you can learn the whole story" response

NO MIDDLE MAN,  
Greenpeace, reports directly to their audience leveraging social media, a culture attuned to video and the Internet

TRANSPARENCY PRICING MOVEMENT,  
Elizabeth Suzann  
Everlane



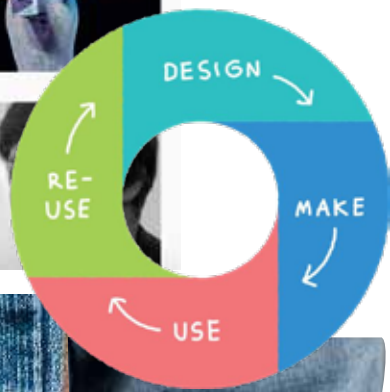
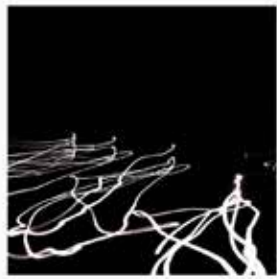


ellenmacarthurfoundation... Following

173 posts 6,837 followers 201 following

Ellen MacArthur Foundation The Foundation works with business, govt. & academia to build a framework for a circular economy that is restorative and regenerative by design www.ellenmacarthurfoundation.org

Followed by traericketts, the\_peahen, stellamccartney + 4 more



# CIRCULARITY AND REPAIR

## PRODUCTION,

Ultrafabrics, closed-loop PU production system by recycling chemicals  
Picture Organic, reuses production scraps for lining their jackets  
FabScrap

## MENDING,

Patagonia Worn Wear Tour  
The Restory Repair Clinics

## SECOND LIFE,

Mud Jeans, lease-a-jean campaign  
Little Circle, motto to "buy, love, resell"

## BUSINESS,

GFA & BCG advocate circular models for fashion businesses

# MATERIAL INNOVATION

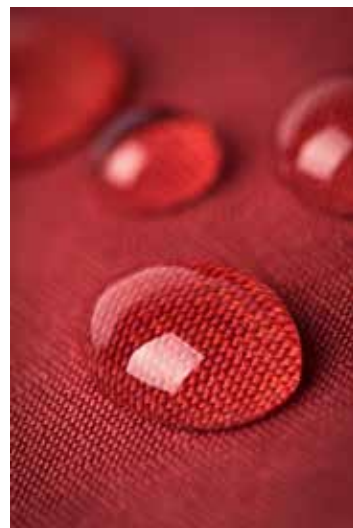
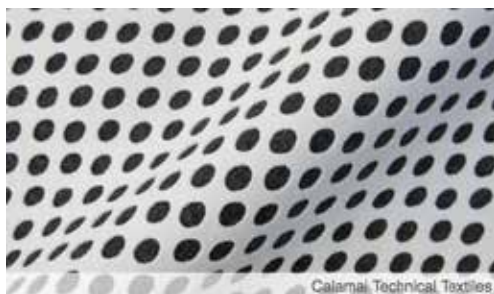


**RECLAIMED OCEAN PLASTIC,**  
Adidas x Parley, jerseys and shoes  
G-Star RAW x Bionic Yarn, denim

**SELF-CLEANING,**  
Tomorrow Machine x Innventia x KTH,  
dirt resistant table-wear coating  
Dolfi device, uses ultrasonic sound waves  
to clean clothing

**COLORING,**  
We Are Spin Dye, coloring method uses  
75% less water, 90% fewer chemicals  
Nike, waterless ColorDry dyeing process

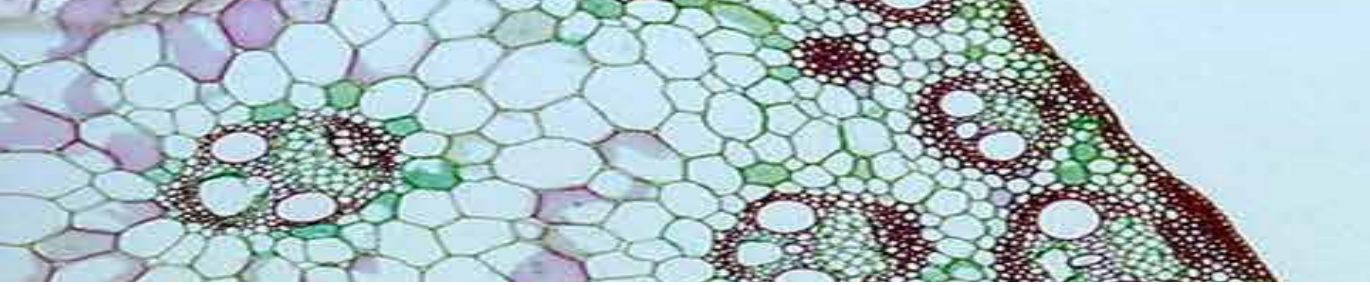
**RENEWABLE ENERGY,**  
ThermalTech Mesh  
Energy Tape



# PACKAGING

Reclaimed materials  
Sleek sustainable  
Continue to prioritize  
functionality  
Refined appearance  
Indistinguishable  
from non-sustainable  
materials  
Atypical silhouettes  
Graphics-led





# BRAND SPOTLIGHT

DETAIL-ORIENTED

Sleek silhouette. Scientifically better details.

WOMEN'S BLAZERS

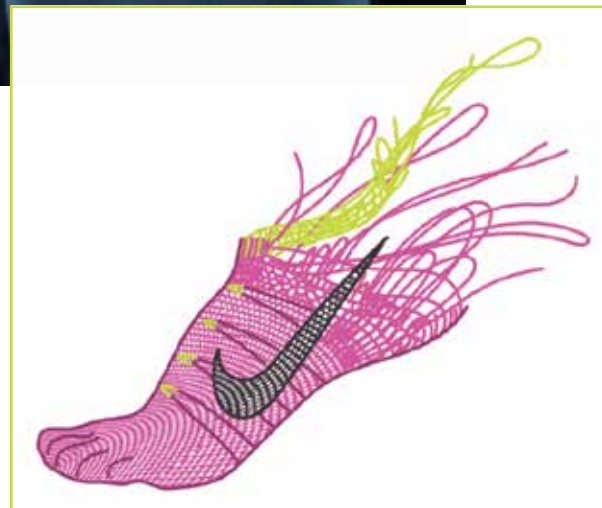
Ministry of Supply

## Son of a Tailor

100% Custom Fitted

Each T-Shirt is made to the exact measurements of every customer

How It Works



Nike Flyknit

