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GOOD PRACTICES OF SUSTAINABLE AND ETHICAL FASHION IN GERMANY

A fashion show runway scene. In the center, a man wearing a blue cap, a green t-shirt, and dark pants is riding a bright green bicycle. He is looking down at the bike. To his left, two women are walking towards the camera. The woman in the foreground is wearing a dark blue dress and black heels. The woman behind her is wearing a white top with a colorful pattern and a red cardigan. To the right of the man on the bicycle, another woman in a blue top and dark pants is walking, followed by a man in a dark blue button-down shirt and dark pants. The runway is white, and the background is dark with an audience seated on both sides.

ETHICAL FASHION SHOW 2017
DURING BERLIN FASHION WEEK
JANUARY 2017



**WHO I AM AND
WHAT I AM DOING...?**



WHO I AM AND
WHAT I AM DOING...?

INTERNATIONAL BRAND CONSULTANT

CREATIVE DIRECTOR / DESIGNER

LECTURER COMMUNICATION DESIGN

CO-FOUNDER ETHICAL FASHION LABELS

EXPERT FOR ETHICAL FASHION

SOURCE BOOK BRAND AMBASSADOR

NETWORKER & ACTIVIST

...



TEN

TRENDS

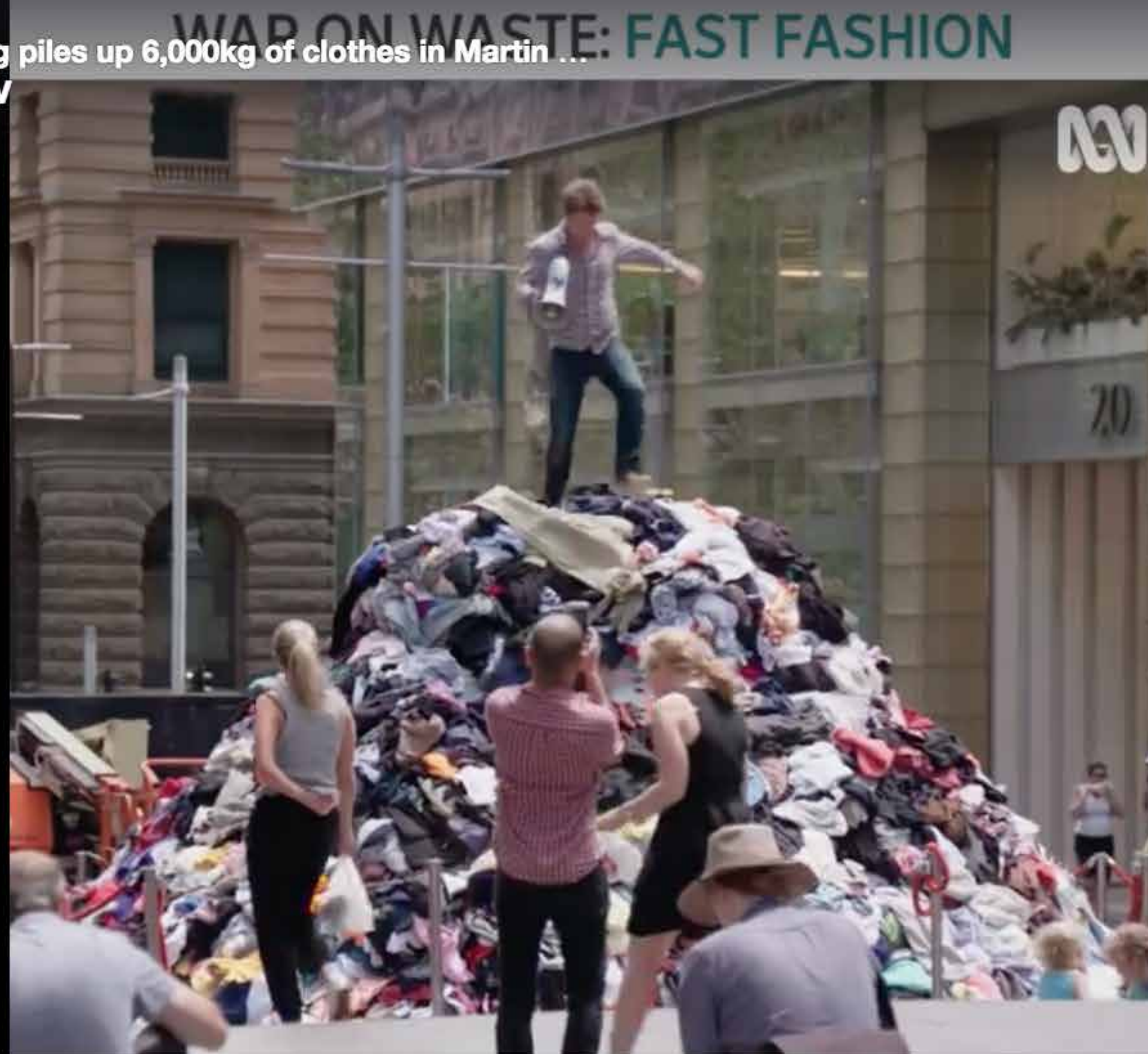
FROM
UP TO
ZERO

TEN TRENDS / FROM UP TO ZERO

01. UPCYCLING /// **02. C2C** /// **03. DIY** ///
04. FASHION TECHNOLOGY /// **05. TAILOR MADE** ///
06. CIRCULAR ECONOMY /// **07. HANDICRAFT /**
MANUFACTURER /// **08. NETWORKING** ///
09. SOCIAL RESPONSIBILITY /// **10. ZERO WASTE**

SWOT / STRENGTHS, WEAKNESSES,
OPPORTUNITIES, AND THREATS FOR SME

War on Waste | Craig piles up 6,000kg of clothes in Martin ...
Gepostet von **ABC TV**
1.135.780 Aufrufe



here in Martin Place to show you that.

0:43

War on Waste | Craig piles up 6,000kg of clothes in Martin ...
Gepostet von ABC TV
1.135.780 Aufrufe

**Clothes waste within 10 minutes
36 tons of waste every hour
(Example Australia)**



here in Martin Place to show you that.

0:43

Christina Dean
Redress

Founder and CEO of Redress,
an NGO with a mission
to reduce waste in the
fashion industry

01

#Upcycling



Trends > **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



A person is seen from the back, standing against a wall made of blue rectangular bricks. They are wearing a white, long-sleeved garment that is heavily covered with numerous small, rectangular white patches, each featuring a black QR code. The person's hair is dark and tied up. The overall scene suggests a theme of digital tracking or waste management.

#PRE Consumer Waste
#POST Consumer Waste

aluc
UPCYCKLING FASHION BERLIN



Trends > **Upcycling**

>>> **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.

Trends > **Upcycling**

>>> **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.

