

# MARKETING SUSTAINABLE FASHION

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CREATED BY REDRESS



*Summer Rayne Oakes promoting sustainable fashion backstage at 'EcoChic Geneva'.*

## WHAT IS IT?

Marketing is a tool for communicating the value of a product or service to customers.

## WHY DO IT?

It is important to make information on your clothing's sustainability credentials available to your customers, both so that they have the opportunity to value the considered nature of your brand, and to allow a transparent and honest contact from the onset. This will help your customer to connect deeper with your brand and to have a growing interest in dressing sustainably.

# HOW DO I DO IT?

## 1 MAKE YOUR DESIGNS MARKETABLE



Good design is your most important marketing tool. If your product is sustainable but the design is not great, then no one will buy it and that is not sustainable! Good design always needs to come first and sustainability should be the secondary message.

### EXPERT'S TIP

— Filippo Ricci, Co-founder of From Somewhere & Co-curator of Estethica —

The fundamental rule when you sell a fashion collection is that the design and style is there and that your product has something unique. With this achieved, you will have a narrative in your collection. If you also have a sustainable narrative in your collection then it is incredibly important that you include the sustainability of your collection into your marketing. But the sustainability should not be the main focus or the main message. Always remember, if the collection is not good then it is not going to sell.



Image credit: Stella McCartney

British designer Stella McCartney is renowned for her high fashion looks. She pursues design first and her sustainability credentials - all designs are vegan and some are made from environmentally friendly materials - come second.



Image credit: Veja

French brand Veja demonstrates strong environmental and social commitments. However, the majority of Veja's customers primarily pick their products because of the product's good design, and become loyal brand advocates after learning about these commitments.

## 2 KNOW YOUR MARKET

Always know who you are designing for. You need to understand your target audience and their likes and dislikes, their passions and their values. This will get you under the skin of your target audience to discover how to dress them and provide a starting point for your brand communications.

### EXPERT'S TIP

— Tamsin Lejeune, Managing Director & Founder of Ethical Fashion Forum —

Research the market to find the opportunities for sales are located. Many entrepreneurs and businesses fall down because they spend all their time looking at wonderful fabrics and products without having them fully market targeted.



Image credit: Howies

British brand Howies has a clear vision of who their customer is and the design, price point and marketing channels clearly demonstrate this.

# 3 IT'S ALL ABOUT THE STORY

Connect your customers with your brand story, telling them how the product is made and where it comes from. Take them along with you on your sustainability journey and help them to understand how investing in your brand will play a part in positive change.

## EXPERT'S TIP

— *Becky Willan, Co-founder & Director of Given London* —

It is really useful to think about your brand as a story and then the role of marketing becomes how you tell that story when you're not there to tell it to somebody face-to-face. The first thing to think about when writing your brand's story is; 'Who's going to read it and who's going to be buying my products?' With these questions answered, you can then think about how you get some clarity into the story that you're trying to tell. I think what's interesting about sustainability is that it can be a really important part of your brand story but it's never going to be, and never should be, your whole message.

— *Lucy Siegle, Journalist & Broadcaster* —

The important thing for me is the narrative behind clothes and behind their design. It's all about a story. Consumers increasingly like to know where something is from and why it has been made. We live on a planet that is overcrowded by consumer goods, from fashion to colours of paint. You have to make a case for what you're producing these days. Why is it being made? As a designer, you can't just design for landfill; you have to design for somebody and for some reason. As a consumer, I want to know what's the reason for your design and why you're bringing this product to the market.



Image credit: Rags2Riches

*Pilipino brand Rags2Riches has a strong brand story behind their up-cycled products, which are made by disadvantage artisans.*



Image credit: TOMS

*US brand TOMS' story makes the consumer part of the solution. For every pair of TOMS shoes purchased, the company will donate a pair of shoes to a child in need.*

# 4 MAKE IT SIMPLE

Make your message simple and focus on one key message to grab your customer's attention. Find out what is unique about your designs and highlight this in your marketing. Once you have your customer's attention you can tell them more later.

## EXPERT'S TIP

— Lucy Siegle, Journalist & Broadcaster —

One of the key problems with communicating sustainable messaging is trying to put everything on one huge clothing label, as long as a cow's tongue! That is not going to work. People are not going to read it and your message is not going to get across to your customers. So you need to find short cuts and these shorter messages must really pack a punch so that your customer really knows what you're doing. You only get one chance to impress a consumer now — so you really have to go for it!



Image credit: H&M

Swedish retailer H&M's 'Conscious Collection' includes a wide variety of different types of sustainable raw materials, from recycled fabrics, Tencel to organic cotton. However, all the products are marketed under the 'Conscious Collection' in an effort to keep the marketing simpler. Only at a closer look can customers learn more about the specific material's environmental benefits.

# 5 BE DIRECT

Use direct, clear and consistent language. Don't use vague and irrelevant terms, especially words such as green and eco. Don't overwhelm the consumer with too much information and don't make claims unless you can back the claims up.



*Esprit's Recycled Collection is a range of denim and jersey garments using recycled fibres with direct branding and visual merchandising.*



