

A photograph of four models walking on a runway, viewed from the side. They are wearing traditional Indian clothing, including sarees and blouses with intricate patterns and jewelry. The background is dark, and the lighting is focused on the models.

# **CHANGE IS POSSIBLE – BE THE CHANGE**

**PERSPECTIVES AND CHANCES: ETHICAL FASHION AND SUSTAINABILITY  
IN THE GLOBAL FASHION INDUSTRY /// GSFW 2016 / BUDAPEST**

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INTERNATIONAL BRAND  
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**WHAT IS ETHICAL FASHION?**

aka Slow Fashion, Sustainable Fashion, Organic Fashion, Fair Fashion, Green Fashion, Eco Fashion etc.

- > Ethical Fashion is opposite to Conventional Fashion
- > Ethical Fashion follows the rules/criterias of GOTS (Global Organic Textile Standard) or rules/criterias from other organisation like „Get Changed!“, „Cradle to Cradle“...
- > Fair Trade
- > Social Responsibility
- > Ecology
- > Human Rights
- > Transparency

**01. CRITERIAS ETHICAL FASHION**

Source: GetChanged! – The Fair Fashion Network

- > Apply the highest social and environmental standards in their production
- > A convincing strategy to reduce the negative impact in the production and consumption

**02. OVERVIEW: CRITERIA ETHICAL FASHION**

- > **Ecology:** Fashion company reduces environmental impact in the production of fashion and in complete lifecycle.
- > **Human Rights and Labor Standards:**  
A socially responsible fashion company attaches great importance to ensure that the workers in the production chain are treated humanely and respectfully.
- > **Transparency:** Transparency with regard to the objectives and the implementation of the own Sustainable Strategy.

**A) RAW MATERIALS:**

Agriculture and the production of synthetic fibers

- > **ECOLOGY**
  - Organically grown plants
  - Certified organic livestock farming (sheep, cow, goat etc.)
  - Certified by Organic Exchange \*
  - Organic in-conversion \* (blended fabrics)
  - Global Recycle Standard (GRS) or other recycling standards \*
  - Fibers with a small ecological footprint \*\*

\* at least 70% certified

\*\* The burden of proof lies with the manufacturer

**> HUMAN AND LABOR RIGHTS**

- SA 8000 (minimum clothing production, better supply chain)
- FLO (Fair Trade International) certified cotton /

WFTO (World Fair Trade Organisation)

- High transparency on working conditions (minimum wage)

**> TRANSPARENCY**

- Transparent and traceable information on the social and / or environmental aspects of raw material production
- Includes the disclosure of the producer

**B) FABRICS / TEXTILES:**

Production of fabrics: spinning, knitting, weaving, dyeing, refining

**> Ecology**

- Global Organic Textile Standard (GOTS)
- Natural Textil IVN BEST (Certification of Natural Fabrics)
- Natural leather IVN
- Materials with a low environmental footprint \*\*
- Global Recycle Standard (GRS) or other recycling standards \*
- Material with a small ecological footprint

\* at least 70% certified

\*\* The burden of proof lies with the manufacturer

**> HUMAN AND LABOR RIGHTS**

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### > TRANSPARENCY

- Transparent and traceable information on the social and / or environmental aspects of raw material production
- Includes the disclosure of the producer

### C) GARMENTS:

Manufacture of clothes: cut fabrics, sewing, packaging

### > ECOLOGY

- GOTS
- Organic Textile IVN BEST
- Cradle To Cradle Gold (No waste life cycle)

### > HUMAN AND LABOR RIGHTS

- SA 8000 (minimum clothing production, better supply chain)
- FLO (Fair Trade International) certified cotton / WFTO (World Fair Trade Organisation)
- High transparency on working conditions (minimum wage)

### > TRANSPARENCY

- Transparent and traceable information on the social and / or environmental aspects of raw material production
- Includes the disclosure of the producer

### o3. CRADLE TO CRADLE (C2C)

Production without waste



### > Lifecycle Development

Cradle to Cradle design is a biomimetic approach to the design of products and systems. It models human industry on nature's processes viewing materials as nutrients circulating in healthy, safe metabolisms. It suggests that industry must protect and enrich ecosystems and nature's biological metabolism while also maintaining a safe, productive technical metabolism for the high-quality use and circulation of organic and technical nutrients. Put simply, it is a holistic economic, industrial and social framework that seeks to create systems that are not only efficient but also essentially waste free.