GOOD PRACTICE

CASE STUDY #01.1

#PRE CONSUMER WASTE

ALUC



dluc

UPCYCLING FASHION BERLIN



Upcycling Collection by ALUC

Made out of pre-consumer waste



GOOD PRACTICE

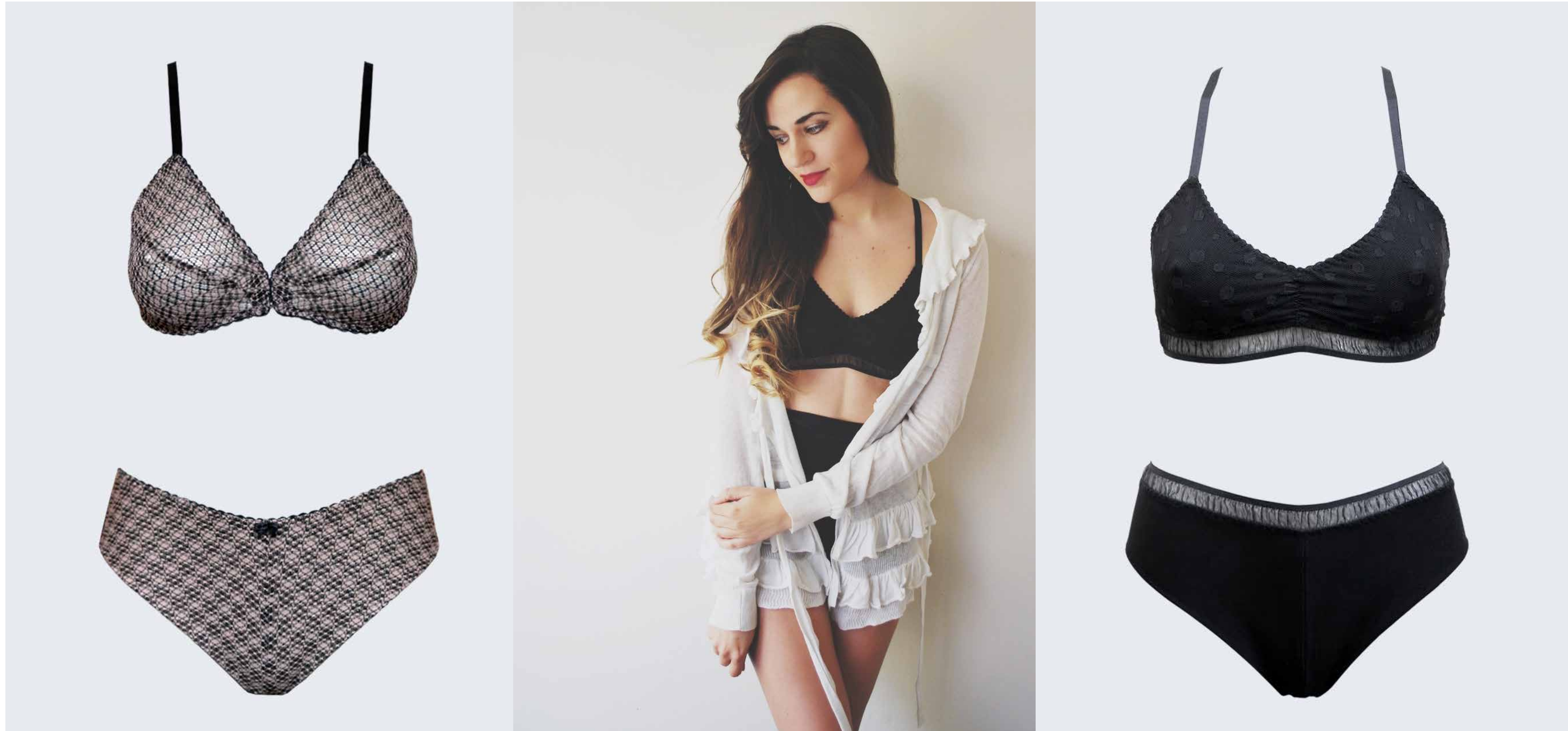
CASE STUDY #01.2

#PRE CONSUMER WASTE

ANEK.

Anek.





Upcycling Collection by Anek.

Made out of pre-consumer waste



01. Sourcing

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





02. Design

Our designs are inspired from our materials available.

We design based on what we have, not the other way around.