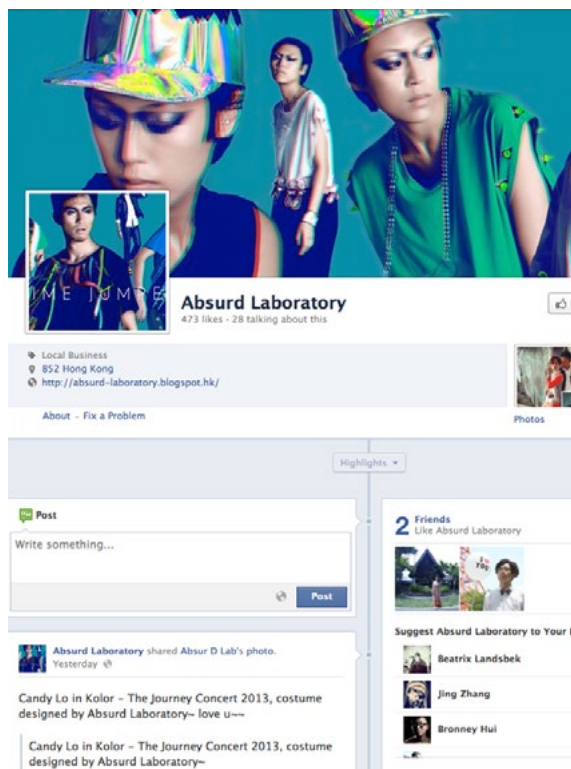
# 6 GET ONLINE

Online is a great platform to share more information about your brand's story, which can't be communicated in-store or on the garment. Your customers might not be located in a single market so get online to spread your story. Use social networks and a website to communicate your brand's philosophy with your customers. This will allow you to share information instantly and bring your customers behind the scenes of your brand, giving them access, authenticity and engagement.

## EXPERT'S TIP

— Filippo Ricci, Co-founder of From Somewhere & Co-curator of Estethica —

Online is becoming the main platform for fashion in general and online is a fantastic tool for marketing because it gives a lot of freedom. I believe sustainability will gain a lot of strength if the online tools are used properly. When you plan your marketing activities start to use online tools, such as your own website and any other social network tools. Make sure you have strong and well-planned marketing around your sustainability initiatives so that the message is loud and clear.



Hong Kong designer and The Redress Design Award Hong Kong 2011 Finalist, Eric Wong set up a Facebook page to promote his brand, called Absurd-Laboratory, and to share information about how his sustainable collections were made.

the thread  
PEOPLE TREE BLOG

On 01/01/2014 by Safia Minney

### In 2014 | My New Year Predictions

Today we have a post by People Tree Founder and CEO Safia Minney about her predictions for the future of the fashion industry in the coming year...

#### My New Year Predictions

1. In 2014, we will cease to be styled by the same "cookie cutter". We'll push for originality, swap clothes with friends, buy second hand. We will value what we buy and wear as part of a new slow society, which will break us out of our media-driven daydream.



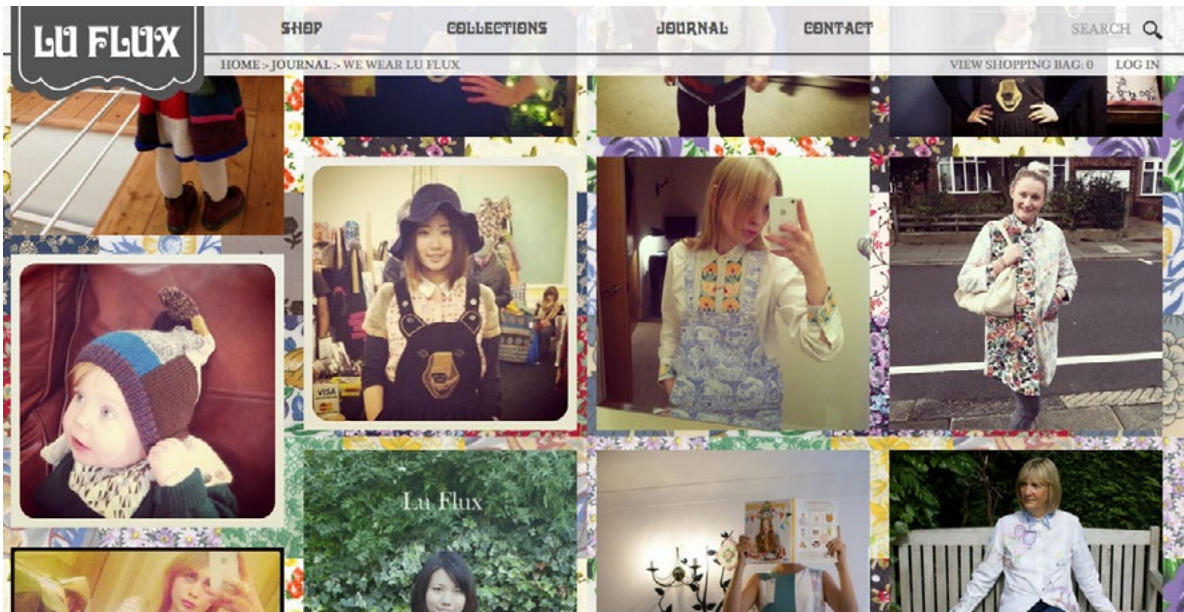
2. Fashion editors will reduce their "splurge or spree" comparison articles, as they realise their part in promoting unsustainable consumption and sweatshop production.

3. A whole host of events - such as Fashion Revolution Day on the 24th of April (the anniversary of the

British brand People Tree has a blog where they share behind the scenes stories of the brand, connecting their customers to the true values of the company.

# 7 GET YOUR CUSTOMERS INVOLVED

Engage with your customers through a conversation that lets them be a part of the journey and solution. Create a channel within your communication platforms which allows your customers to share their sustainability ideas and how they use, wear and recycle your products.