The model in its broadest sense is not limited to industrial design and manufacturing; it can be applied to many aspects of human civilization such as urban environments, buildings, economics and social systems.

The term Cradle to Cradle is a registered trademark of McDonough Braungart Design Chemistry (MBDC) consultants. Cradle to Cradle product certification began

as a proprietary system; however, in 2012 MBDC turned the certification over to an independent non-profit called the Cradle to Cradle Products Innovation Institute. Independence, openness, and transparency are the Institute's first objectives for the certification protocols. The phrase „cradle to cradle“ itself was coined by Walter R. Stahel in the 1970s. The current model is based on a system of „lifecycle development“ initiated by Michael Braungart and colleagues at the Environmental Protection Encouragement Agency (EPEA) in the 1990s and explored through the publication A Technical Framework for Life-Cycle Assessment.

### o4. FACTS AND FIGURES

#### Global Fashion Market

(Source: Treehugger.com)

- >>> The world clothing and textile industry (clothing, textiles, footwear and luxury goods) reached almost \$2,560 trillion in 2010
- >>> The world childrenswear market is expected to reach beyond \$186 billion in 2014, marking a 15 percent increase in five years
- >>> The world womenswear industry is expected to pass \$621 billion in 2014
- >>> The world menswear industry should exceed \$402 billion in 2014
- >>> The world market for textiles made from organically grown cotton was worth over \$5 billion in 2010

## 05. ETHICAL FASHION MARKET IN GERMANY

The market for sustainable textiles and clothing is growing

IVN Internationale Verband der Naturtextilwirtschaft  
International Association of Natural Textile Industry

Press Release: Berlin, January 21st, 2015  
Green Showroom during Berlin Fashion Week

## Outlook Global Ethical Fashion Industry

The market for sustainable textiles and clothing is growing

- > The IVN provides a very good chance that natural fabrics and natural leather goods can be a mass market.
- > With high standards of environmental and social responsibility in a sustainable way.

## 06. MARKET OPPORTUNITIES

- > The natural textiles sector is growing much faster than the conventional
- > Laws such as the EU Organic Regulation, REACH\* and the Agreement Accord\*\* are implemented
- > Scandals and disasters about the conventional fashion industry are placed into focus by media
- > The consumer is confused > Trends: Fair Trade...

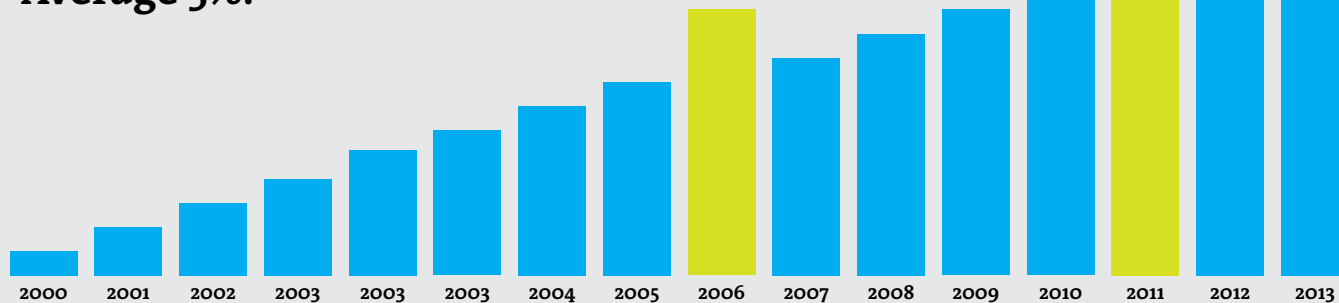
\* REACH: Registration, Evaluation, Authorisation and Restriction of Chemicals; EU Law