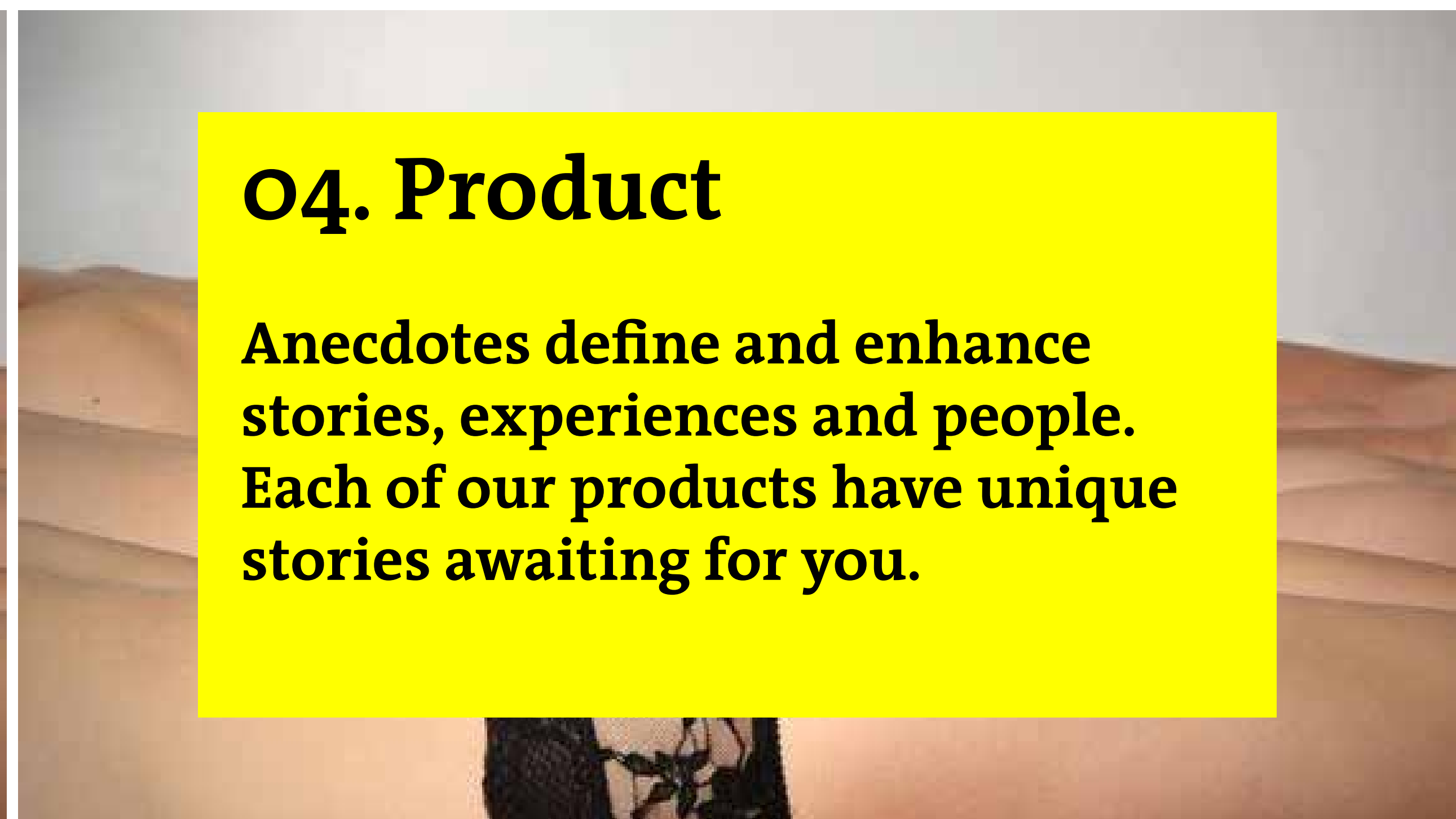




03. Creation

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





04. Product

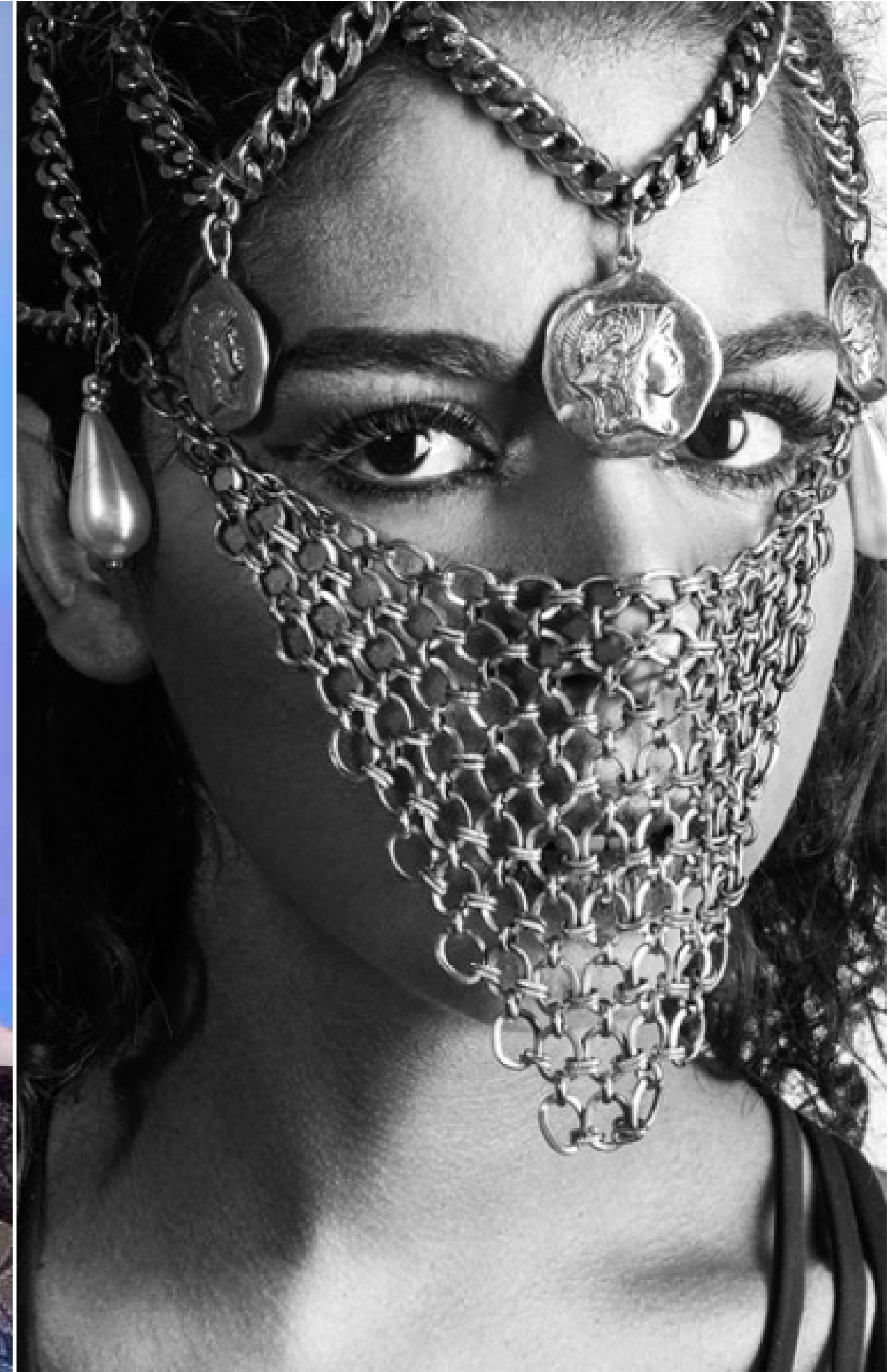
Anecdotes define and enhance stories, experiences and people. Each of our products have unique stories awaiting for you.

