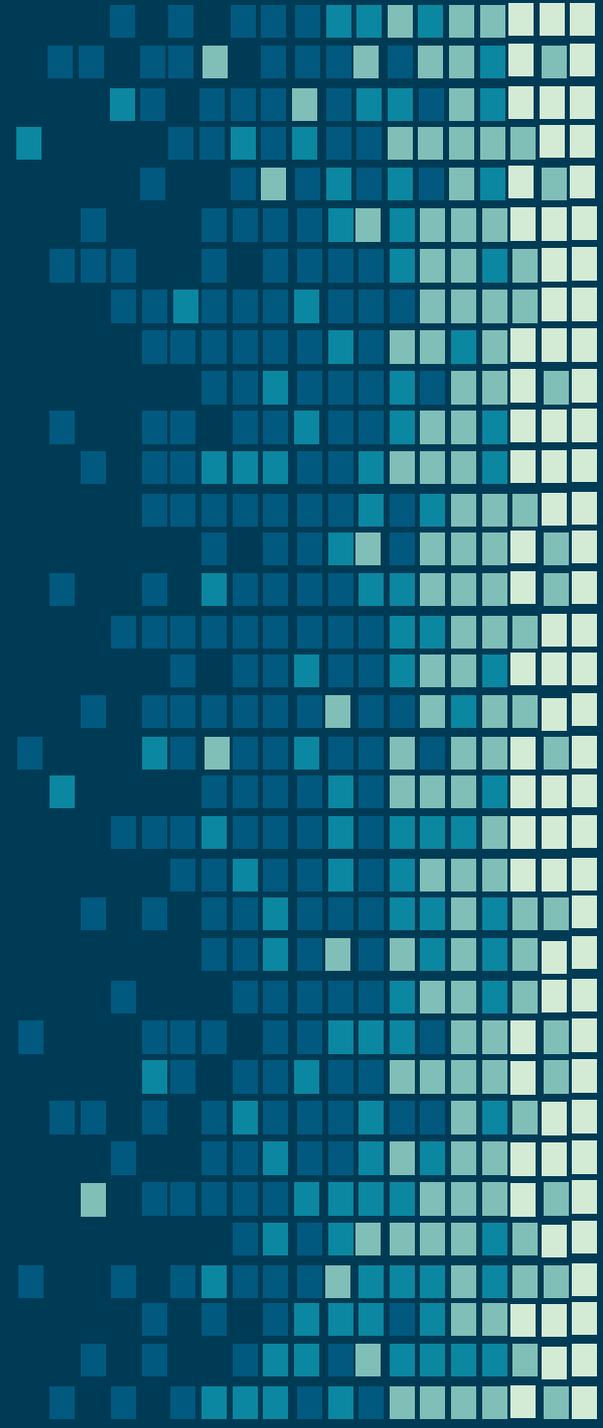


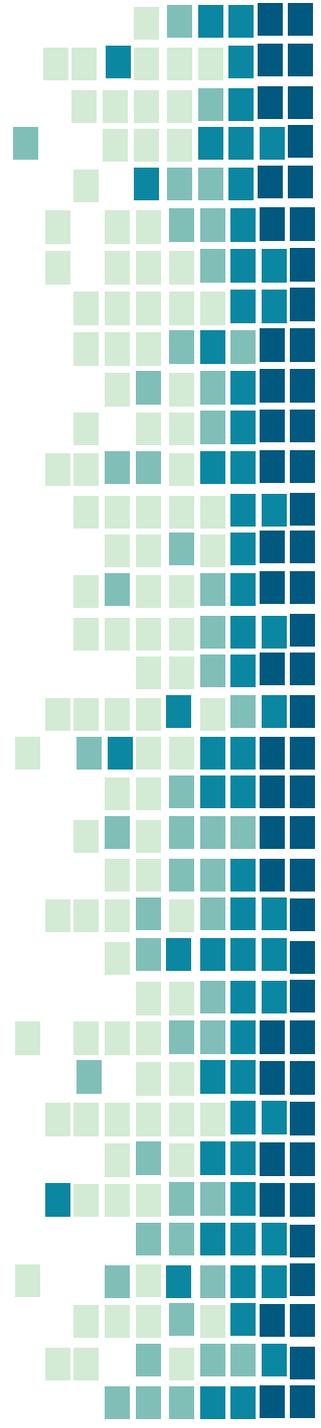
SUSTAINABLE FASHION





HELLO!