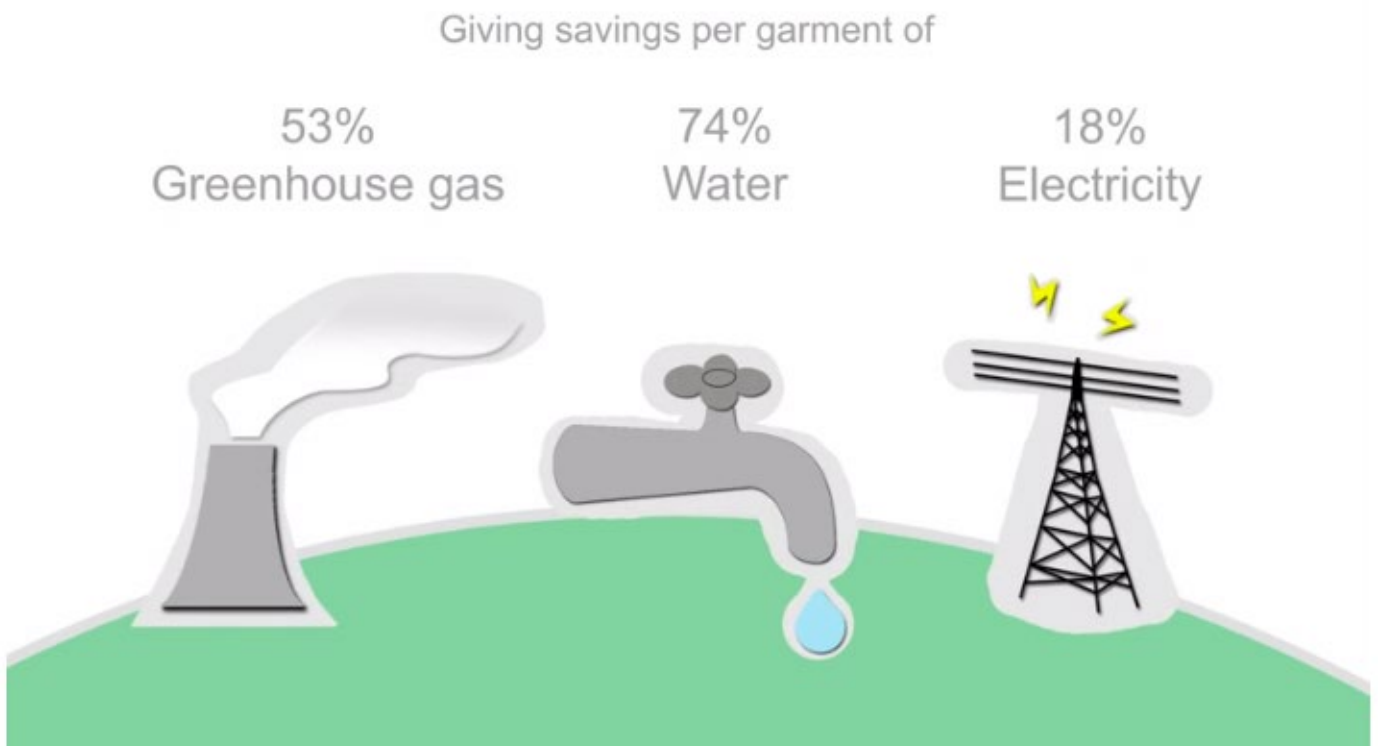
British brand Lu Flux has a 'We wear Lu Flux' platform on their website where they share photos of how their customers wear their designs.



US brand Levi's challenged their customers to find the most innovative and sustainable air-drying solutions for clothing in their consumer campaign called 'Care to Air Design Challenge'.

## 8 USE INDUSTRY TOOLS

There are many industry tools that verify a product's environmental and/or social credentials, such as certifications, standards and labels. Although sometimes these can seem like a jungle of words and symbols, getting a third party to verify your sustainability claims gives you more credibility.



Esprit uses the R Cert industry standard, which was developed by Redress, to tell their customers how and where their recycled textile garments were made. Customers simply scan a QR code on the garment's hangtag to view an animation showing the recycled textile garment's supply chain and environmental savings.

# 9 NETWORK WITH LIKEMINDED PEOPLE

It's important to keep up-to-date with the 'who, what and where' happening in your local sustainable fashion scene. Try to network with likeminded people, networks and organisations, all of which may have great platforms to spread your own message. Check out the sustainable fashion events and trade fairs in your area to get your local lowdown.



*Belgian designer Katrien Van Hecke prefers the personal and direct contact she gets at trade fairs and events. She personally speaks to people and tells them the process of making her collection and the story behind it.*



*Louise de Testa, The Redress Design Award 2013 second prize winner, showcased her up-cycled collection at Estethica in London in February 2014, allowing her to connect with buyers, media and likeminded designers.*

# 10 BE CREATIVE

Show your designs in their best light. Put them under the spotlight and create imagery through a fashion shoot or installation, or create a video about them or organise a fashion show. Good imagery and story telling will help you to market your clothes to the mainstream fashion crowd whilst still sticking out.



Image credit: Nike

*US brand Nike made an inspiring commercial using 100% recycled advertisements to promote their series of products, including jerseys made from recycled plastic bottles, and community-based initiatives, including supporting the annual Homeless World Cup. The recycled commercial reflects Nike's core belief in sports as a vehicle for a sustainable world and peace.*