GOOD PRACTICE

CASE STUDY #01.3

#POST CONSUMER WASTE

THERAPY-RECYCLE-AND-EXORCISE

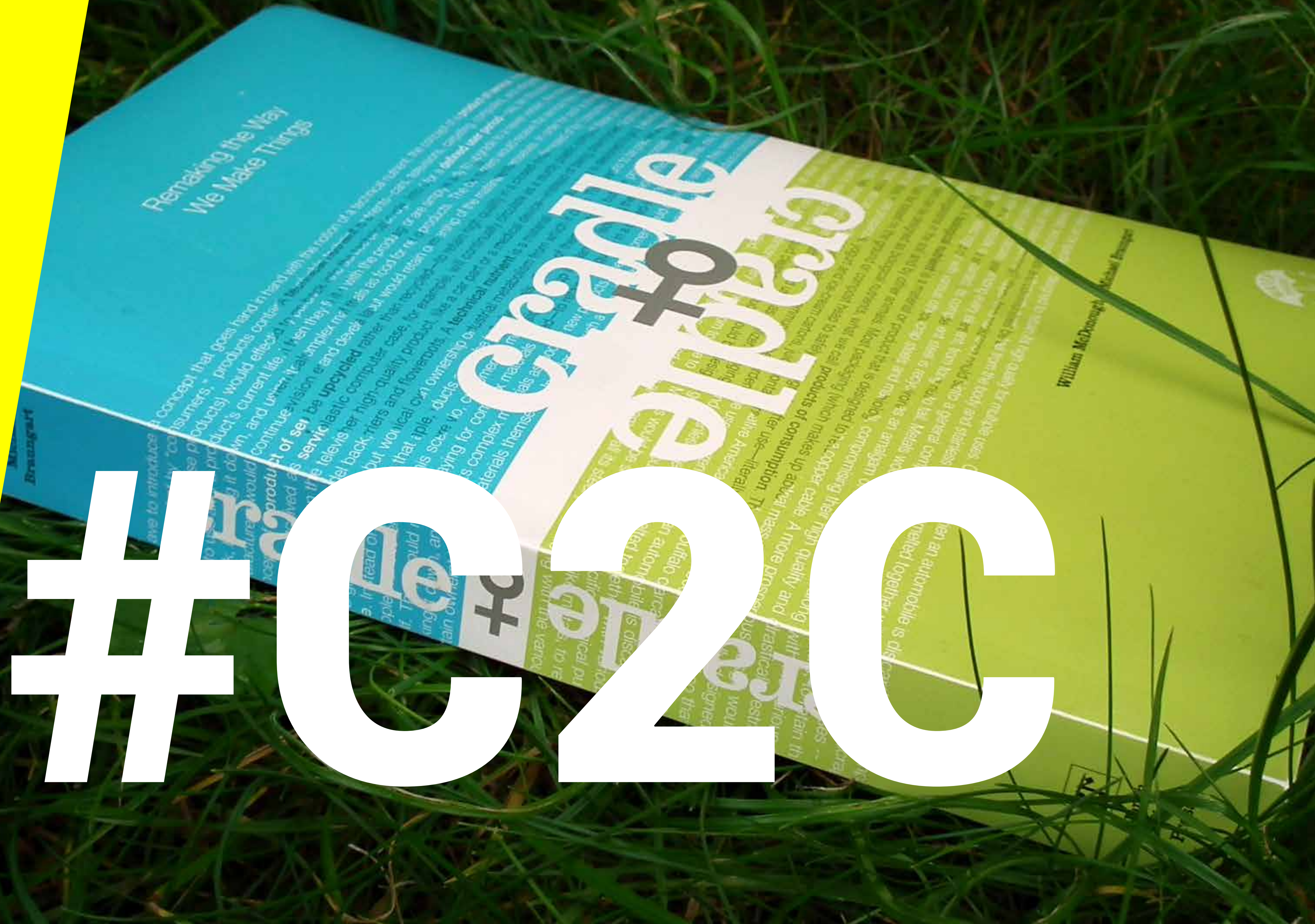






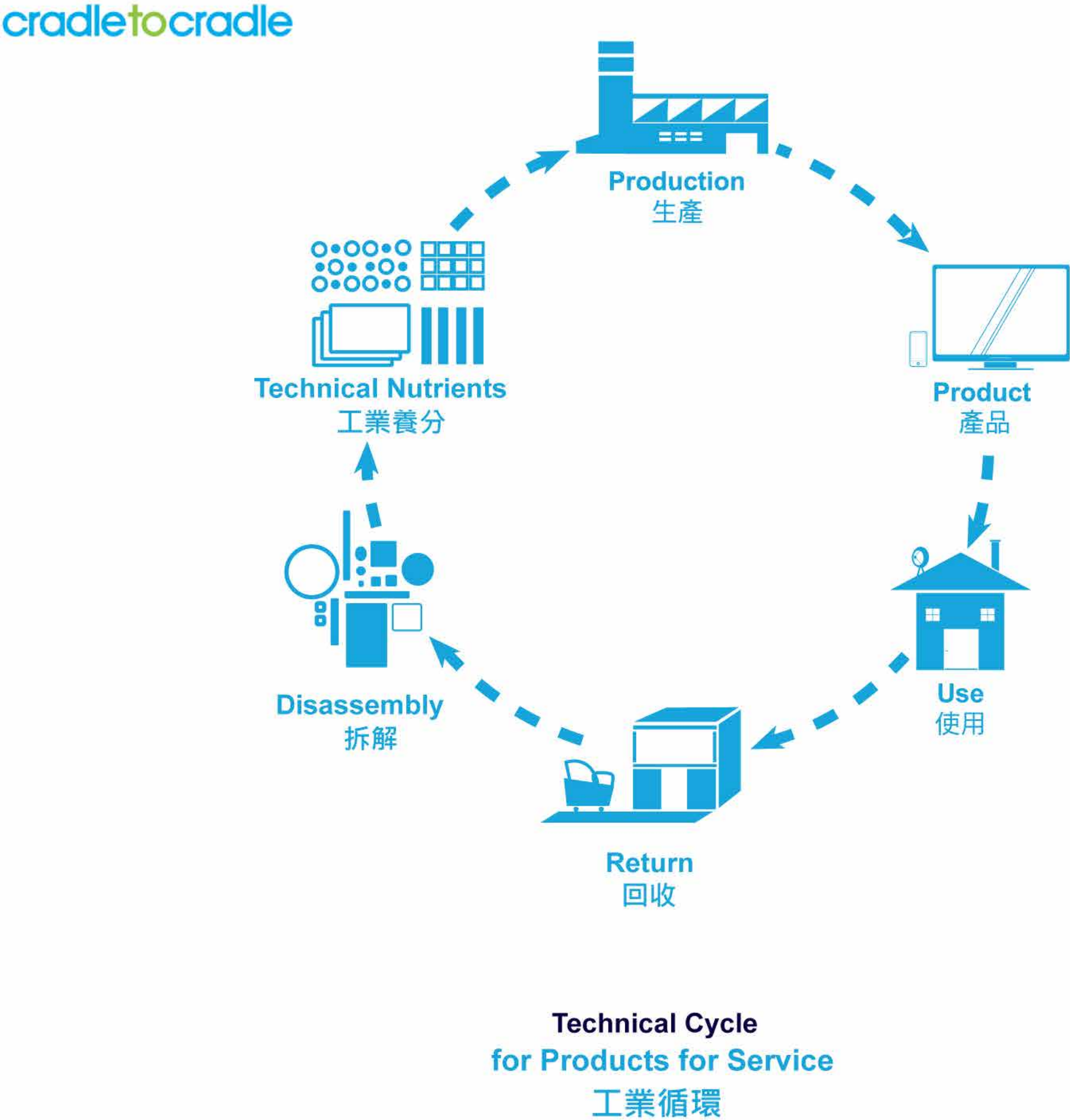
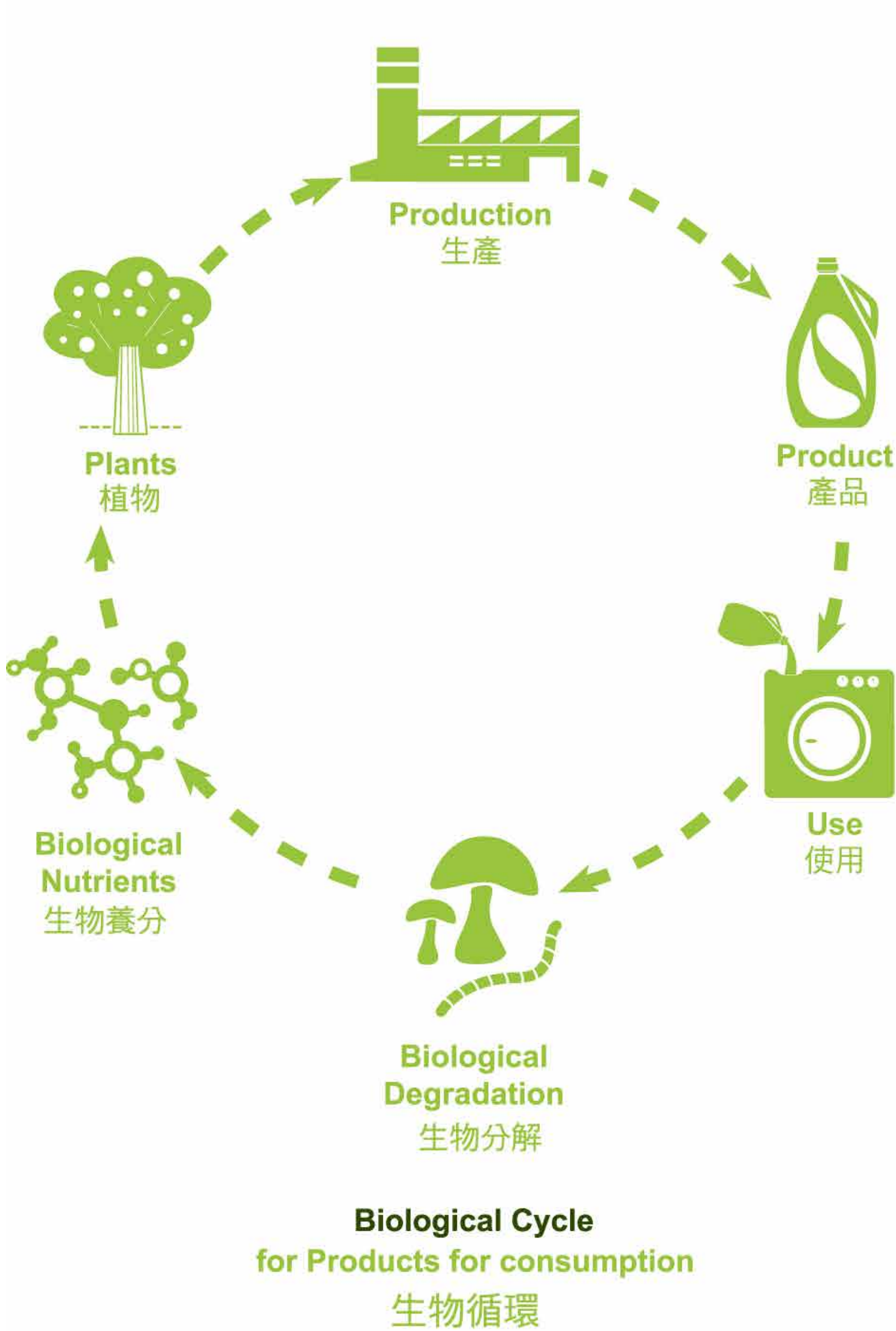
02

#C2C



Trends > C2C

- >>> Cradle-to-cradle design is a biomimetic approach to the design of products and systems.
- >>> In the cradle to cradle model, all materials used in industrial or commercial processes—such as metals, fibers, dyes—fall into one of two categories: „technical“ or „biological“ nutrients.



GOOD PRACTICE

CASE STUDY #02.1

#C2C

LAUFFENMÜHLE



GOOD PRACTICE

CASE STUDY #02.2

#C2C

C&A



03

#DIY

Trends > **DIY**

- >>> **DIY** Do it yourself; Handmade with Love
Handcrafted (weaving, knitting, embroideries, hand made);
Single pieces; Local; Glocal
- >>> Big chance for individual products (Unicate)
- >>> Distribution: www.dawanda.com