I am Lee Keok Cheong
I am here because I love to
give presentations.
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or
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FASHION

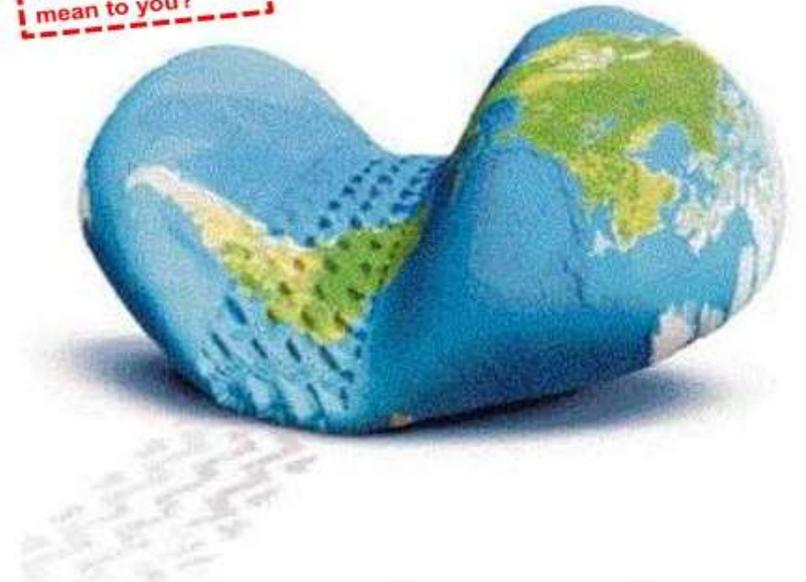


What is it?

Definition and terminology?

- Sustainable sourcing
- Ethical sourcing
- Sustainable procurement
- Green procurement
- Responsible Supply Chain Management
- Ketenverantwoordelijkheid
- Duurzaam inkopen
-

Q: What does sustainability mean to you?



DISCUSS

fast fashion

noun

Popularity: Bottom 10% of words

Definition of FAST FASHION

: an approach to the design, creation, and marketing of clothing fashions that emphasizes making fashion trends quickly and cheaply available to consumers <For many shoppers, Primark has an irresistible offer: trendy clothes at astonishingly low prices. The result is a new and even faster kind of *fast fashion*, which encourages consumers to buy heaps of items, discard them after a few wears and then come back for another batch of new outfits. — *The Economist*> <Competition is fierce at every end of the fashion spectrum from luxury to *fast fashion*. — Nedra Rhone> <In 1985, we bought roughly 31 clothing items per year; now [in 2012] we snap up twice that many thanks to “*fast fashion*.” — Azeen Ghorayshi> —usually hyphenated when used before another noun <*fast-fashion* chains/retailers>

© Merriam-Webster Dictionary

What is it?

What is it?

Fast Fashion is Fast Food.

