



FASHION THAT CARES PART 1

SUSTAINABLE FASHION BRANDS AND RETAILERS RISING

More than ever fashion brands must implement sustainable values before 2020 to achieve two objectives: (1) environmental imperatives (2) speak to end users, in particular millennials who activate their environmentalist values through their purchases. The consumer expects brands to be ethical, transparent and sustainable and will not only spend more, they will also have more loyalty if these criterias are met.

With fashion being the second biggest polluter in the world, the statistics are staggering. One fifth of the world's water pollution is a direct result of industrial textile dyeing processes, with fibre pollution reaching as far as Antarctica, once known for being the last bastion of pure water. The toxicity levels of our clothes may become so high that we could alienate consumers if action is not taken, with a recent study showing the global number of chemical allergies will grow to 60% by 2020.

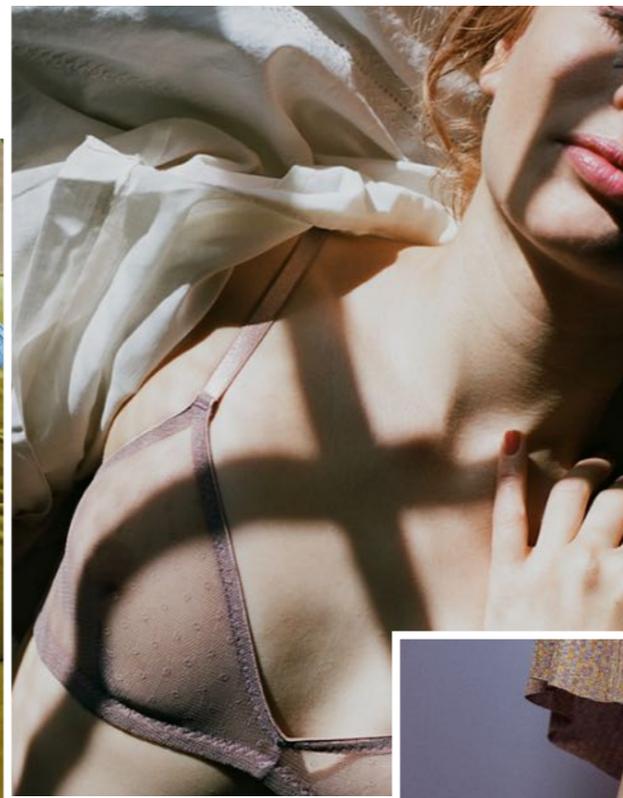
For brands who are fairly new, sustainable systems and values can be integrated from the ground up. This enables an agility in balancing fashion trend savviness, brand strategy, merchandising with sustainable business practices. Other fashion labels already well established have to build incrementally their sustainable strategy to avoid having their bottom line affected in terms of price or brand image. In either case, brands and retailers must understand sustainability means good business and will become an everyday expectation. In this report we will cover an overview of key fashion brands and retailers leading the way in different aspects.

[Picture courtesy of Chris Labrooy cgi rendering source debutart.com](#)

SUSTAINABLE FASHION BRANDS AND RETAILERS RISING

With the rise of sustainable fashion's stake in the marketplace, a new breed of online multi-brand stores is creating a one-stop shop for consumers seeking vegan, cruelty free and sustainable fashion.

Antibad hosts a trend savvy choice of ethical, sustainable and vegan apparel. With a realistic approach to fashion, Antibad aims to offer diversity, mixing high street labels such as Mango's Committed Collection with vintage as well as contemporary trans-seasonal labels such as Mara Hoffman.



[antibadstore](https://antibadstore.com)



[Mara Hoffman, Gwyneth Dress](https://marahoffman.com)

SUSTAINABLE FASHION BRANDS AND RETAILERS RISING

Indeed, for sustainable fashion to become more accessible and improve its supply chain, we need specialised online department stores to disperse the message in a way that penetrates with an array of brands, styles, prices and therefore consumer types. Not everyone has the time or knowledge to research which are the main sustainable brands so stores like Antibad, Haute Ecology and Rêve en Vert are enabling an easy entry way into becoming a sustainable consumer.



Haute Ecology



Reve En Vert online

SUSTAINABLE FASHION BRANDS AND RETAILERS RISING

Retailers are then taking on the role of educating the public, following in the footsteps of sustainable pioneer Honest By Sustainable Fashion Matterz . This shows how fashion companies can fill a gap where government has failed and become a powerful vehicle of campaigning and education.

When speaking of fashion sustainability, the brands acquiring the most coverage are often Stella McCartney, H&M, Patagonia and G-Star as well as conglomerate Kering. The sustainable fashion movement has indeed been described has a top down approach. In this report we will focus on some of the lesser known labels making waves and showing that sustainable fashion is a space where lifestyle beliefs and personal taste co-exist to create fashion that does not damage people or the planet.