\*\* The Accord is an independent, legally binding agreement between brands and trade unions designed to work towards a safe and healthy Bangladeshi Ready-Made Garment Industry

- > For companies, sustainability is a part of the corporate strategy, marketing tool, quality and riskmanagement tool, as well as diversification characteristic
- > Politicians of all parties are calling for a regulation
- > Do good things and talk about it > Storytelling
- > Strong Target Groups with social responsibility
- > Best Opportunities for start-up labels and young designers
- > Very good global network and community
  - > Conferences, webinars, fairs, round tables, sharing, fashion shows, panel discussions, online platforms, professional exchange, awards etc.

## > RESPONSIBILITY

### Annual growth in percentage: Average 5%.

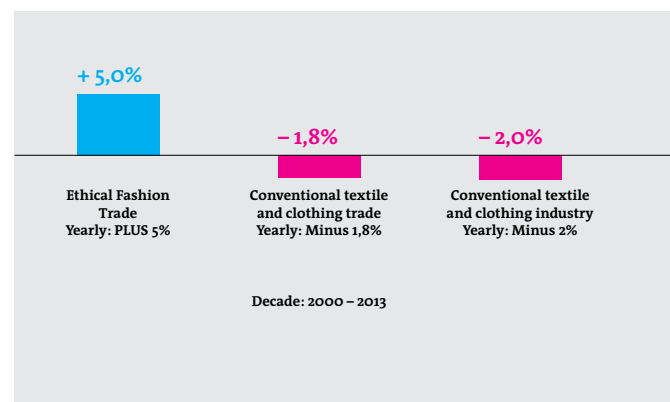


## TURNOVER: Ethical Fashion Market in Germany

Best years: 2006 and 2011 (tens growth)

Source:  
Internationale Verband der Naturtextilwirtschaft e.V.  
(IVN)

Press Release: Berlin, January 21st, 2015





## 10 TRENDS

## NO. 01 &gt; DIY



DIY Do it yourself – Handmade with Love  
Handcrafted Goods  
(weaving, knitting, embroideries, hand manufacturing);  
Single pieces; Local; Glocal

>>> Big chance for individual products (Unicate)  
>>> Distribution: [www.etsy.com](http://www.etsy.com) / [www.dawanda.com](http://www.dawanda.com)

## NO. 02 &gt; UPCYCLING



Upcycling reuses discarded objects or materials in such a way as to create a product of higher quality or value than the original

>>> Big chances for individual products (Unicate)  
>>> New creative design process

> **Post-consumer waste**

Waste generated by end consumers of a material cycle. In the fields of fashion the consumers generate a large quantity of post-consumer waste, including clothes, belts, shoes, curtains and home textiles.

> **Pre-consumer waste**

Waste which arises during the manufacturing process. One of the biggest areas where pre-consumer waste is generated, is the textile industry. In the production they generate waste of fibers, fabrics, trims, error goods and „new“ to unsold garments or sample collections.

**Upcycling Design Prozess (Anek.)**

>>> **Sourcing** We source our superb materials from production leftovers, end of lines, off-cuts, deadstock and pure vintage trimmings.

>>> **Design** Our designs are inspired from our materials available. We design based on what we have, not the other way around.

>>> **Creation** Each creation is individually designed and handcrafted in Berlin to maintain the highest quality and least wastage.

>>> **Product** Anecdotes define and enhance stories, experiences and people. Each of our products have unique stories awaiting for you.

**NO. 03 > ZERO WASTE**

**Zero waste fashion** refers to a clothing production, which generates as little or no amounts of textile waste.

- > Using intelligent sewing pattern
- > Using creative ideas
- > Finding partners for the pre-consumer waste
- > Finding partners for the post-consumer waste

**NO. 04 > INNOVATION****Special Innovative or Organic Fabrics**

- > Fabrics made out of renewable plants like bamboo, soya or banana silk, seaweed, hemp, ramie or out of milk and bacteria.
- > Fabrics with an outstanding storytelling like Ahimsa silk (non-violence silk).
- > Fabrics made out of waste like plastic, nylon or recycled/upcycled fabrics and other materials.
- > Innovative intelligent fabrics like solar cell fabrics or wearable IT (multimedia fabrics / LED technology)
- > 3D printing becomes the next sustainable innovation