EMPTY CUPBOARDS THAT MAKE US FEEL FULL

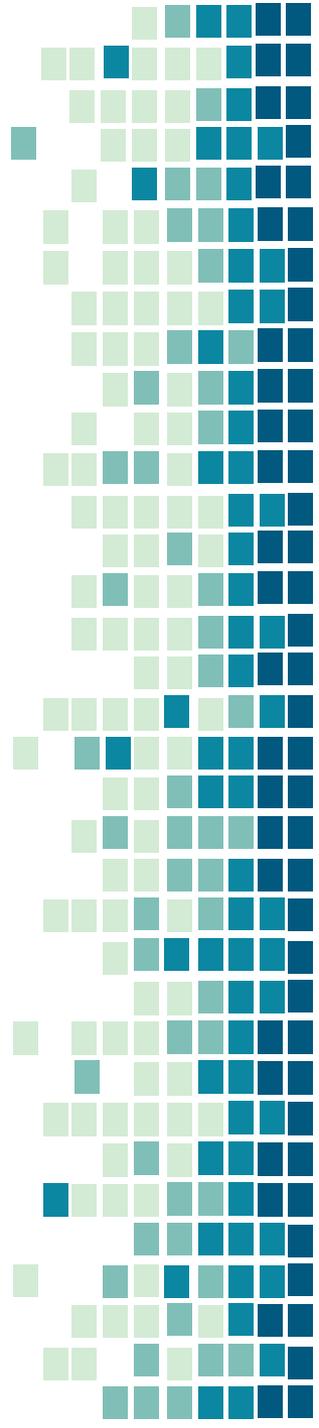
*FACTORIES FULL
OF MISTREATED WORKERS
RIVERS FULL
OF TOXIC CHEMICALS
CLOSETS FULL
OF DISPOSABLE WEARS
LANDFILLS FULL
OF YESTERDAY'S GARMENTS*

**Process matters.
Quality matters.
Honesty matters.**

YOU'RE DAMN RIGHT IT'S
A CALL TO ACTION.

ZADY.COM

WE STAND FOR ETHICAL EMPLOYMENT PRACTICES AND ENVIRONMENTAL RESPONSIBILITY. PLEASE VISIT THE WEBSITE AT ZADY.COM FOR MORE INFORMATION.



*Fast fashion encourages
wastefulness and over-
consumption, making the
fashion industry the
world's second largest
polluter*

WWW.SBON.CO.UK

W

Fast Fashion Facts

Water

"It takes 2,700 liters of water to make just one* t-shirt"



Waste

"...three out of four garments will end up in landfills or be incinerated"

Textiles

"An estimated 400 billion square meters of textiles are produced annually, of which 60 billion square meters are left on the cutting room floor"

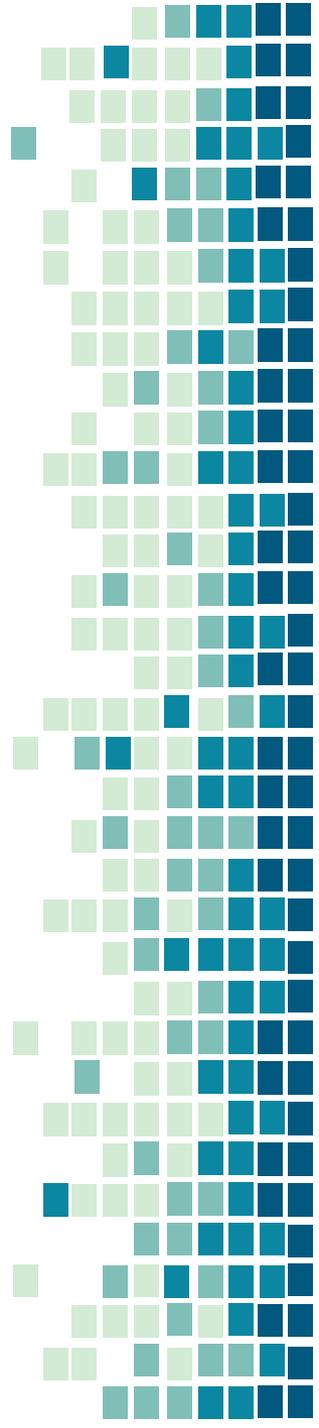


Consumption

Americans "buy twice as many items of clothing as they did twenty years ago"