GOOD PRACTICE

CASE STUDY #03.1

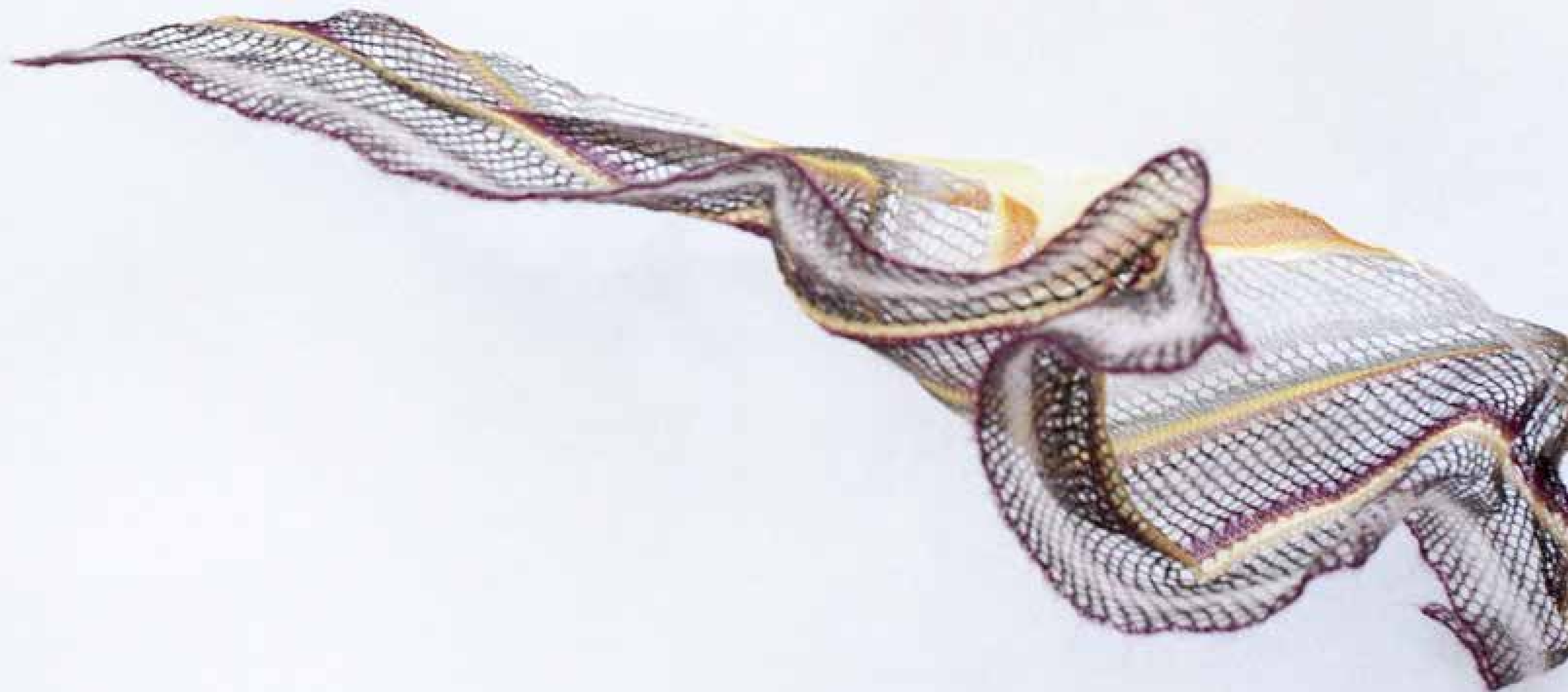
#DIY DO IT YOURSELF

BLASK











GOOD PRACTICE

CASE STUDY #03.2

#DIY DO IT YOURSELF

DAWANDA

Snuggery

DaWanda





Duminda
Smuggery

DaWanda

Snuggery







A man in a white shirt with glowing patterns, standing in a dark room with another person in the background.

04 #FashionTec

Trends > **FashionTec**

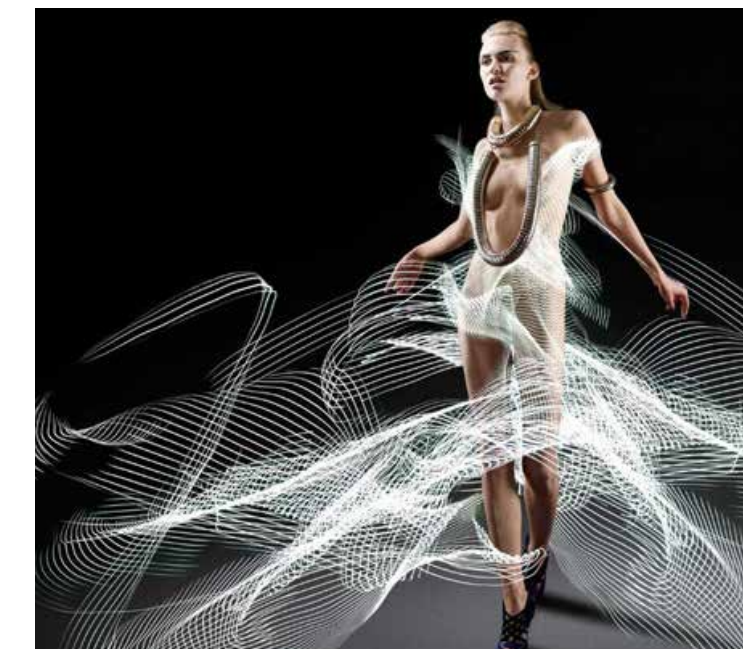
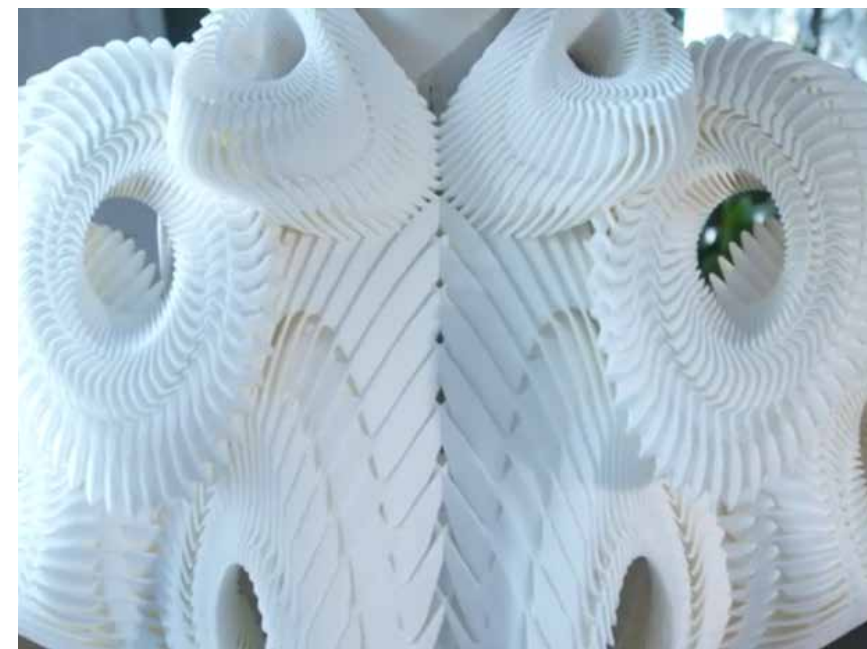
>>> **Future Fashion**

Smart Fabrics

Wearable IT

3D Printing & Future Fashion Production

...