**NO. 05 > SHARING****Sharing Community**

- > **Sharing**
- > Information, Networking, Working spaces, Sourcing
- > Transportation: Container sharing
  - > Less shipping costs
  - > Less Carbon Footprint
- > Community orders reduces costs and solve the problem with the Minimum Order Quantity (MOQ)

**NO. 06 > MANUFACTURING****Manufactures** (Small and Medium Enterprises SME)

- > High quality handmade fashion in very short runs as a luxury and lifestyle product.
- > Local: Counter trend towards globalization
- > Glocal: Act local and think global
- > Good Image: Handmade = Quality
- > High confidence in the target group
- > Transparency > Sustainable > Low Carbon Footprint
- > Backs up the traditional crafts: Preserves the cult

**NO. 07 > HANDICRAFTS****Handmade from Locals**

- > Hand Woven fabrics from organic materials
- > Handmade block printing
- > Handmade embroideries
- > Handmade knitting
- > Leather manufacturing
- > Special dyeing processes like batic
- > Handpainted garments
- > Hand spinning
- > etc.

**NO. 08 > TAILOR MADE****Savile Row is everywhere!**

- > Tailor Made garments from small fashion ateliers
- > High Quality and individual products
- > Traditional Handcraft
- > Production on demand > No mass market
- > Local with minimum Carbon Footprint



**NO. 09 > VEGAN**

Mega Trend in Germany & Europe

- > vegan food and green lifestyle
- > vegan fashion > no leather, no wool, no silk, no fur

> **Some Facts (2014)**

- > 8 Million German Vegetarians (+2,000 monthly) \*
- > 1 Million German Vegans (+200 monthly) \*
- > 1 Billion Vegans and Vegetarians worldwide \*
- > 42% of the Germans prefer vegan products \*\*

Source:

\* VEBU Vegetarierbund Deutschland e.V. (Vegetarian Union Germany)

\*\* YouGov – What the world think

**NO. 10 > TRANSPARENCY**

After the disaster at Rana Plaza in Dhaka the western customers are shocked about the global fashion industry and changed their consumption behavior.

> **Transparency**

- > Transparent production chain
- > Certified organic fabrics
- > Disclosure of all suppliers throughout the value chain

**WHO MADE MY CLOTHES?****Action Alliance for a better fashion world**

On 24 April 2013, 1,134 people were killed and over 2,500 were injured when the Rana Plaza complex collapsed in Dhaka, Bangladesh.

- > We believe that's too many people to lose on one day.
- > That's when Fashion Revolution was born.
- > 24 April is the International Fashion Revolution Day
- > Wear your clothes inside out and show us who made your clothes

## 07. ETHICAL SOURCING

### How to find the right partners?

- > **Online:** via ethical fashion platforms like
  - Source Data Base from Ethical Fashion Forum,
  - Source Book – European Fashion Sourcing Network
- > **Fashion Fairs:** At International Fashion Weeks:
  - Green Showroom, Berlin Fashion Week
  - Ethical Fashion Show, Berlin Fashion Week
  - Innatex, International Fair for Sustainable Fashion
  - Munich Fabric Start, International Fair for Fabrics
  - Global Sustainable Fashion Week, Budapest
- > **Webinars:** via ethical fashion platforms like
  - Source Data Base from Ethical Fashion Forum
- > **Network:** at „round tables“ and panel discussions
  - Source Book – European Fashion Sourcing Network
- > **Traveling:** Meet your new partner face to face
  - Ethical Sourcing Tours
  - Cooperation (Government Organisation) like GIZ (German Society f. International Cooperation)
  - Cooperation (NGOs)
- > **Agents:** Ethical Sourcing Agencies
  - goodgarmentcollective.com
- > **Organisations:** Certifier like
  - GOTS Global Organic Textile Standard > Members
  - Trade associations