www.kendrascruggs.com
source: www.greenpeace.org



*Buy less,
choose well,
make it last.*

—
VIVIENNE WESTWOOD

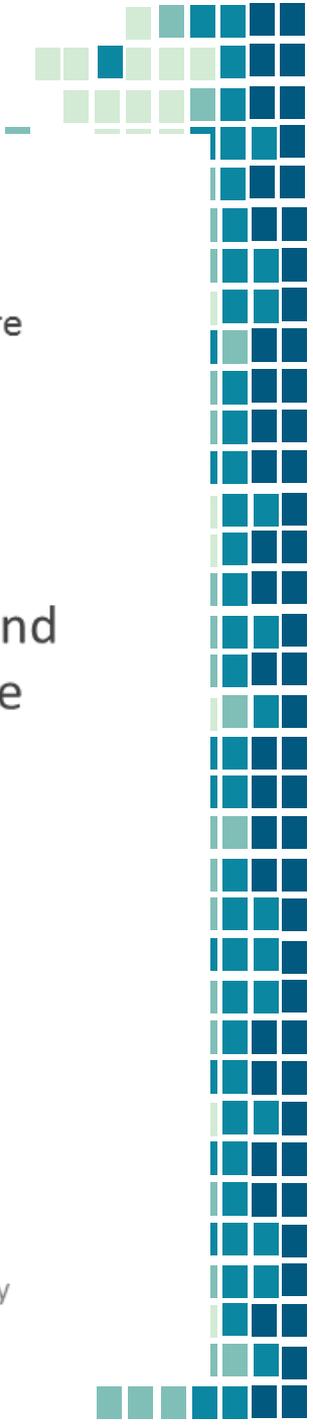
Fashion has the power
TO NOT ONLY REDEFINE
our own industry,
BUT BECOME A ROLE MODEL
for others
TO REINVENT THEIR PRACTICES.

© 2014 H&M

YOU ARE
WHAT YOU
WEAR

DO YOU WANT TO BE
CHEAP, DISPOSABLE,
UNORIGINAL?

—
ecouterre



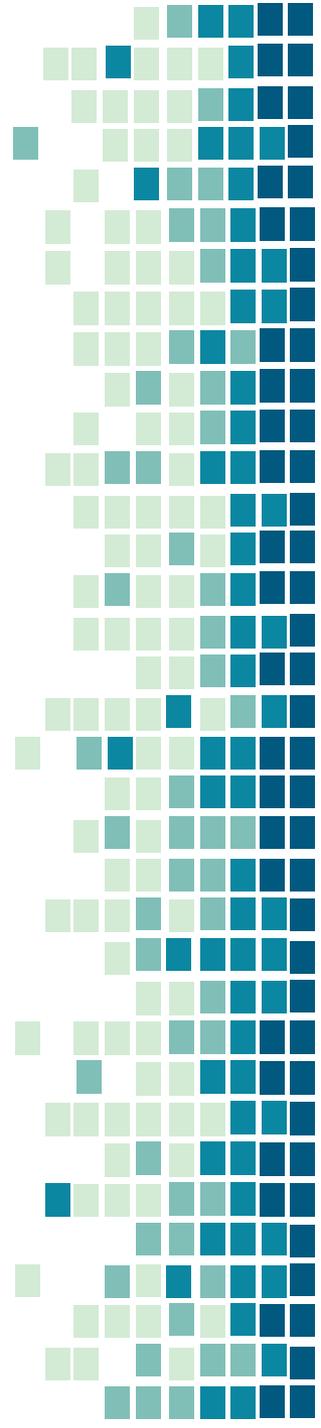
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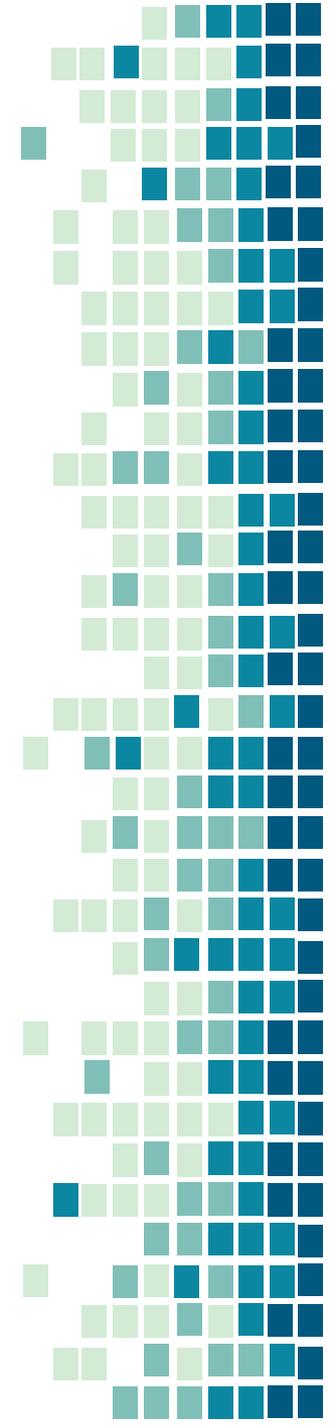
PROJECT RUNWAY – DESIGN ????