SUSTAINABLE FASHION MATTERZ

YOU MAKE A DIFFERENCE

FIND PEOPLE FIND BRANDS GOOD TO KNOW BLOG CAMPAIGNING ABOUT



WOMEN MEN UNISEX

As a sustainable luxury label, Maiyet is a modern, ethical and luxury fashion brand that partners with global artisans. Maiyet's belief is that sustainability is normal, not a badge of honour. The brand focuses on its very strong network of artisans, supporting self-sufficiency and entrepreneurship in developing economies such as India, Indonesia, Italy, Kenya, Mongolia, Peru, Bolivia, and Thailand. Maiyet has partnered with NEST, an independent not-for-profit organisation dedicated to training and developing artisan businesses. Maiyet has also worked with the nomad goat herders of Outer Mongolia to create FAIR, the world's first ethically sourced and environmentally sustainable cashmere yarn.



maiyet.com

SUSTAINABLE FASHION BRANDS AND RETAILERS RISING

USA label Eileen Fisher, with their initiative “Vision 2020” launched in March 2015. Takes a stand for sustainable business practices, the plan details the steps the brand will take toward reaching a goal of 100% sustainability by 2020. Known for its commitment to responsible and eco-friendly business practices, EILEEN FISHER has divided their goals in eight important categories: materials, chemistry, water, carbon, conscious business practices, fair wages & benefits, worker voice, and worker & community happiness.

"To create a truly responsible supply chain, we need to scrutinise everything we do, from the field to the factory to the landfill," said Candice Reffe, Co-Creative Officer. "We need to take a hard look at what's often swept under the rug -- toxins, carbon emissions, and low worker pay, to name a few. It won't be easy. We'll need the help of our customers, our manufacturing partners, and like-minded brands. And we'll do it with two simple words: no excuses."

The brand's commitments also include a long list of fibre sustainability goals and a pledge to use less water, emit less carbon, and produce less fabric waste, as well as invest in alternative energy. By 2020 EILEEN FISHER has pledged that its USA operations will actually be carbon positive, also committing to pay fair wages and improve the livelihoods of the workers in its supply chain.

Finally, EILEEN FISHER has pledged to continue its work to reuse clothing and reduce waste with its clothing recycling program. By 2020, the program is expected to hit 1 million recycled items, which the brand will resell. Those items that can't be resold will be turned into raw material for new textiles or fashioned into new clothes.

Eileen Fisher is an important example as it creates a benchmark for brands who are working towards total sustainability and envision a world in which waste is a thing of the past.



[Eileen fisher.com](http://Eileenfisher.com)

SUSTAINABLE FASHION BRANDS AND RETAILERS RISING

Pure Waste is a brand directly tackling the issue it named itself after. The company has based its philosophy on the Nordic tradition of recycling, and the clean environment of their native Finland. When they couldn't find a fabric that was 100 % recycled, they decided to develop it themselves in collaboration with Costo, a Finnish accessories label that started out by buying industrial leftover materials.

The next generation of sustainable fashion brands embrace a contemporary approach to style with brands such as Kow Tow. Founded in 2007 by Gosia Piatek, the brand has made a name for its strong design philosophy and collection ranging from denims to soft tailored looks inspired by art, culture, architecture and travel. P.I.C Style sits in the same landscape of sustainable brands with a strong sense of trending fashion made with minimal impact.

Martine Jarlgaard is a fascinating example of sustainable fashion working at the intersection of technology, business, fashion and art. Upon graduating from the Royal Danish Academy of Fine Arts Martine Jarlgaard worked with Vivienne Westwood, heading the Vivienne Westwood Red Label, later on working with All Saints and as Head of Diesel Female Apparel before launching her company Martine Jarlgaard in London. In 2017 the label launched the first Blockchain-powered supply chain in collaboration with Provenance. The technology enables brands to tell a story, create a connection with the end consumer by sharing the process and everyone involved in the making of the garment via the Provenance App.



Costo



Kowtowclothing



P.I.C



MARTINE JARLGAARD
LONDON

SUSTAINABLE FASHION BRANDS AND RETAILERS RISING

Finally, one of the most exciting young brands coming out of the sustainable fashion wave is Lily Cole's Wires Glasses who have just announced seed investment from True Ventures. The brand was founded in 2016 by Yair Neuman, a London-based designer joined by co-founders Lily Cole (model, actor and entrepreneur) and Kwame Ferreira (socially conscious entrepreneur). The concept revolves around sustainability and customisation, with glasses made from a single piece of stainless steel wire and an invisible screw-less hinge mechanism which pairs with a variety of lens rims and shapes. The brand's modular approach solves the problem of buying a whole new pair of glasses and discarding the old pair, doing so at attractive prices.



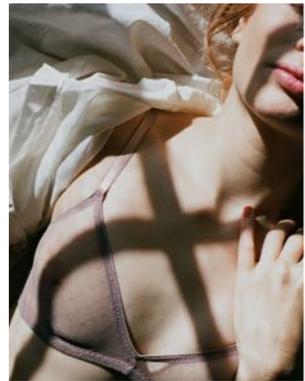
Lilly Cole



© Source :
maiyet.com



© Happy Haus at
antibadstore.com



© Micha bra
source antibadstore.com



© Midi boot by Rafa source
antibadstore.com



© Gwynesth dress
source marahoffmann.com



© Source
hauteecology.co.uk



@source
reve-en-vert.com

SUSTAINABLE FASHION MATTERZ



© Source :
freepeople.com



© Source :
eileenfischer.com



© Source :
freepeople.com



© Source :
KOWTOW



© Source :
freepeople.com



© Source :
martinejarlgaard.com



© Lily cole linked
glasses