## 08. CERTIFICATES & SEALS

### Welcome to the Jungle...!

120 different certificates of more than 100 standards featuring ecological and sustainable fashion

#### Selected Certificates

##### A) Ethical Fashion Initiative

Initiative for Social Standards

Improve working conditions in global supply chains

**[www.ethicaltrade.org](http://www.ethicaltrade.org)**

##### B) Fair Wear Foundation

Initiative for Social Standards

Improve working conditions in the garment industry

**[www.fairwear.org](http://www.fairwear.org)**

##### C) Social Accountability International

Social Accountability 8000 (SA 8000)

Defined social standards for a factory

**[www.sa-intl.org](http://www.sa-intl.org)**

##### D) World Fair Trade Organization

Sustainable Fair Trade Management System

**[www.wfto.org](http://www.wfto.org)**

##### E) Fair Trade

Certified Cotton Label on textiles using Fairtrade certified cotton

**[www.fairtrade.net](http://www.fairtrade.net)**

##### E) Global Recycling Standard

Textiles made from recycled textiles

##### F) Global Organic Textiles Standard

Environmental and social standards for the production of textiles

**[www.global-standard.org](http://www.global-standard.org)**

##### G) IVN Inter. Association of Natural Textile & Leather Industry

Textiles, which consist of 100% natural fibers

**[www.naturtextil.de](http://www.naturtextil.de)**

##### H) Textile Exchange

TEXTILE EXCHANGE 100 (TE 100 / OE 100)

at least 95% organic cotton in a textile product

**[www.textileexchange.org](http://www.textileexchange.org)**

##### I) CRADLE TO CRADLE

Textiles which have been prepared according to the Cradle to Cradle standard

**[www.c2ccertified.org](http://www.c2ccertified.org)**

##### J) PAN Pesticide Action Network

600 participating NGOs in 90 countries; replace the use of pesticides

**[www.pan-international.org](http://www.pan-international.org)**

##### K) PETA

PETA Approved Vegan

**[www.peta.org/living/fashion/peta-approved-vegan-logo/](http://www.peta.org/living/fashion/peta-approved-vegan-logo/)**

##### L) Clean Clothes Campaign

garment industry's largest alliance of labour unions

**[www.cleanclothes.org](http://www.cleanclothes.org)**

##### M) Greenpeace Detox Campaign

**[www.greenpeace.org/international/en/campaigns/detox/](http://www.greenpeace.org/international/en/campaigns/detox/)**

## 09. NETWORKING COMMUNITY

### B2B Platforms

The fighters for a „better“ Fashion Industry are well organized in social communities and platforms

#### > Online platforms > B2B-platforms

- > **Source** – Ethical Fashion Forum, London  
International Platform with conferences, webinars and Fashion Awards
- > **Source Book** – B2B Sourcing platform, Berlin  
European Network Platform with conferences, round tables, excursions and exchange
- > **MySource** – Do Fashion Better, UK  
International Platform for Ethical Fashion
- > **Ecotextile** – The environmental magazine for the global textile supply chain
- > **Sedex** – Empowering sustainable and ethical supply chains  
> Online platform, conferences and database
- > **Get Changed** – The Fair Fashion Network  
European Online Platform (B2B – Labels/Stores)  
> Database for customers
- > **Sustainable Apparel Coalition** – Transforming the apparel, footwear, and home textiles industry through supply chain transparency  
> International B2B Platform
- > **Made By** – European not-for-profit organisation, acting to improve environmental and social conditions within the fashion industry.

- > **Fashion Plus** – Powered by C2C Certified  
Driving Positive Impact in the Fashion Industry  
> International B2B Platform
- > **Class Eco Hub** – C.L.A.S.S. Creativity Lifestyle and Sustainable Synergy  
Class is a unique, multi-platform worldwide network that showcases exclusive fashion, textiles and materials created using smarter sustainable technology for designers, buyers, media and business.