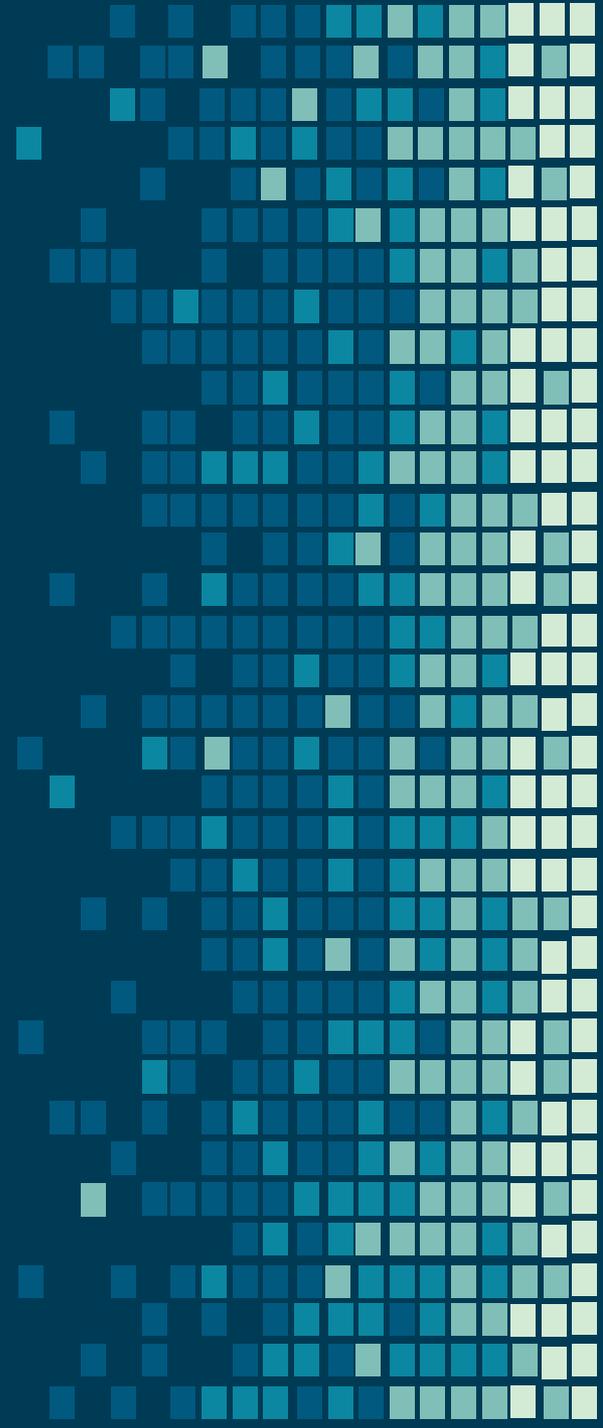
EcoChiC Design Competition



You are challenged to design a sustainable womenswear that will redress the way contemporary, fashion-loving women dress. Your designs must inspire your muse to step out into the world as a trailblazer in her own right who confidently wears her conscious values stylishly on her sleeve.



