

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 terms:
 - Local Production
 - Consumer Education
 - Natural fibers
 - No chemical dyes



Methods: Qualitative

- Step 1: Database development
- Step 2: Identification of production methods and textiles
- Key emergent terms:
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 - No chemical dyes
- Collective case study using semi-structured interviews of key companies from database
 - The companies varied in scale, size, and implementation of value.

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 pushed, it can only be pulled."

-Rhett Godfrey, Sustainability Manager



Transparency with Production



Study-NY:

"I am looking at how we can change the current industry and how we approach production and design. Everything is set up for one particular business model and there is not much room for innovation. What is important is connecting the industries together to make a transparent and sustainable supply chain."

-Tara St. James, Founder

Too Difficult to Trace Origin of Fabric

Eileen Fisher

"We don't have control over the supply chain. Sustainability and apparel is full of contradictions and feels insurmountable. But we are trying our best to do the most we can."

-Amy Hall, Sustainability Manager



Transparency with Only Local Production

Feral Childe

"Since our design process starts from the fabrics, it's our moral responsibility to consider all angles when making our sourcing selections...we put great care into every decision along each step of our supply chain to cause the least harm to the planet and people."

-Alice Wu, Founder.



Results and Emergent Themes

Fabrics

Deadstock, Upcycled/Recycled Fabrics



Dolores Haze

"If I'm getting a deadstock fabric like polyester, I don't think it's sustainable to begin with. But instead of creating more, I'm creating with what I have."

-Samantha Giordano, Founder

Natural Fibers

FanMail

"I think transparency holds us accountable. It means we have to be smart and considerate about the choices we make and the materials we use, which is mostly plant-based fibers."

Founder

-Charlie Moss,



Other Forms of Sustainable Material

Modavanti

"We've sold clothing with materials such as recycled water bottles, bamboo, pineapple silk, even coffee grinds. Although some may be prototypes or experiments, we provide a platform for the designer's creativity."

-David Dietz, Founder



Sustainable Consumption

By The Consumer



Modavanti

"Modavanti is beautiful clothing, medium prices that are good for you, good for the earth, and good for others."

Founder

-David Dietz,

Sustainable Disposal

Eileen Fisher

"We are researching with our mills, trying to figure out if there is a way to give these things that are sent back to us a second life and not go back to a landfill."

-Lana Lee, Leader of Social Consciousness



Responsible Retailers

Feral Childe

"We are committed to ethical business practices, and providing sourcing and manufacturing information upon request to our customers. We carefully distribute only to retailers we feel share our values."

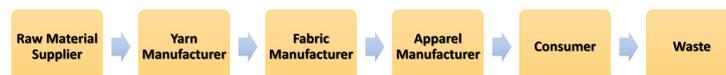
Founder

-Alice Wu,



Summary and Conclusions

Why is Sustainability in Fashion Important?



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