GOOD PRACTICE

CASE STUDY #04.1

#FASHION TEC

TRAFO POP









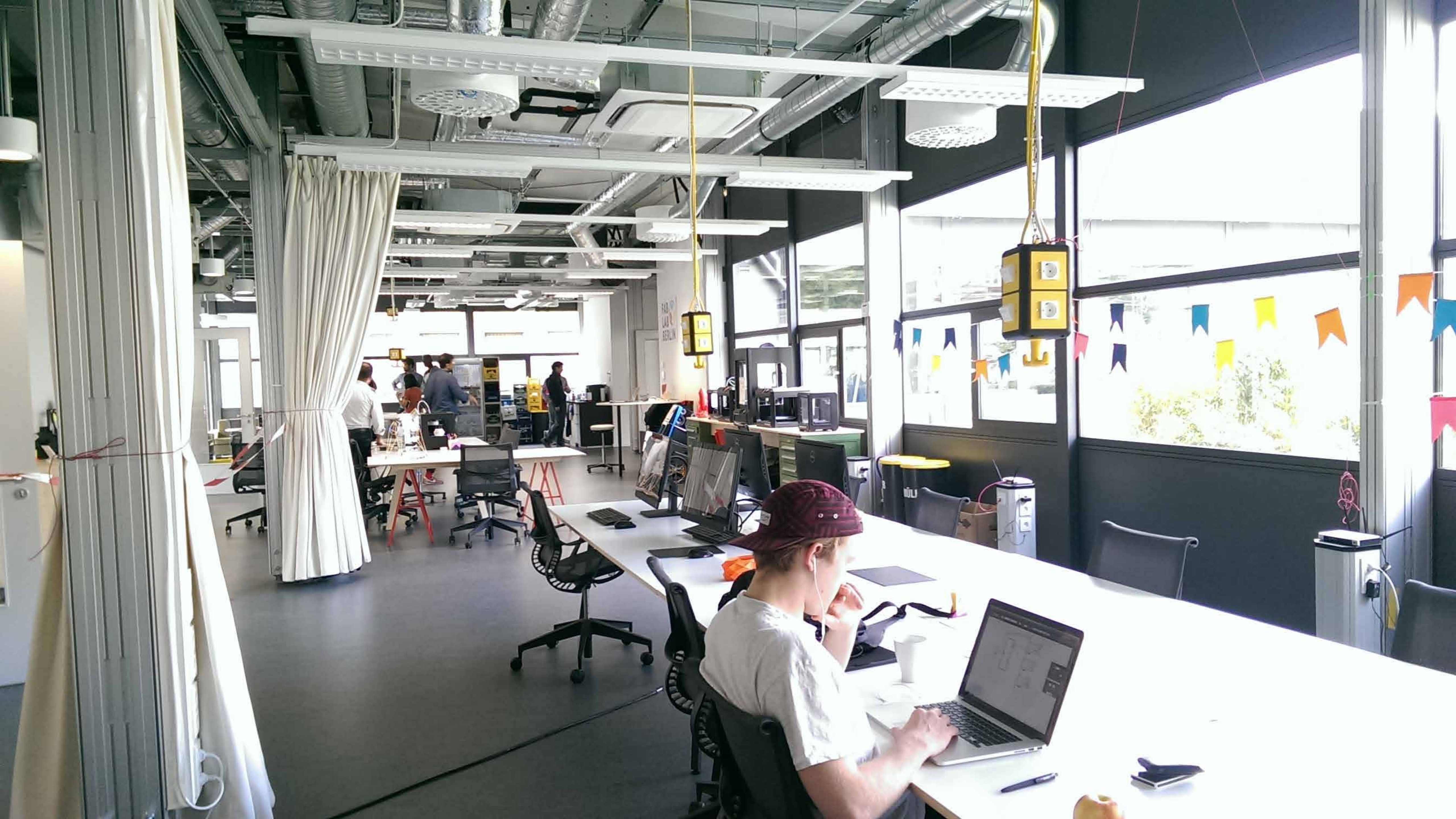
**WEAR IT FESTIVAL BERLIN
FASHION HACKDAY
KEYHOUSE @ MUNICH FABRIC START**

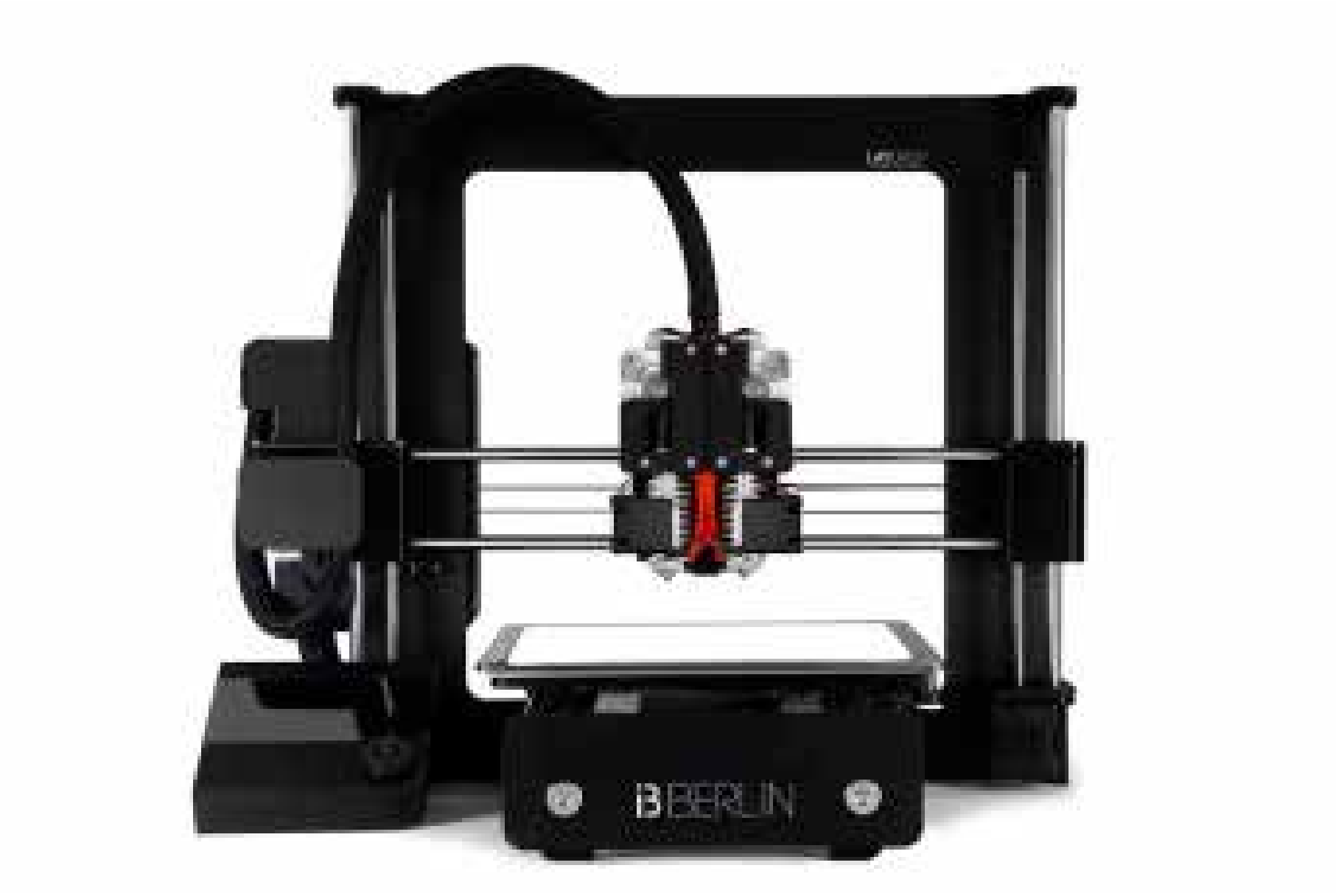
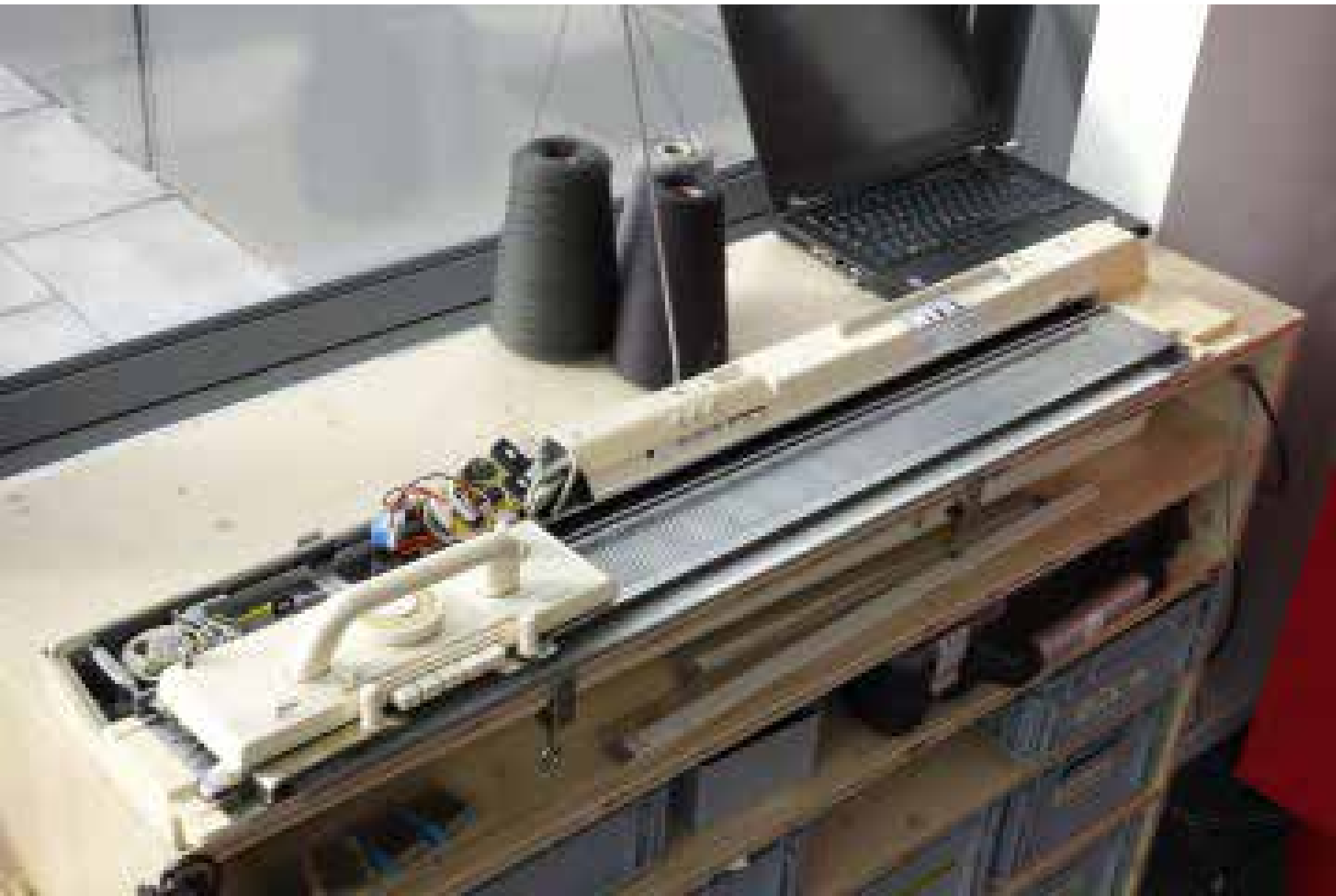
GOOD PRACTICE