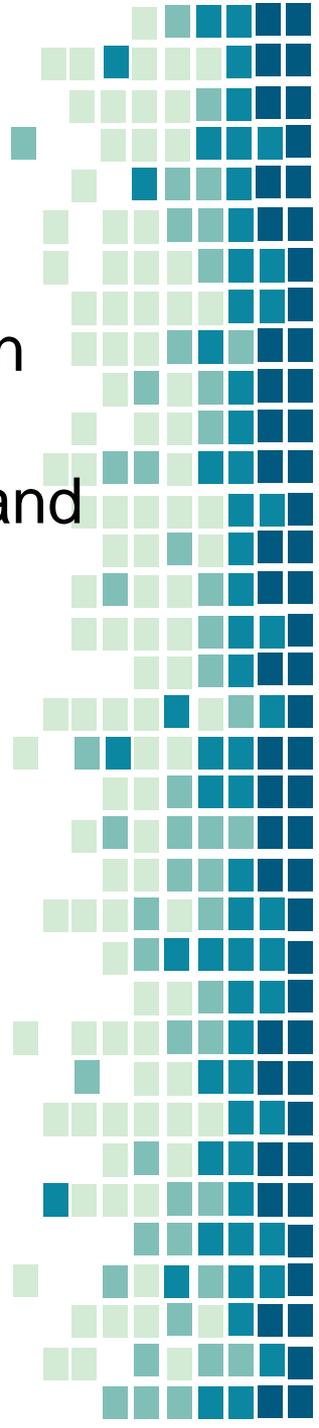
**YOU ARE
DESIGNING
FOR:**



A fashion-informed, dynamic, intelligent and sophisticated woman with a modern appreciation of global style who wants to look as good at a party as she does moving through her inspired and busy day

She enjoys considered and conscious luxury, where focus is given to quality, tailoring and elevated craftsmanship

She is conscientious about wastefulness in modern living and wishes to be dressed in ways that reflect her style as much as her sentiments



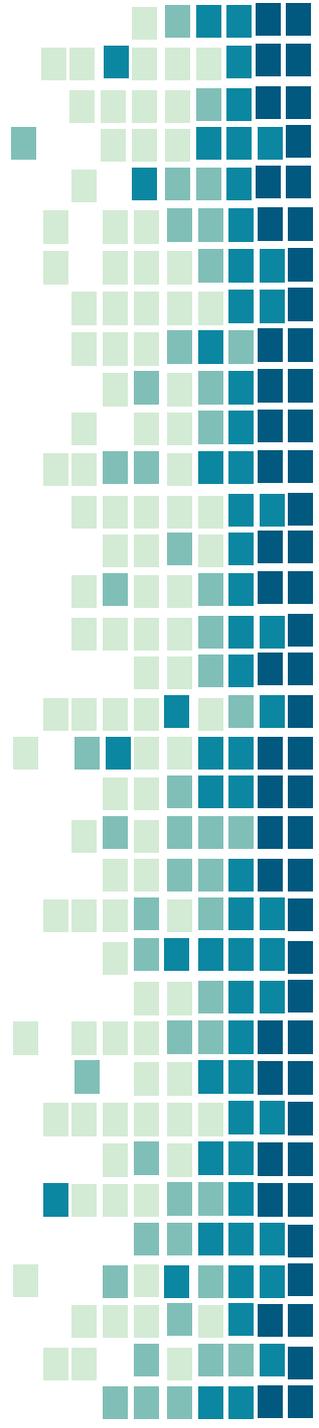
**YOUR
DESIGNS
MUST BE
CREATED:**



Using one or more of the sustainable design techniques of zero-waste, up-cycling and reconstruction