#### > Conferences

- > **Copenhagen Fashion Summit**  
Responsible Innovation  
12 May 2016 > Copenhagen, Denmark
- > **Source Summit**  
by Source Ethical Fashion Forum, London, UK
- > **Global Sustainable Fashion Week** organized by The National Fashion League Hungary  
12 – 14 April 2016 > Budapest, Hungary

#### > Ethical Fashion Fairs Germany

- > **Green Showroom Berlin**  
Ethical Luxury Fashion  
28 – 30 June 2016 > Berlin, Germany  
during Berlin Fashion Week
- > **Ethical Fashion Show Berlin**  
Ethical Fashion Fair  
28 – 30 June 2016 > Berlin, Germany  
during Berlin Fashion Week

Like no other fashion event in Europe, the Green-showroom stands for elegant designs and sustainable high-grade materials. Exclusive ambience, personal atmosphere and that certain extra something distinguish the extraordinary profile of the fair. Look forward to fashion, beauty and lifestyle products of the highest standard.

Urban zeitgeist, eco-fair lifestyle and fashion – the Ethical Fashion Show Berlin presents progressive streetwear and casual wear labels during the Berlin Fashion Week. With a clear focus on design and sustainability, the show brings together top players from the eco-fashion segment.

#### > Innatex

International Trade Fair for Sustainable Textiles  
30 July – 01 August 2016 > Frankfurt, Germany

#### > Munich Fabric Start

International Fabrics and Textiles Fair  
30 August – 01 Sept. 2016 > Munich, Germany

#### > Fashion Shows during Berlin Fashion Week

- > **Lavera Showfloor** for Ethical Fashion  
28 – 30 June 2016 > Berlin, Germany
- > **Solonshow @ Green Showroom**  
29 June 2016 > Berlin, Germany
- > **Ethical Fashion Showfloor**  
29 June 2016 > Berlin, Germany

## ➤ Fashion Shows Hungary and Canada

- > **Global Sustainable Fashion Week** Hungary  
12 – 14 April 2016 > Budapest, Hungary
- > **Eco Fashion Week** Canada  
09 – 14 April 2016 > Vancouver, Canada

## 10. CROWDFUNDING

## How to finance your project?

Crowdfunding is the process of raising money to fund what is typically a project or business venture through many donors using an online platform.

- > **Start Next** – The largest crowdfunding platform for creative and sustainable ideas, projects and startups in Germany, Austria and Switzerland.
  - > **Better Place** We help thousands of social projects to raise funds on the Internet (NGOs)
  - > **We Make It** The crowdfunding platform for creative ideas and innovative products.
- 
- > **Global Crowdfunding Plattformen**
  - > **CrowdZilla** is a non-profit charity that sources projects in developed, developing and emerging market countries that are struggling to raise capital and have a funding gap
  - > **Crowdfunding Sources** The sites listed enable entrepreneurs, non-profits, and their supporters to solicit funds from individuals via the internet.

## 11. SELECTED AWARDS ETHICAL FASHION

- > **Source Award** – The Global Awards For Sustainable Fashion by the Ethical Fashion Forum, London, UK
- > **EcoChic Design Award** – A sustainable fashion design competition inspiring emerging fashion designers to create mainstream clothing with minimal textile waste.
- > **Green Product Award** – The Green Product Award is an annual international competition for sustainable products and services.
- > **Consortium Green Fashion** – A Green Initiative of the SOFT School of Fashion Technology, Pune
- > **Abury Design Experience** – The ABURY Design Experience (ADEx) is the first international contest in search for emerging designers to preserve ancient crafts. >>> 10 Days left to Apply for ADEx



## 12. TARGET GROUPS

# LOHAS

- LOHAS – Lifestyles of Health and Sustainability is a demographic defining a particular market segment related to sustainable living, „green“ ecological initiatives, and generally composed of a relatively upscale and well-educated population segment.
  - Around 30% of the German population
  - High Income, Well Educated, Lifestyle oriented
  - KarmaKonsum (Karma Consumption)

## SINUS MILIEUS STUDIES

The Sinus-Milieus are a social and Target Group Model that groups people according to their Lifestyles and Values