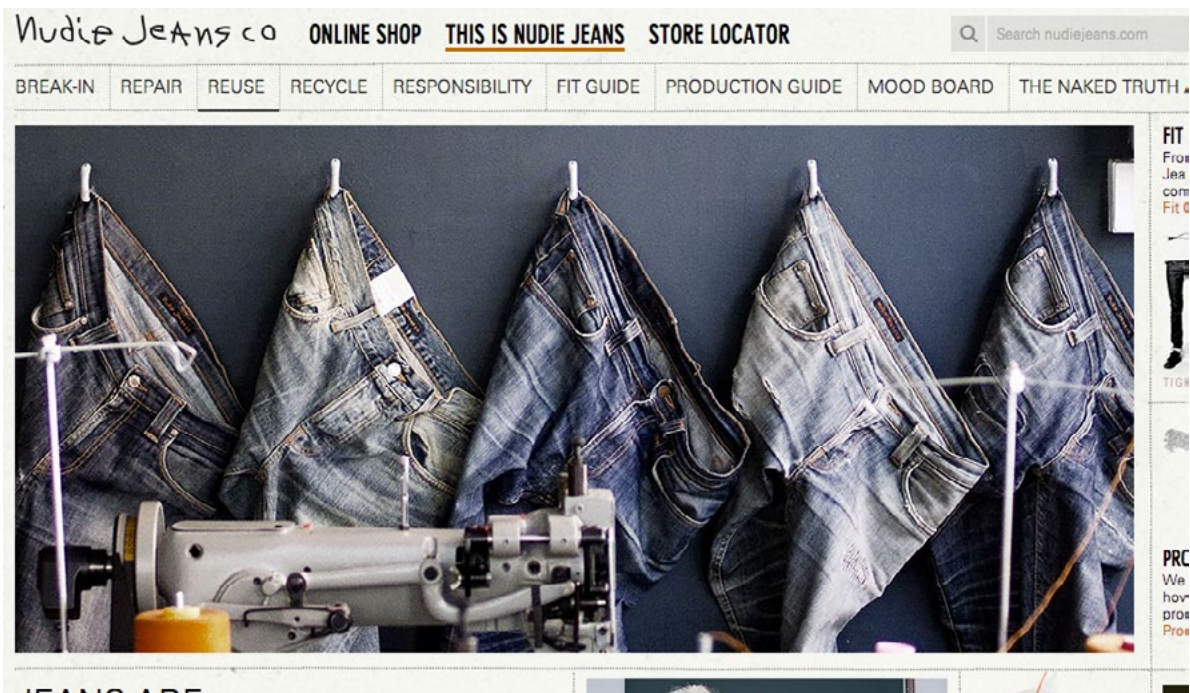


Image credit: Nudie Jeans

Swedish brand Nudie Jeans produces a magazine with information about their staff, customers and general information about how to wear and care for their products.



**COMMON THREADS INITIATIVE**

**REDUCE**

**WE** make useful gear that lasts a long time  
**YOU** don't buy what you don't need

**REPAIR**

**WE** help you repair your Patagonia gear  
**YOU** pledge to fix what's broken

**REUSE**

**WE** help find a home for Patagonia gear you no longer need  
**YOU** sell or pass it on\*

**RECYCLE**

**WE** will take back your Patagonia gear that is worn out  
**YOU** pledge to keep your stuff out of the landfill and incinerator



**REIMAGINE**

**TOGETHER** we reimagine a world where we take only what nature can replace



Image credit: Patagonia

US brand Patagonia's 'Don't buy this jacket' advertisement printed in The New York Times on Black Friday, which is the biggest sales day in the US, was perceived by many as controversial. However, Patagonia aims for their products to be useful, long lasting, multifunctional where possible and beautiful and not at the whim to fast and over-consumed fashion. Through their advertisement, they wanted to make a loud and lasting statement about their brand's environmental commitments.

# 11 BE SUSTAINABLE

Think about the materials that you use when you market your brand and the impact these have on the environment. Use as little packaging as possible and skip unnecessary embellishments and labeling. Go digital with your marketing where possible to save paper and to make a more lasting impression. To put is simple, practice what you preach.



Image credit: PUMA

German brand PUMA replaced their shoebox with a reusable shoe bag, which has reduced their packaging environmental impacts from production to transport to future re-use. The bag's packaging uses less paper, less electricity and saves over a million litres of fuel oil per year than their traditional shoebox.



# THANK YOU FOR YOUR SUPPORT

**3 Million Pieces of Donated Clothing Collected As of Oct. 7, 2012**



Image credit: Uniqlo

Japanese retailer Uniqlo set up their 'All-Product Recycling Initiative' in their selected stores to encourage their customers to return unwanted clothes. Through their partners, UNHCR and JOICFP, they deliver these recycled clothes to refugees, evacuees, victims of disaster, expectant mothers and to others in need around the world.

# 12 BE TRANSPARENT

Be transparent about your progress. No one is perfect and no brand is 100% sustainable, certainly not from the beginning, so be open about your progress and weaknesses.

## honest by. BRUNO PIETERS

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[Home](#) [Clothing](#) White organic cotton shirt with sand-colored knit sleeves

VIEW



ZOOM +



### WHITE ORGANIC COTTON SHIRT WITH SAND-COLORED KNIT SLEEVES

honest by. BRUNO PIETERS

Vegan

Organic

Skin friendly

European

honest note

Limited edition: 10 pieces

Bruno Pieters' innovative white organic cotton shirt with knitted sleeves, also made out of organic cotton, creates a sharp and sophisticated silhouette. This garment has a French seam finishing.

To find out more about this design, please view the description.

Need style advice? E-mail our Honest by style consultants [advice@honestby.com](mailto:advice@honestby.com)

description

size & fit

€ 223,03 (incl. VAT/EU)

€ 184,32 (excl. VAT/outside EU)

34

What size am I?  
[Item measurements](#)

Colour

Belgian company Honest by is unique in sharing information about their supply chain and the pricing of their products. They are the first company in the world to share their products' full cost breakdowns. The word 'honest' refers to the way that Honest by operates, with a 100% transparency policy.



# CASE STUDY

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## JOHN HARDY

*John Hardy is a world-leading brand in luxury jewelry and lifestyle accessories that was established in 1975 in the Indonesian island of Bali. Their products still incorporate traditional Balinese jewelry making skills that date back to the time of the ancient kingdom. They also maintain environmental, cultural and social sustainability at the core of their business values, which strategically influences the brand's choices of precious metals and gemstones and the management of today's design centre and workshop in Bali. All of this feeds into an abundance of marketing content.*



Image credit: John Hardy

### **Why is sustainability important to your brand? How did you get into it?**

Sustainability is an integral part of our brand DNA. Our founder, Mr. John Hardy is a radical environmentalist from Canada and when he started the brand in Bali in the 70s, his lifestyle of harmony with the natural world became an inspiration for the brand foundation.