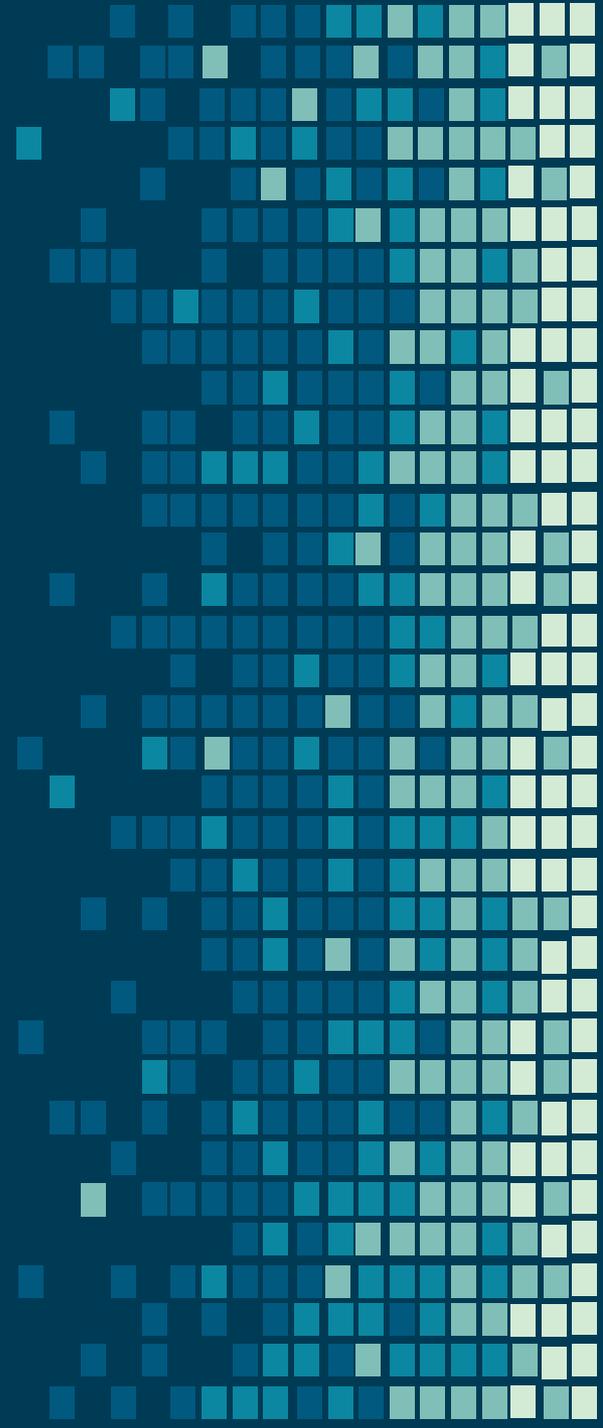
Using textile waste

Showing opportunities for reproducibility and scalability



Impress the
judges.

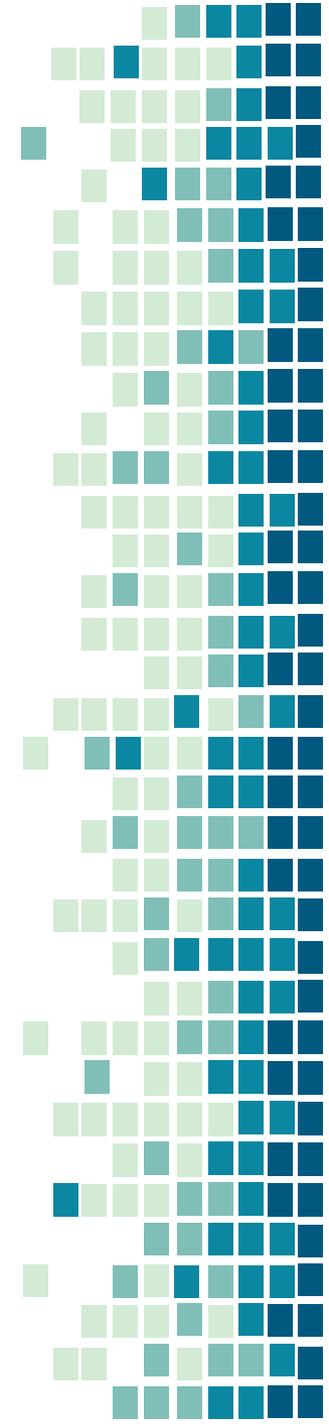
HOW????



Scored in three categories of equal weighting

1. creativity and originality,
2. sustainability,
3. Marketability

For the Grand Final judging, the additional category of workmanship will be added when the judges can see your creation.



ZERO-WASTE DESIGNS

Definition: A design technique that eliminates textile waste at the design stage.

- **UP-CYCLING DESIGNS**
- Definition: Up-cycling is the transformation of materials into products of equal or higher quality. In fashion, this means prolonging the life of waste textiles through creativity.

- **RECONSTRUCTION DESIGNS**
- Definition: Reconstruction is a form of up-cycling and is the process of making new clothes from waste formed of previously worn garments or preformed finished clothing products. This process involves first deconstructing garments and then reconstructing the waste materials into new designs.

