

CHANGE FASHION

PRODUCE RESPONSIBLY.
CONSUME CONSCIOUSLY.



*Green Carpet Challenge at
London Fashion Week*

**"Act as if what you do makes
a difference. It does."**

- WILLIAM JAMES -



Change Fashion



A Call to Produce Responsibly and Consume Consciously

The fashion industry is one of the dirtiest in the world,

Fashion accounts for 8% of global carbon emissions – the same as the entire European Union – and 20% of global industrial water pollution.

WHY?

“High-quantity, low-quality” mindset and the rise of fast fashion.

- In 2010, the industry produced more than 150 billion pieces of clothing.
- The number of items bought by an average consumer grew 60% between 2000 and 2014.
- As we buy more clothes, we keep them for half as long -- clothing is not far from being considered a disposable good. Much of it ends up in incinerators or landfills within a year of being made.

Deficient environmental and labor regulations, and lack of enforcement.

- Textile manufacturing (now based largely in the developing world) is poorly controlled leading to the rapid depletion of natural resources, emitting harmful waste products, and introducing thousands of toxic chemical compounds into the environment.
- Manufacturing practices have not been adequately adapted to offset these environmental impacts.

Lack of transparency—even to the brands producing clothing.

- In the era of globalization, supply chains are fragmented and dispersed. Many brands today are unaware of their suppliers’ environmental and labor practices.



By the Numbers



100

Billion

Items of clothing are produced annually



\$2.5

Trillion

Annual global gross revenue for the Fashion Industry

60 Million

Global workers across the value chain



\$40 Billion

Worth of unworn clothes hang in our closets

50%

of purchased Fast Fashion is disposed of within one year



\$140

Million

Worth of clothing goes into landfills each year



25%

of the World's Carbon budget will be used by the Fashion Industry by 2050



1,715 Million

Tons of CO2 emitted by the Fashion Industry each year



2,700

Liters of water to make 1 Cotton T-Shirt

How Do We Change Fashion?

The vast majority of consumers are unaware of the direct impact their fashion purchases have on the planet. The purpose of Change Fashion is to use the power of art and experience to understand this link.

1.



**IT TAKES
2,700
LITERS OF
WATER
TO MAKE
ONE
T-SHIRT**

2700 Liters of Water to Make One T-Shirt

The Change Fashion experience, produced by The Soze Agency, takes visitors on a visual journey through the life-cycle of a garment highlighting the environmental Impacts of each stage.

7 LIFE CYCLE STAGES OF APPAREL

1 FIBER PRODUCTION
Raw material extraction and processing of synthetic, cellulosic, cotton, and natural fibers



2 YARN PREPARATION
Spinning of yarn from filament and staple fibers



3 FABRIC PREPARATION
Knitting and weaving of yarn into fabric



4 DYEING & FINISHING
Bleaching and dyeing of fabric as well as fabric finishing
The most energy intensive stage, dyeing has a high energy demand due to wet processes which require large amounts of heated water



5 ASSEMBLY
Cutting and sewing fabric into apparel products



6 DISTRIBUTION
Transportation from assembly location to retail stores
A low impact stage today but could increase if companies switch to aircraft transport



!NOTE: EXCLUSION OF USE PHASE

This typically high impact stage was not included as the study focused on the apparel value chain and manufacturing processes

7 END OF LIFE
Collection and management of apparel products at the end of their useful life (incineration and landfilling)



**FASHION ISN'T FREE.
SOMEONE SOMEWHERE IS PAYING™**
— LUCY SIEGLE —

WORKPLACE TRAGEDIES

Triangle Shirtwaist Factory Fire

On March 25th, 1911, the Triangle Shirtwaist Factory Fire became the deadliest industrial disaster in the history of New York, and remains one of the deadliest in U.S. history. The blaze killed 146 garment workers—123 women and 23 men. Many who died took part in the citywide garment industry strikes the previous year demanding safer working conditions, better pay, and shorter hours. The tragedy became a catalyst for a broad range of labor and workplace safety reforms. Within a few years, the city and state adopted 36 new laws—a model for the New Deal's labor legislation in the 1930s—as well as many more that protected American workers.

