Radical Transparency in the Sustainable Fashion Industry: Companies’ Knowledge and Value of the Textiles in Supply Chains

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Background

Sustainable Fashion vs. Fast Fashion

- What is Fast Fashion?
- Consequences of Fast Fashion: De-valuing the supply chain

Disorientation and Loss of Value in Supply Chain

What is Slow Fashion?

- Quality over quantity
- Seeks a transparent supply chain.
- Is San Francisco a part of this market? Yes.

Methods

Methods: Quantitative

- Step 1: Database development
- Step 2: Identification of production methods and textiles
- Key emergent themes:
  - Local Production
  - Consumer Education
  - Natural fibers
  - No chemical dyes

Methods: Qualitative

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Results and Emergent Themes

Transparency

Transparency with Farmers

Loomstate

“Sustainability is about recognizing what a community is and how it is connected... a sustainable supply chain is still a chain, and a chain cannot be pulled, it can only be pulled.”
- Alex Holl, Sustainability Manager

Transparency with Production

Stud NY

“I am looking at how we can change the current industry mindset by using production and design, everything is set up by a particular business model and there is not enough room for innovation. What is important is connecting the industries together to make a transparent and sustainable supply chain.”
- Tom St. James, Founder

Transparency with Only Local Production

Fed Cidale

“Since our design process starts from the fabric, it’s our moral responsibility to consider all angles when making our sourcing decisions... we want our sun to really work together for people.”
- Alex Wu, Founder

Facts

- Collect data studying semi-structral interviews of key companies from database
- The companies varied in scale, site, and implementation of value.

Summary and Conclusions

Why is Sustainability in Fashion Important?

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