CASE STUDY #04.2

#FASHION TEC

FAB LAB BERLIN









05 **#TailorMade**

Trends > Tailormade

>>> **Back to where we started**

Handmade

Bespoke

Produktion on Demand

Local



GOOD PRACTICE

CASE STUDY #05.1

#TAILOR MADE

EGON BRANDSTETTER





06

#Circularity



Trends > **Circularity**

>>> **Circular Economy**

Circular Economy means to rethink the way we organize production and consumption on a local and on a global level. This implies a paradigm change from “take-make-consume and dispose” toward re-using, repairing, refurbishing and recycling existing materials and products.



GOOD PRACTICE

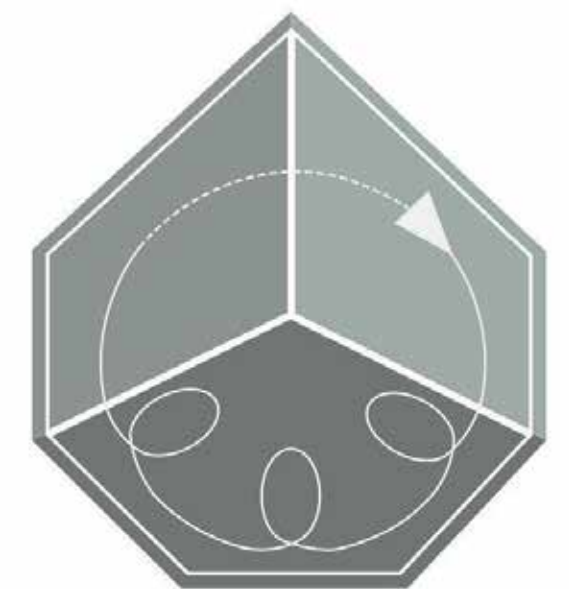
CASE STUDY #06.1

#CIRCULARITY

DESIGN FOR CIRCULARITY

BY INA BUDDÉ





THE EXTENDED CLOSED LOOP
Design innovation for a circular future of fashion



GOOD PRACTICE CASE STUDY #06.2

#CIRCULARITY

CRCLR.ORG – THE CIRCULAR LAB



GOOD PRACTICE

CASE STUDY #06.3

#CIRCULARITY

OPEN SOURCE CIRCULAR ECONOMY

DAYS 2017 BERLIN





07

#Handicraft
#Manufacturer

Trends > **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
- > Good Image: Handmade = Quality
- > High confidence in the target group
- > Transparency > Sustainable > Low Carbon Footprint
- > Backs up the traditional crafts: Preserves the culture

GOOD PRACTICE CASE STUDY #07.1

#HANDICRAFT #MANUFACTURER

FOLK DAYS









GOOD PRACTICE

CASE STUDY #07.2

#HANDICRAFT #MANUFACTURER

D'LOOP –

DEUTSCHE JEANS MANUFAKTUR







GOOD PRACTICE

CASE STUDY #07.3

#HANDICRAFT #MANUFACTURER

STARBEIT



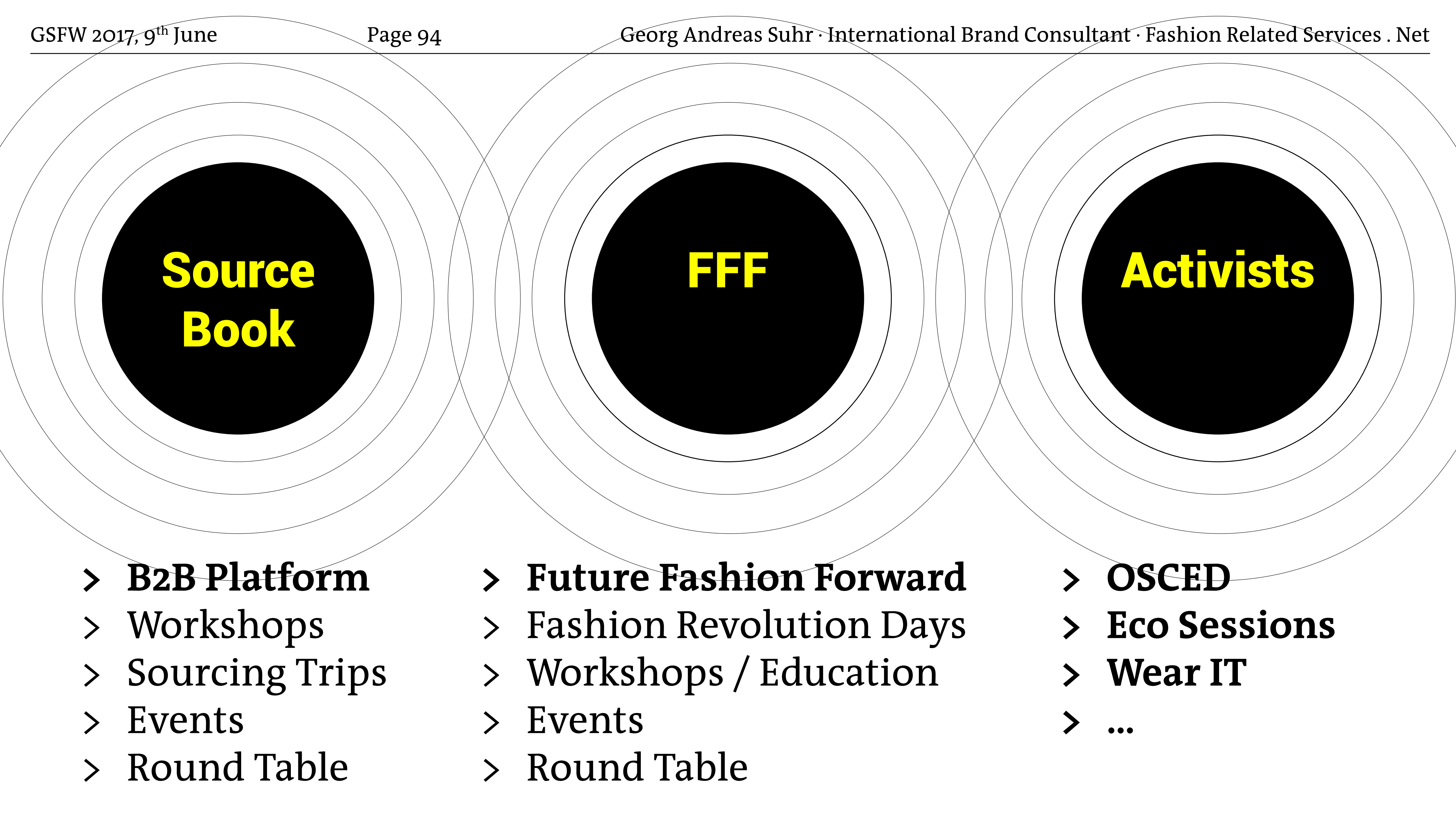




08

#Networking





Source Book

- **B2B Platform**
- **Workshops**
- **Sourcing Trips**
- **Events**
- **Round Table**

FFF

- **Future Fashion Forward**
- **Fashion Revolution Days**
- **Workshops / Education**
- **Events**
- **Round Table**

Activists

- **OSCED**
- **Eco Sessions**
- **Wear IT**
- **...**

A close-up photograph of two children's faces. The child on the left is looking slightly upwards and to the left, with green paint applied to their forehead, nose, and chin. The child on the right is looking towards the camera, also with green paint on their forehead and nose. A bright yellow diagonal band runs from the top left corner towards the bottom right, partially obscuring the children's faces.