Today, John Hardy's Head Designer and Creative Director, Guy Bedarida, continues to work with the descendants of the royal artisans to create unique works of art using ancient techniques that have been handed down for generations. Guy blends the intrinsic beauty of ancient handcrafting techniques with the classic hand sketching and wax carving practices and the result is contemporary and unique creations that inherently preserve and respect an otherwise dying heritage.

Today's Chief Executive Officer, Damien Dernoncourt contributed new sustainable practices to the brand. This includes using 100% reclaimed silver and gold and their practice of planting bamboo seedlings to offset their carbon emissions. To date, the brand has planted over 900,000 bamboos throughout Bali and they have donated bamboo seedlings to local villagers and worked with the community to provide training about sustainable planting, cultivation and harvesting of bamboos.

### **Who is your target customer and why?**

Our customer is someone who values unique design, craftsmanship and excellent quality. They dare to be different and they value internal beauty as much as external beauty. But even though our customer shares and participates in our value and efforts in preserving our environment, believing like us that sustainability is important, our customers want good design and quality first. That is why each of one of our collections starts from a passionate vision, to create products made entirely by hand while ensuring the highest of quality.

### **What channels / tools do you find most effective when marketing your brand?**

We strongly believe in word of mouth. When a friend or family member recommends a product, you tend to believe it more than what you see in the media. The story of our inspirations helps our customers understand what they are buying into, which subsequently builds a relationship between them, and they can pass on this story to their friends and loved ones.

We believe in our products and therefore marketing the product is easier. At John Hardy, each collection comes with a story that talks about our environmental conservation, cultural preservation and social responsibility. With this in mind, we create great content for our social media platforms and we focus our strategy on public relations, which ultimately educates our customers to appreciate our products even more.

### **Do you incorporate sustainability messaging into your brand communication? What is your primary message?**

Sustainability is one of the key topics for our social media and public relations efforts because sustainability is the foundation of our brand. Whilst we have a lot to tell about our sustainable practices, they all evolve around the fact that we do not have to sacrifice the environment or the community for luxury. We understand that we are not perfect but we can be a testament of Sustainable Luxury™.



Image credit: John Hardy



Image credit: John Hardy

### **What is most challenging when talking about sustainability to consumers?**

Customers do not normally associate the words ‘recycled’ or ‘reclaimed’, which are key materials used at John Hardy, as something that is good quality or luxury. However, with today’s technologies it is possible to recycle materials into something that is of the same quality as virgin. For example, silver and gold are precious metals that can be refined many times and still achieve the highest purity. So, we need to educate consumers about this process. Nowadays, consumers are much more perceptive than when the brand started almost 40 years ago.

### **What has been your most successful marketing campaign?**

Our ‘Wear Bamboo, Plant Bamboo’ is a consumer campaign linked with our Bamboo Collection. In this, for each piece sold from our Bamboo Collection we plant a certain number of bamboo seedlings. The number of seedlings planted is indelibly engraved onto the piece of jewelry as a reminder to the wearer of their role in contributing to a greener tomorrow. This campaign has enabled our customers to participate in a meaningful cause. It has been very well received since its launch in 2006 and now the Bamboo Collection is our signature collection and one of our best sellers.

### **What is your top tip to marketing sustainable products?**

Engage your customers in your sustainable practices and allow them to contribute to your efforts in making a greener environment tomorrow.

# CASE STUDY

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## NUDIE JEANS

*Nudie Jeans is a Swedish denim brand, founded in the late 1990s, which solely uses certified organic cotton. Jeans are the heart and soul of the brand's identity and their jeans are built with sustainable practices, from fair wages to supply chain transparency. The company extends their sustainability philosophy towards educating their customers about how to wash, repair, reuse and finally recycle their jeans. Nudie Jeans' rich story-telling is apparent through their website and social media platforms.*

