

CLIMATE CHANGE

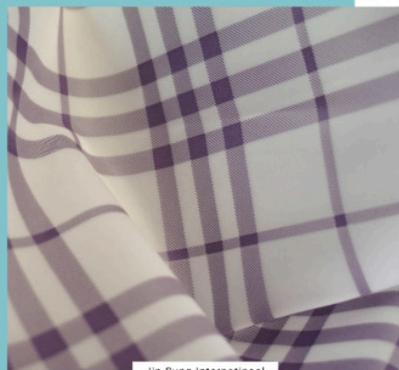


SEASON SS21

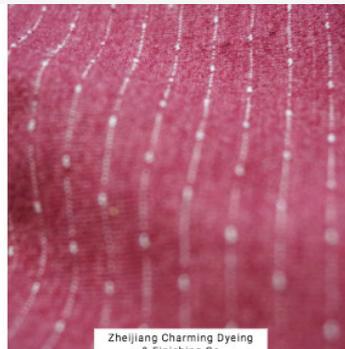
AKAIA BAKEL

I think Fashion designs/products could and should solve climate change: The fashion industry is second most industry in the world! If more and brands started using more sustainable fibers and fabrics it would reduce a large amount of waste and pollutions caused by the fashion industry.

Not only has the fashion industry had a huge negative impact on climate change, climate change has also affected the way brands source and produce their product. More and more consumers are aware of the dangerous impacts the fashion industry has on the environment, so brands are becoming more and more sustainable to feed in to their customers needs and wants. Companies are either making sustainable collections or switch to solely using sustainable fibres and fabrics. The WGSN trend that I found explores the trendiest sustainable fibres.



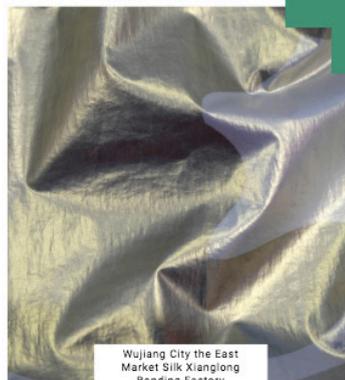
Jin Sung Internatioal



Zhejiang Charming Dyeing & Finishing Co



Prosperity Textile



Wujiang City the East Market Silk Xianglong Bonding Factory

Action Points

Fancy statements combine with technical aspects to provide a multitude of fabric choices with a variety of end-uses.

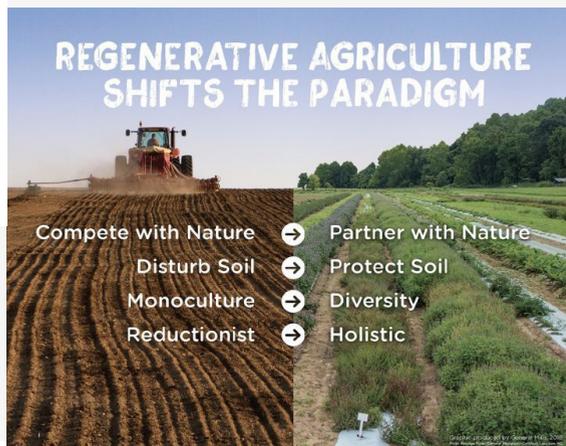
1. **Reworked checks:** reinvent classic plaids and checks using sustainable fibre choices and functional coatings. Neon accents add newness.
2. **Metallics:** make a decadent statement via luxe coatings and textured jacquards, simple inclusions in lightweight qualities, or whimsical motifs.
3. **Abstract formations:** explore bio-dyes, natural pigments, global patterns in inky overdyes and laundered tie-dye on natural and man-made fabrics to achieve unexpected effects. Overprints on patterns are important for all clothing categories.
4. **Papery coatings:** nano-weights in papery finishes are coated or laminated, keeping them featherlight for technical outerwear. Look at further enhancement with UV protection, cooling, or antibacterial properties.
5. **Linear textures:** experiment with summery statement stripes with relief surface patterns in recycled and extra weft effects.

consumers expectations:

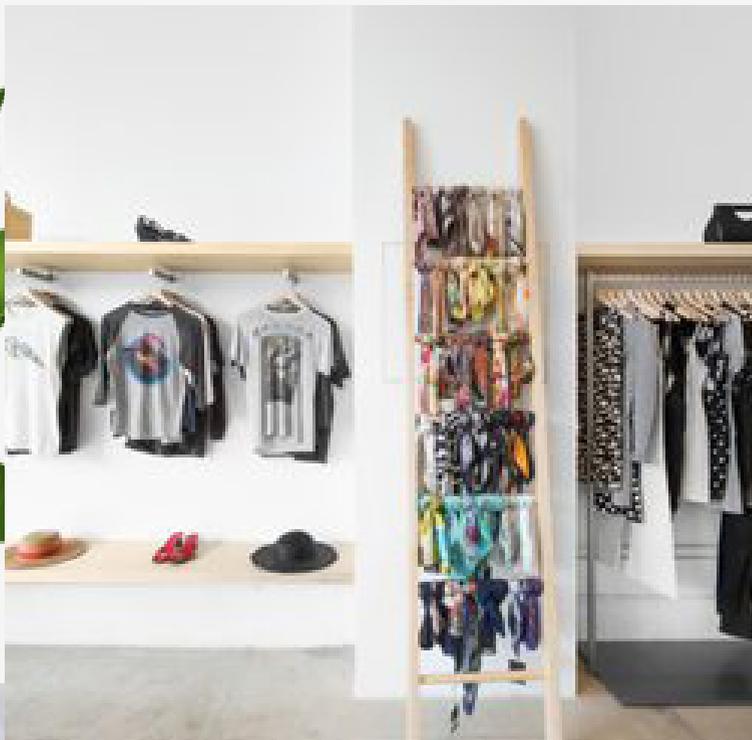
Sustainable clothing caters to the need people have to be unique due to the fact that they aren't mechanically mass produced. Consumers will understand how to do more with less because sustainable clothing takes a lot more money and time to produce than fast fashion, therefore consumers would purchase less often which would also benefit the environment because there would be less waste.



The tech industry is finding a solution to climate change. Carbon Solutions stated that tech companies regularly promote new energy-efficient products or using renewable resources. Battery powered machines are damaging to the environment due to the large amount of energy they need, so companies like Samsung have created products that do not need electrical charging to sustain. The agriculture industry is also moving into a more sustainable direction. The Union of Concerned Science stated that there is a new wave of farming called sustainable agriculture that is slowly moving out of the industrialized industry and is becoming more eco-friendly by maintaining healthy soil, managing water and minimizing air & climate pollution.



The service that could help reduce the impact of climate change would be to create a monthly event where stores (boutiques, fast fashion store, and department stores) would all sponsor the event and bring all the inventory that they need to get rid of and find creative ways to recycle and up cycle the clothing. This would be a great marketing tool for the brands to gain recognition and for the consumers to purchase unique and eco friendly clothing. If anything doesn't get sold at one of the events it will be brought back to the next event to insure that there is no waste.



This service is the perfect solution for climate change because the biggest issue with the fashion industry when it comes to its negative impact on the environment, would be the incredible amount of waste. Within this event all items will be sold and whatever isn't sold will be brought back to the next event until it is gone. There will be no new garments made for this event, everything sold will either be recycled, up cycled or extra inventory. The new sustainable fabrics mentioned in the WGSN trend will be used when up cycling the clothing. Any brand that chooses to up cycle their merchandise before selling it must use sustainable or vintage fabrics.



Fast fashion isn't
FREE.
Someone,
somewhere,
is paying.

LUCY SIEGLE

CONSCIOUSLIFEMODELL.COM



The Sustainability Report

Q2: Apr-June 2018

Big companies report their profits in quarterly earnings reports. We think companies should be accountable for more than just profits. That's why we send you guys our quarterly sustainability report so we can track our progress together.

The Ref Panel #1: Business for good

Please join us for a very hot discussion about how we incorporate sustainability in everything we do here at Ref.

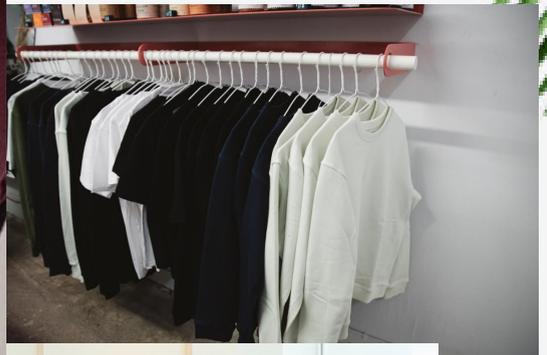
Attendees:
Yael Alfalo,
CEO & Founder

Hai Borenstein,
VP Merchandising, Design, Ecommerce
and Retail

Kathleen Tallbot,
VP of Operations and Sustainability

Tuesday Nov 7
6-7pm

Reformation Platform
8810 Washington Blvd
Culver City, CA



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