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

Jordan Wolfe¹, Courtney Quinn¹, and John Quinn²
¹Department of Earth and Environmental Sciences, ²Department of Biology
Furman University, Greenville, SC 29613

Results and Emergent Themes

Transparency

Transparency with Farmers

Loomstate

"Sustainability is about recognizing what is a community is and how it is connected... the sustainable supply chain is still a chain, and a chain cannot be pushed, it can only be pulled." - Alex Golkin, 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 kept up for any particular business model and there is not enough room for innovation. What is important is connecting the industry together to make a transparent and sustainable supply chain." - Tom Steiner, Founder

Sustainable Consumption

By The Consumer

ModaMuni

"ModaMuni is beautiful clothing, sustainable goods that are good for you, good for the earth and good for others." - David Dunn, Founder

Sustainable Disposal

Eileen Fisher

"We see how our impact on the world. We want to communicate to our customers that they can make a difference." - Lee Ann, Founder of Social Consciousness

Responsible Retailers

FedCable

"We are committed to ethical business practices and providing meaningful and manufacturing information upon request to our customers. We carefully design products only to minimize our impact on the environment." - Alice Wu, Founder

No Seasonal Collections

Study-NY

"Study-NY’s mission is to go against the opposite direction of expectation. To democratize the company and create a uniform collection that is the ideal wardrobe. The idea is really to educate people, designers and consumers of the possibilities of sustainability.” - Tom Steiner, Founder

Acknowledgements

Thanks to...

Furman Advantage for the funding of my research;
My thesis advisors: Courtney Quinn, John Quinn, and Suresh Mulukutla for their help and advice;
and the companies who spent their time to be interviewed.