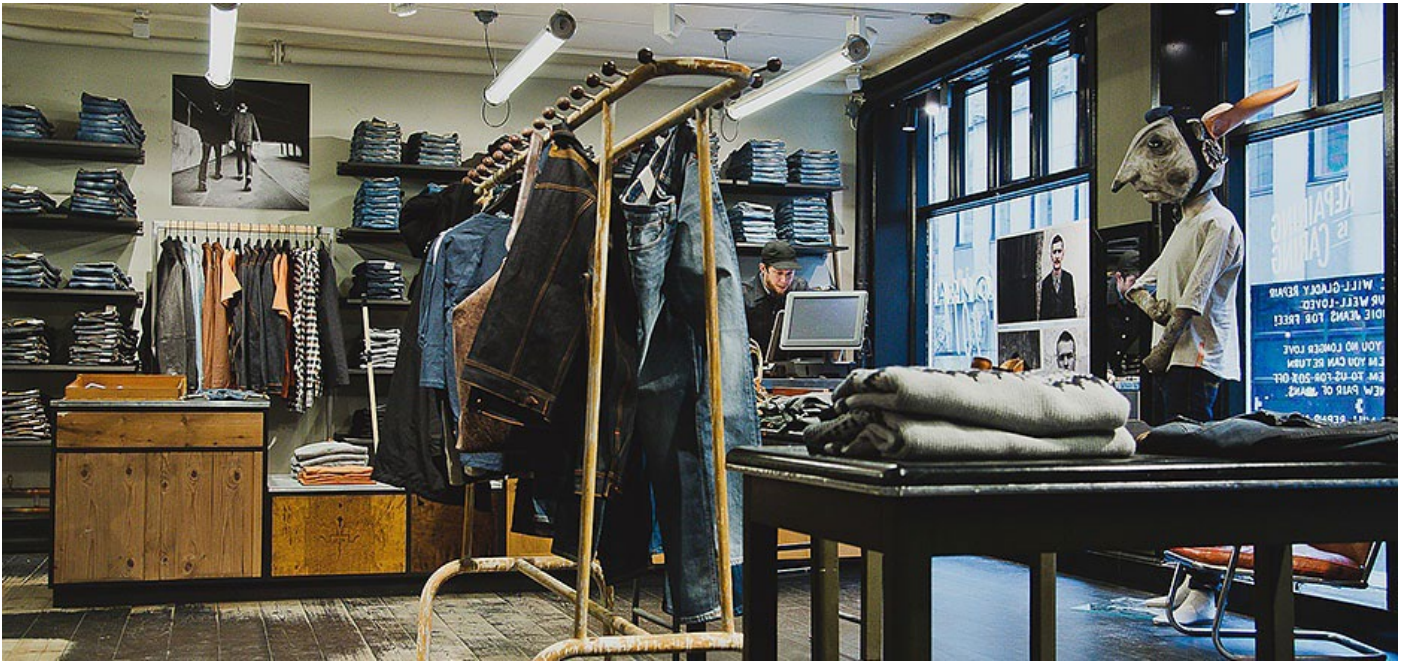


Image credit: Nudie Jeans

### **Why is sustainable fashion important to your brand?**

It was always the goal set out by Nudie Jeans to be a sustainable brand, ever since it was first established. Therefore, sustainability was not a trend but rather a way of life. All of our suppliers sign a code of conduct, which we audit regularly and post on our website, because it's important for customers to know what they are wearing and how it was made.

### **Who is your target customer and why?**

Everyone and anyone who loves denim and wearing a pair of jeans is our target, especially those who appreciate quality and who love a great fit.

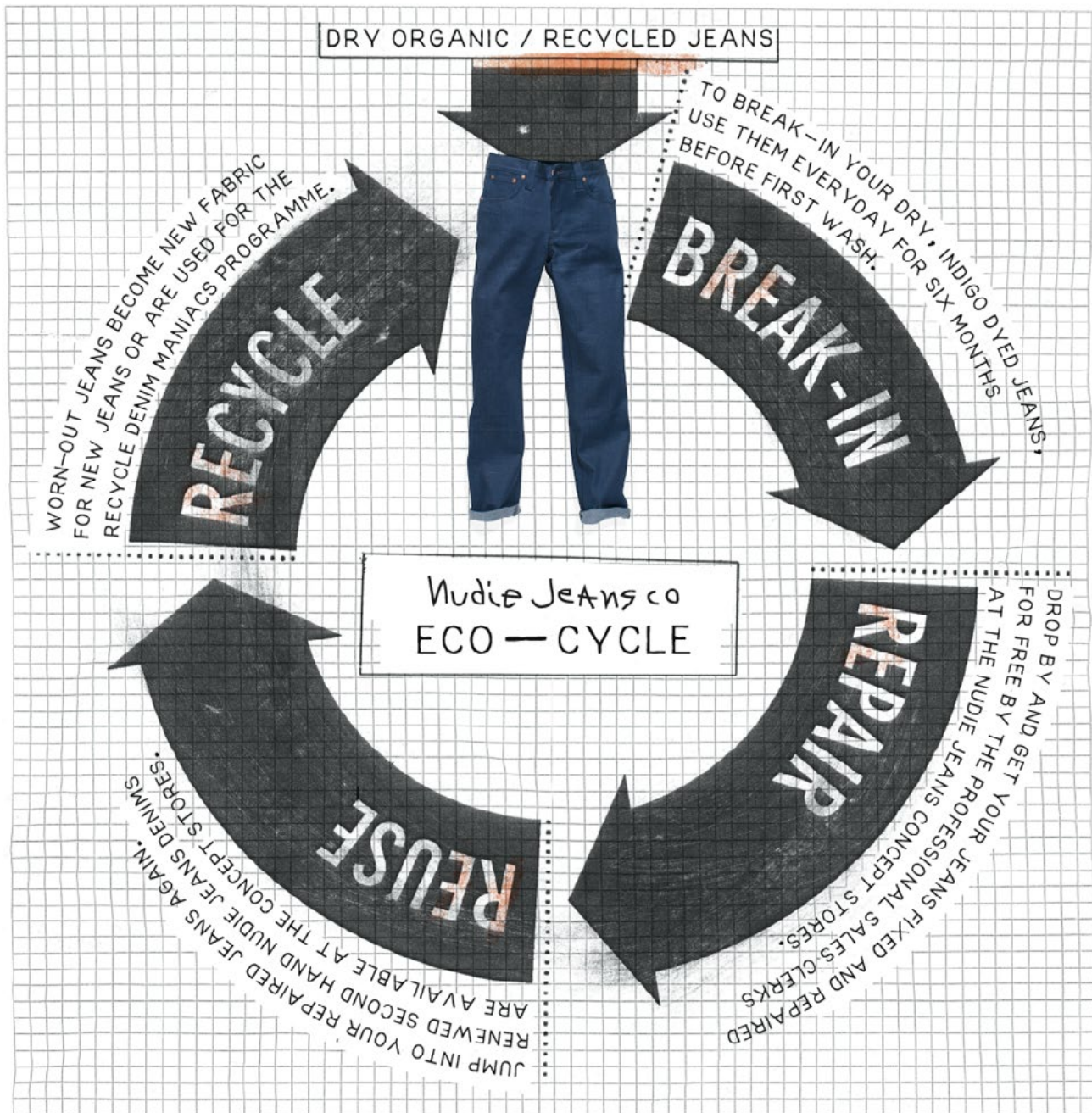
### **What channels / tools do you find most effective when marketing your brand?**

We do not use paid advertisements. Instead, we use word of mouth and we offer all customers a free pocket booklet that outlines our brand's concept. We also work closely with musicians to promote our brand. Our concept stores also tell the story of our brand along with our website [www.nudiejeans.com](http://www.nudiejeans.com)

### **Do you incorporate sustainability messaging into your brand communication? What is your primary message?**

There are a lot of messages with our brand, but the main message is that we are 100% organic.