The Rana Plaza Building Collapse

The Rana Plaza Building Collapse on April 24th, 2013 in Bangladesh is considered the deadliest structural failure accident in modern human history and the world's deadliest garment-factory disaster. The building was not coded for apparel production, and the weight of the sewing machines overwhelmed the structure. The workers alerted managers of worrying cracks in the building, but were told to keep working. Without government protections in place, more than 1,000 people died while making clothes for the US market.

LIFECYCLE STAGE

5

CUT & SEW

7% OF GREENHOUSE GAS EMISSIONS

The vast majority of our clothing is still crafted by people stitching laboriously at sewing machines. Three quarters of the world's 60 million garments workers are women.

While the fashion industry has been a source of employment for women in developing countries, it is also rife with human and labor rights issues. The global demand for cheaper disposable clothing, with tighter deadlines, has had catastrophic human consequences. To cut costs, the apparel industry has moved production to areas with both the cheapest labor and the fewest worker protections. This combination of unsafe conditions and low wages has made it one of the leading labor exploitation hotspots.

When you buy an item of clothing, less than 1% of the retail price goes to the people who crafted it. In Bangladesh, workers earn as little as \$2 an hour; in Indonesia, they make a mere \$28 an hour and in Vietnam, \$36 an hour. This is usually below the living wage.



Image provided by r/make



Image provided by r/make



Image provided by r/make



Image provided by r/make



Traveling Through the Life Cycle of a Garment

The immersive experience showcases the greenhouse gas emissions, water use, pollution, and chemicals involved in every stage of the life cycle. Guests are educated on the need for change and learn about innovative technologies and practices designed to address critical issues.

Change Fashion Archives



Change Fashion Archives



CHANGE FASHION

Change Fashion @ Urban Zen

November 2018

In November 2018, a consortium of NGO's and academic institutions came together at Donna Karan's Urban Zen Foundation for the Change Fashion launch event. The four day Change Fashion debut in New York was a thought leadership conference and immersive sustainability experience designed to educate attendees and consumers about the devastating environmental impact of the fashion industry.