09

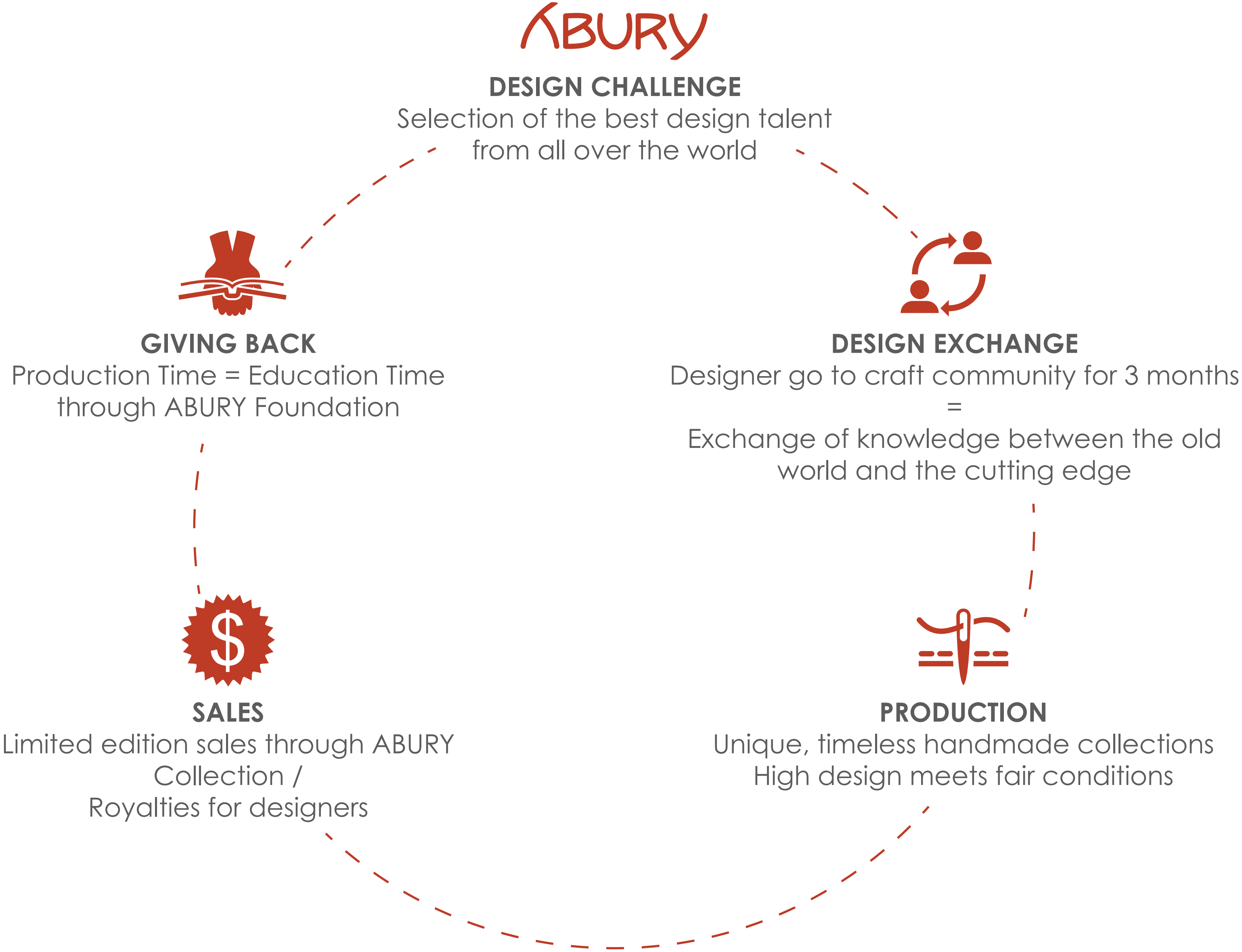
#SOCIAL RESPONSIBILITY

GOOD PRACTICE

CASE STUDY #09.1

#SOCIAL RESPONSIBILITY

ABURY





ABURY – Collection
Handmade Leather Goods



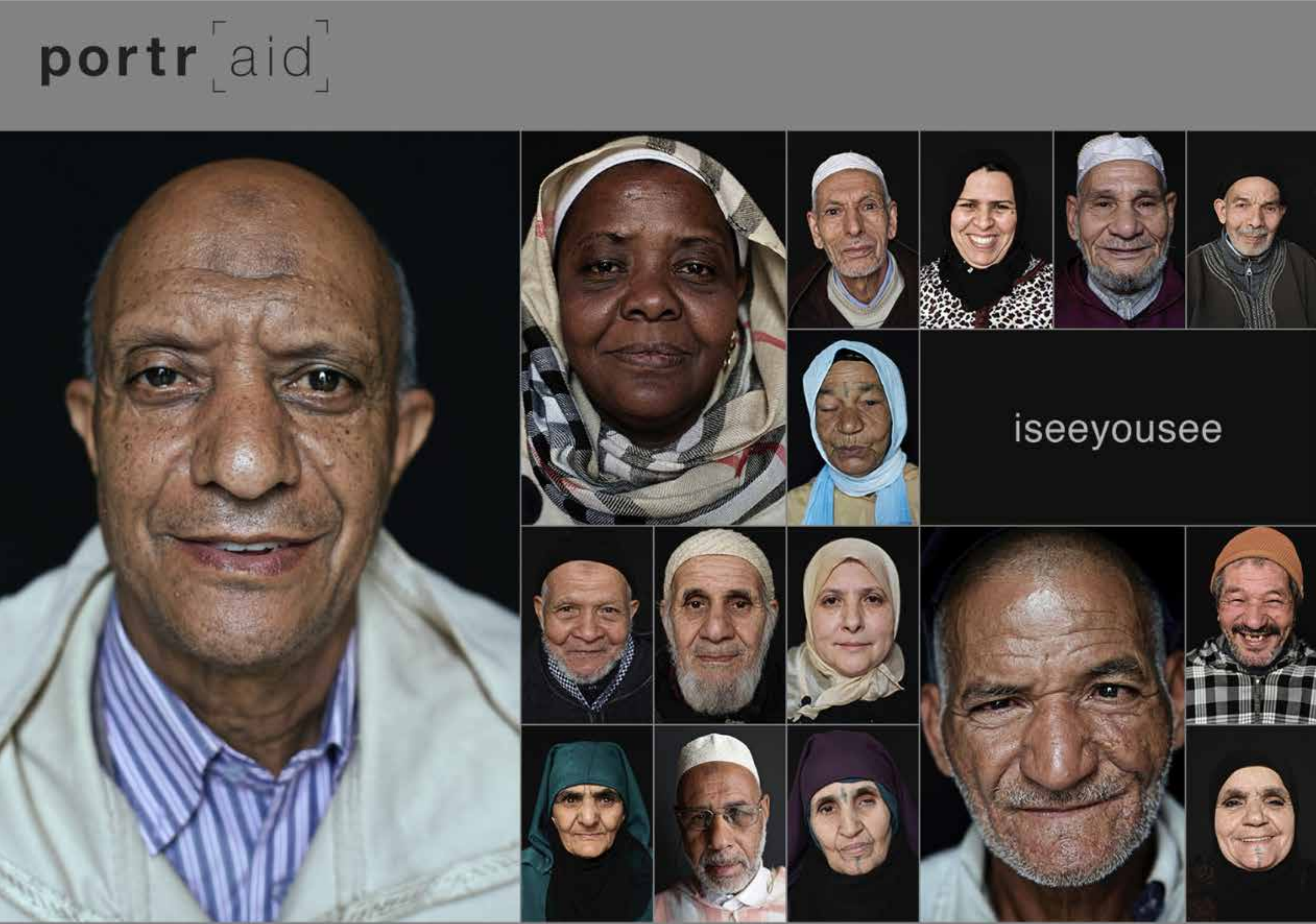
50% of the profit flows
back into social projects





Abury Foundation

social responsibility



10

#Zero Waste



Trends > **Zero Waste**

>>> **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

GOOD PRACTICE

CASE STUDY #10.1

#ZERO WASTE

HESS NATUR



ZERO WASTE

REVOLUTION IN DER MODE



„Waste is design gone wrong“

John Whittall

THANKS



**CHANGE
IS POSSIBLE –
BE THE CHANGE!**

It's your turn now...