# THE SUSTAINABLE JEAN



## What is most challenging when talking about sustainability to consumers?

There is a lot of confusion amongst consumers about sustainability. This is partly because most brands strive to portray that they are in fact 'sustainable', when in fact usually only a part of their business may be sustainable.

## How do your team develop knowledge to keep up to date with latest marketing techniques and trends?

We focus on the product first and foremost. Marketing has never been a primary focus, because the product will speak for itself.

## What are your top tips to marketing sustainable fashion?

Try to work with partners who share the same passion and allow your brand to speak for itself. Try to offer your product at a competitive price, which shows the consumer that you don't have to pay to go 'green'.

# CASE STUDY

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## ETRICAN

*The Etrican brand is a sustainable fashion pioneer from Singapore that promotes responsible and affordable fashion to young consumers. Since launch in 2009, their sustainable approaches have attracted much attention from local consumers and media. Etrican's sustainability principles are based on using certified organic cotton, making careful choices about their production facility, and increasingly raising awareness about sustainability to their target customers, including developing educational school programmes in their local community.*



Image credit: Etrican

### **Why is sustainable fashion important to your brand? How did you get into it?**

Doing fashion sustainably is central to our philosophy and the reason why Etrican exists in the first place. The brand's founders, Yumiko and Dragos, started off with the idea of creating a business based on principles of social and environmental responsibility. Yumiko has a background in fashion production and design and Dragos has sales and marketing experience. So from there on in, it was just a matter of combining their skill sets to arrive at the idea of a sustainable fashion brand.

### **Who is your target customer and why?**

One of Etrican's aims is to make responsible fashion accessible for everyone, regardless of background or financial ability. This aim is reflected in our clothing's design, through easy-to-wear and comfortable shapes at accessible price points. In that sense, Etrican apparel is for everyone.

However, it is important for us to reach out and appeal to the youth, from late teens to late 20s and including students and young professionals. We want to see responsible fashion become the norm. In order for that to happen, we have to break into the mainstream and tackle some of the major issues within the fashion industry in its current state, head on. Fast fashion is perhaps the most important aspect to tackle and the youth are the main consumers of fast fashion. So, if we want to make a positive impact in the industry, it is the youths' mindsets that we need to change.

### **What channels do you find most effective when marketing your brand?**

Different channels achieve different purposes. Social media is important for engaging in dialog with our customers and for sharing our philosophy with them. If done right, newsletters are great ways to solidify customer loyalty and drive repeated purchases. Media features add weight to our brand and validate our work.

But perhaps the most important is direct customer contact, through events, roadshows and various talks that we give here in Singapore on sustainability in the fashion industry and in business in general. This direct contact allows us to bring our message across to a degree of depth that is difficult to achieve through other means. We'd like to think that when we talk to people about what we do that they can see our passion for it and understand the importance of it all a bit better.

### **Do you incorporate sustainability messaging into your brand communication? What is your primary message?**

Yes, we do because it is such a central part of our ethos. But we are careful to wrap it in the fashion industry's typical lingo and not to overemphasize the sustainability aspect. In our experience, currently most people buy our clothing because they like it; the fact that it's sustainable is a bonus. Unfortunately sustainable fashion has made a name for itself among some consumers as being too 'grassroots'. So, we need to move away from that perception and keep our designs relevant in order to build our customer base and make 'regular' fashion consumers buy into our philosophy, whilst still getting our message across in the process. This is a tricky balance to maintain.

Perhaps our brand slogan, 'Change is Simple' illustrates this tricky balance best. We all know that sustainability is a complex and multi-faceted. But most customers don't want to hear all that, especially not from a fashion label. So, our approach is to focus our simple message on small changes that every individual can make to their lifestyle to make it more responsible, and buying responsible clothing is just one of these changes.

### **What is most challenging when talking about sustainability to consumers?**

Getting consumers to connect on an emotional level is our biggest challenge. As we know, most behavioral changes have emotional roots, so if your audience does not connect emotionally with your message, it limits the possibility of them changing their habits. What we are finding is that in developed and urban settings, like Singapore, many people have lost connection with nature. So, you can tell them about climate change and environmental damage and the need to preserve nature for the future generation. This makes sense to them rationally. But they won't seem to feel troubled by it because these problems are so removed from their everyday lives.



Image credit: Etrican

### **What has been your most successful marketing tool/campaign?**

Our awareness work at the United World College of South East Asia was both educationally successful and also good for business. This collaboration started with talks to students about waste and injustice in the fashion industry. Gradually, this expanded to include production of customised apparel for their college trips and events and this year, Etrican became the official apparel supplier of UWCSEA merchandise offered in the college shop. We also helped organise an edition of Fashion Revolution Day ([www.fashionrevolution.org](http://www.fashionrevolution.org)) at the college, which included up-cycling workshops, panel discussions and a sustainable fashion show.

### **How do your team develop knowledge to keep up to date with latest marketing techniques and trends?**

We research a lot! Within the limits of our limited budget, we follow publications by sites, such as trendwatching.com. We spend a lot of time on social media trying to understand the way people think and act and what are the triggers leading from one to the other, especially among the youth. We keep an eye on the sustainable fashion world in more mature markets, such as the US and Europe, and of course on the fashion world in general for the latest trends and developments.

### **What is your top tip to marketing sustainable fashion?**

Firstly, sustainability won't sell your brand. It may help you get some media coverage and score some goodwill points with your target customers. But it won't make the majority of consumers want to buy it or pay a bit more for it than they would for an equivalent 'mainstream' alternative.

Instead, you need to have an attractive product based on the same criteria as any regular fashion brand – good quality and design, appropriate price points and good customer service – if you want to have a successful label.