- > Liberal intellectual milieu (7% in Germany)
  - > High Achiever milieu (8% in Germany)
  - > Movers and Shakers milieu (8% in Germany)
  - > Adaptive Pragmatic milieu (10% in Germany)
  - > Social ecological milieu (7% in Germany)
- 
- > LOHAS (30% in Germany)

➤ **Liberal intellectual Milieu**

The enlightened educational elite: Discerning view of the world, a fundamentally liberal outlook and postmaterial roots; desire for self determination and personal development

**> High Achiever Milieu**

The multi optional, efficiency oriented top performers:  
A global economic mindset; self image as avantgarde  
when it comes to consumption and style; very technical-  
ly and IT minded; establishment tendencies, erosion of  
visionary verve

**> Movers and Shakers Milieu**

The ambitious, creative avantgarde: Transnational  
trendsetters – mentally, culturally and geographically  
mobile; networked both on and offline; non conformist,  
seeking new frontiers and new solutions

**> Adaptive Pragmatic Milieu**

The modern young center of society with a markedly  
pragmatic outlook on life and sense of expedience:  
motivated and prepared to adapt, but also keen to have  
fun and be entertained; ambitious, flexible, cosmopoli-  
tan – at the same time a strong need for social ties and a  
sense of belonging

**> Social Ecological Milieu**

Socially engaged and socio critical milieu with normative  
notions of the 'right' way to live:  
A pronounced ecological and social conscience; globa-  
lization skeptics, upholders of political correctness and  
diversity (multi culti)

**13. CUSTOMER BENEFITS**

Customer benefits are not just facts. Usually it is hard  
for an entrepreneur to envision what kind of customer  
demand is satisfied by purchasing his/her service or  
product

**> Peace of Mind effect: Look good > Feel good**

A sustainable image creates customer loyalty and  
generates trust

> The client identifies himself through the brand

> A brand is like a good friend

> Emotional value

**14. HOW TO COMMUNICATE THE VALUES****> Storytelling**

The press need stories behind the brand

> Communicate wonderful stories about the product

> Communicate heartbreaking stories about the peop-  
le who made the clothes

> Win back consumers confidence (be transparent)

> Do good things and talk about it!

> **USP** A unique selling proposition is a factor that dif-  
ferentiates a product from its competitors, such as the  
lowest cost, the highest quality or the first-ever product  
of its kind. A USP could be thought of as "what you have  
that competitors don't." > Example: Innovative Fabrics  
etc.

> **UAP** Unique Advertising Proposition (UAP) is a term  
used in marketing, specifically from the communicati-  
on policy. It means the withdrawal of a company based  
on the competitors on the advertising. By advertising, a  
differentiator is formed to distinguish the product from  
others, and the companies thereby gain the competitive  
advantage. The UAP creates a promotional reasons for  
buying.

**> Tell a Story > Build a brand**

Storytelling is the conveying of events in words, sound  
and/or images, often by improvisation or embellish-  
ment. Stories or narratives have been shared in every  
culture as a means of entertainment, education, cultural  
preservation and instilling moral values.



**Links and Presentation >>> [www.fashion-related-services.net/biff-2016](http://www.fashion-related-services.net/biff-2016)****Sources Presentation**

[www.getchanged.net](http://www.getchanged.net)  
[www.c2ccertified.org](http://www.c2ccertified.org)  
[www.fairtrade.net](http://www.fairtrade.net)  
[www.global-standard.org](http://www.global-standard.org)  
[www.textileexchange.org](http://www.textileexchange.org)  
[www.sa-intl.org](http://www.sa-intl.org)  
[www.wfto.com](http://www.wfto.com)  
[www.naturtextil.com](http://www.naturtextil.com)  
[www.ethicaltrade.org](http://www.ethicaltrade.org)  
[www.fairwear.org](http://www.fairwear.org)  
[www.pan-international.org](http://www.pan-international.org)  
[www.peta.org](http://www.peta.org)  
[www.cleanclothes.org](http://www.cleanclothes.org)  
[www.greenpeace.org](http://www.greenpeace.org)  
[www.ethicalfashionforum.com](http://www.ethicalfashionforum.com)  
[www.sourcebook.eu](http://www.sourcebook.eu)  
[www.mysource.io](http://www.mysource.io)  
[www.ecotextile.com](http://www.ecotextile.com)  
[www.sedexglobal.com](http://www.sedexglobal.com)