# LEARN MORE

## WATCH THIS...

### **Redress Design Award Marketing Tutorial**

**YouTube** [youtu.be/9gxKJXiww9A](https://youtu.be/9gxKJXiww9A)

**Youku** [v.youku.com/v\\_show/id\\_XNTU3MTk2Nzg0.html](https://v.youku.com/v_show/id_XNTU3MTk2Nzg0.html)

## READ THIS...

### **Building A Sustainable Brand On Genuine Foundations**

[www.guardian.co.uk/sustainable-business/building-sustainable-brand-communication](http://www.guardian.co.uk/sustainable-business/building-sustainable-brand-communication)

**Common Objective** | [www.commonobjective.co](http://www.commonobjective.co)

**EcoFashion Talk** | [www.ecofashiontalk.com/blog](http://www.ecofashiontalk.com/blog)

**EcoFashion World** | [www.ecofashionworld.com](http://www.ecofashionworld.com)

**EcoTextile News** | [www.ecotextile.com](http://www.ecotextile.com)

**Fashion Me Green** | [www.fashionmegreen.com](http://www.fashionmegreen.com)

**Goodlifer** | [www.goodlifer.com](http://www.goodlifer.com)

### **NICE Consumer Discussion Paper, BSR and Danish Fashion Institute**

[www.bsr.org/reports/BSR\\_NICE\\_Consumer\\_Discussion\\_Paper.pdf](http://www.bsr.org/reports/BSR_NICE_Consumer_Discussion_Paper.pdf)

**Sublime Magazine** | [www.sublimemagazine.com](http://www.sublimemagazine.com)

**Sustainable Fashion Blog** | [www.sustainablefashionblog.com](http://www.sustainablefashionblog.com)

### **Telling Stories Is Great For Sustainability Marketing**

[www.guardian.co.uk/sustainable-business/blog/telling-positive-stories-sustainability-marketing](http://www.guardian.co.uk/sustainable-business/blog/telling-positive-stories-sustainability-marketing)

**The Ecologist** | [www.theecologist.org](http://www.theecologist.org)

**Treehugger** | [www.treehugger.com](http://www.treehugger.com)

## BE INSPIRED BY...

**Absurd Laboratory** | [www.absurd-laboratory.com](http://www.absurd-laboratory.com)

**Etrican** | [www.etrican.com](http://www.etrican.com)

**Honest by** | [www.facebook.com/honestby](http://www.facebook.com/honestby)

**Howies** | [www.howies.co.uk](http://www.howies.co.uk)

**John Hardy** | [www.johnhardy.com](http://www.johnhardy.com)

**Katrien van Hecke** | [www.katrienvanhecke.com](http://www.katrienvanhecke.com)

**Levis** | [www.levi.com](http://www.levi.com)

**Louise de Testa** | [www.redressdesignaward.com/alumni/2013/louise-de-testa](http://www.redressdesignaward.com/alumni/2013/louise-de-testa)

**Lu Flux** | [www.luflux.com](http://www.luflux.com)

**Patagonia** | [www.patagonia.com](http://www.patagonia.com)

**People Tree** | [www.peopletree.co.uk](http://www.peopletree.co.uk)

**Puma** | [www.puma.com](http://www.puma.com)

**Nike** | [www.nike.com](http://www.nike.com)

**Nudie Jeans** | [www.nudiejeans.com](http://www.nudiejeans.com)

**R Cert** | [www.rcert.org](http://www.rcert.org)

**Stella McCartney** | [www.stellamccartney.com](http://www.stellamccartney.com)

**TOMS** | [www.toms.com](http://www.toms.com)

**Uniqlo** | [www.uniqlo.com](http://www.uniqlo.com)

**Veja** | [www.veja-store.com](http://www.veja-store.com)

## LEARN THE LANGUAGE...

**Closed loop design** is to keep products, components, and materials flowing continuously within the system, where these values are captured and continue to circulate.

**Clothing banks** are garment recycling stations put up in a community, often by a charitable organisation, where consumers are able to recycle their used clothing.

**Corporate Social Responsibility (CSR)** is a voluntary initiative by companies to reduce the negative social and environmental impacts of their business.

**Cradle-to-cradle** refers to a closed loop design process, which is free of waste. When a product is no longer useful, it becomes material for another product.

**Down-cycling** is to recycle a material into something of lower quality.

**Eco-labeling** are environmental claims made on a product or through advertising using certifications, logos, symbols or vocabulary.

**Green-washing** is misleading consumers regarding the environmental environmental benefits of product.

**Lifecycle** is the resource extraction, manufacture, distribution, use, disposal and recycling of a product.

**Post-consumer waste** is waste collected after the consumer has disposed of it.

**Pre-consumer waste** is manufacturing waste that has not reach the consumer.

**Reconstruction** is the process of making new clothes from previously worn garments or preformed products.

**Recyclable** is a material that can be reused at a similar level of quality.

**Recycled** is when a waste material or product has been reused and turned into a new usable material or product.

**Reduce, reuse, recycle** are the so called 3R's that classify waste management, according to their order of importance. Reduce your consumption and usage, reuse items again and recycle materials.

**Responsible consumerism** is choosing to purchase products and services that take into account their social and environmental impact.

**Secondhand** is a product that is acquired after it has been used by someone else and is not new.

**Supply chain** are the resources and steps involved in moving a product from raw material to consumer.

**Sustainability** is a lasting system, process, that meets the current needs while preserving for the future.

**Sustainable fashion** is clothing that is produced with respect to the environment and social impacts throughout its lifespan.

**Sustainable textile** is a textile that is produced with minimal environmental impact.

**Textile recycling** means reusing or reprocessing used clothing, fibrous material and/or textile scraps from the manufacturing process.

**Textile waste** is a material that is deemed unusable for its original purpose by the owner.

**Transparent** being open and honest about your business practices.

**Triple Bottom Line** is 'People, Planet, Profit' which refers to a company considering more than their financial outcomes.

**Up-cycling** is the recycling of a material into a product of higher quality.

**Zero-waste** is a design technique that eliminates textile waste at the design stage.