**B2B Platforms**

[www.ethicalfashionforum.com](http://www.ethicalfashionforum.com)  
[www.sourcebook.eu](http://www.sourcebook.eu)  
[www.mysource.io](http://www.mysource.io)  
[www.ecotextile.com](http://www.ecotextile.com)  
[www.sedexglobal.com](http://www.sedexglobal.com)  
[www.getchanged.net](http://www.getchanged.net)  
[www.fairwear.org](http://www.fairwear.org)  
[www.naturtextil.com](http://www.naturtextil.com)  
[www.cleanclothes.org](http://www.cleanclothes.org)  
[www.fashionrevolution.org](http://www.fashionrevolution.org)  
[www.fashionpositive.org](http://www.fashionpositive.org)  
[www.apparelcoalition.org](http://www.apparelcoalition.org)  
[www.classecohub.org](http://www.classecohub.org)  
[www.fashionpositive.org](http://www.fashionpositive.org)  
[www.made-by.org](http://www.made-by.org)  
[www.cgreenfashion.com](http://www.cgreenfashion.com)

**Certification**

[www.global-standard.org](http://www.global-standard.org)  
[www.c2ccertified.org](http://www.c2ccertified.org)  
[www.fairtrade.net](http://www.fairtrade.net)  
[www.wfto.com](http://www.wfto.com)

**Ethical Fashion Standards**

[www.ethicaltrade.org](http://www.ethicaltrade.org)  
[www.textileexchange.org](http://www.textileexchange.org)  
[www.sa-intl.org](http://www.sa-intl.org)  
[www.cleanclothes.org](http://www.cleanclothes.org)

**Design Awards**

[www.ethicalfashionforum.com](http://www.ethicalfashionforum.com)  
[www.ecochicdesignaward.com](http://www.ecochicdesignaward.com)  
[www.gp-award.com](http://www.gp-award.com)  
[www.peta.org.uk](http://www.peta.org.uk)  
[www.cgreenfashion.com](http://www.cgreenfashion.com)  
[www.adex.abury.net](http://www.adex.abury.net)

**Ethical Fashion Fairs Europe**

[www.greenshowroom.com](http://www.greenshowroom.com)  
[www.ethicalfashionshowberlin.com](http://www.ethicalfashionshowberlin.com)  
[www.innatex.muveo.de](http://www.innatex.muveo.de)  
[www.fashionhungary.com/global-sustainable-fashion-week/](http://www.fashionhungary.com/global-sustainable-fashion-week/)

**Ethical Fashion Week**

[www.ecofashion-week.com](http://www.ecofashion-week.com)

**Labels**

[www.coccon.de](http://www.coccon.de)  
[www.jyoti-fairworks.org](http://www.jyoti-fairworks.org)  
[www.anaamofficial.com](http://www.anaamofficial.com)  
[www.aluc.eu](http://www.aluc.eu)  
[www.milch.tm](http://www.milch.tm)  
[www.anekdotboutique.com](http://www.anekdotboutique.com)  
[www.abury.net](http://www.abury.net)

**Crowdfunding**

[www.crowdzilla.org](http://www.crowdzilla.org)  
[www.startnext.com](http://www.startnext.com)  
[www.betterplace.org](http://www.betterplace.org)  
[www.wemakeit.com](http://www.wemakeit.com)  
[www.greenvc.org/crowdfunding.html](http://www.greenvc.org/crowdfunding.html)

**Projects by Georg Andreas Suhr**

[www.n2l-fashion.com](http://www.n2l-fashion.com)  
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[www.ga-underwear.com](http://www.ga-underwear.com)

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[www.fashion-related-services.net](http://www.fashion-related-services.net)  
[www.georg-andreas-suhr.de](http://www.georg-andreas-suhr.de)

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**Case Studies**

[www.dloop.de](http://www.dloop.de)  
[www.coccon.de](http://www.coccon.de)  
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