Change Fashion | November 2018 Host Committee



MAXINE BEDAT
New Standard Institute



ANNA CARTER
NRDC Trustee



ANNA CHAPMAN
Chapman Perelman Foundation



**CRISTIANA FALCONE
SORRELL**
World Economic Forum



LINDA GREER
NRDC



DESIREE GRUBER
Full Picture



DONNA KARAN
Urban Zen



CECI KURZMAN
Nexus Management



ELLIS RUBINSTEIN
New York Academy of Sciences



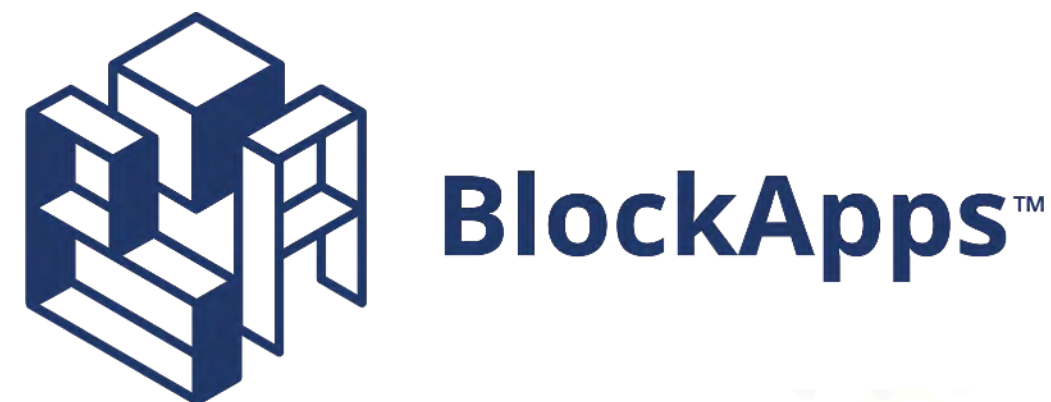
MICHAEL SKOLNIK
The Soze Agency

Partner Organizations

PRESENTING PARTNERS



PARTICIPATING PARTNERS

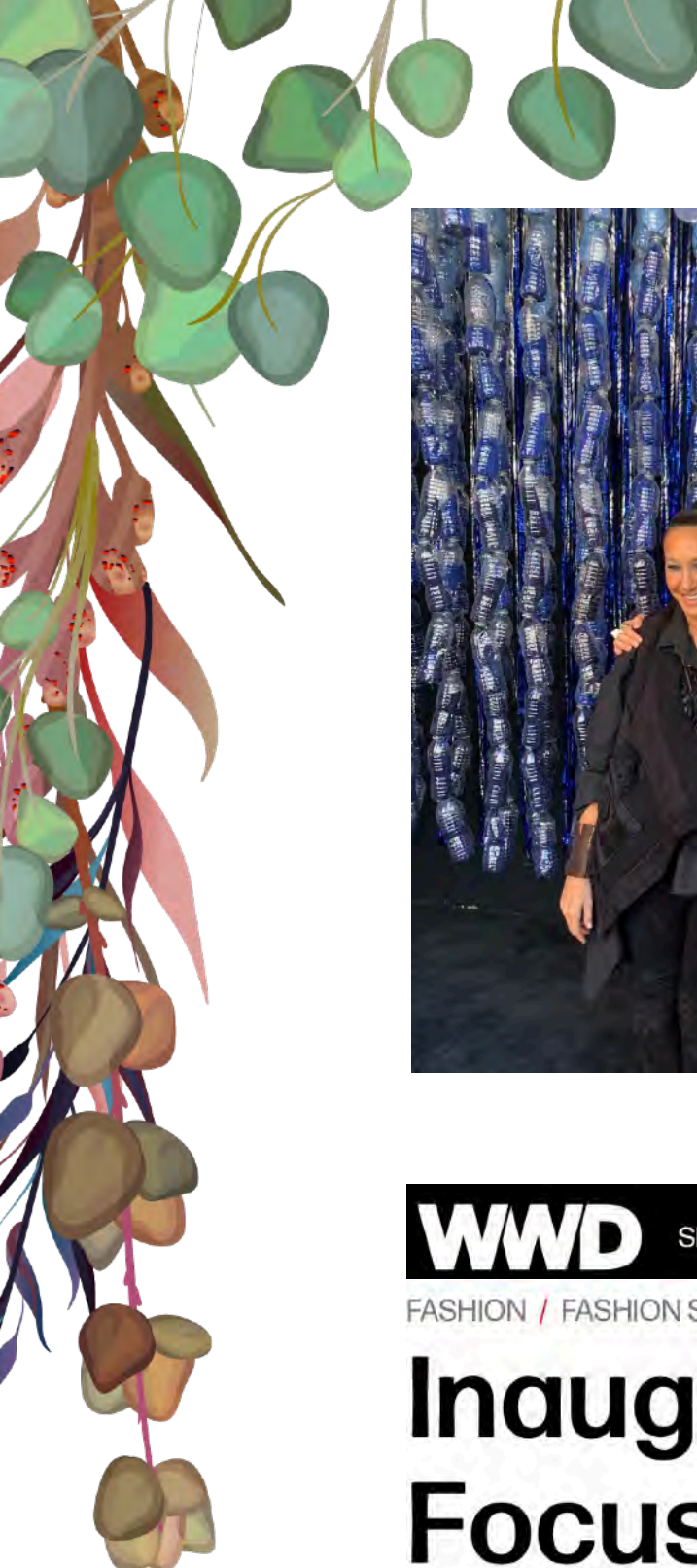


PEOPLE'S REVOLUTION



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donnakarthewoman My journey continues as student at the #CHANGEFASHION conversations where so many amazing people sharing FACTS and ACTIONS we can take to care for our environment @wechangeofashion @urbanzen this weekend

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katiekatiejojo ❤️❤️❤️

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ni_ka3417 😍😍😍❤️

DONNA KARAN

940 likes

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FASHION / FASHION SCOOPS

Inaugural 'Change Fashion' Event to Focus on Improving Environmentalism

An estimated \$500 billion worth of clothing that is barely worn and rarely recycled is lost annually.

FOMO FEED



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fomofeed WHAT: CHANGE FASHION POP UP, a thought leadership conference and immersive sustainability experience designed to educate attendees and consumers about the devastating environmental impact of the fashion industry. The apparel industry has one of the largest carbon footprints globally, and contributes to massive air and water pollution. Consumer behavior, in addition to industry practices, have contributed to what is now approaching a global crisis. Given the magnitude and urgency of the problem, efforts towards conscious consumption and responsible production will need to be more widely adopted and amplified. If fashion brands join forces with suppliers, investors, regulators, NGO's, academia and consumers to create businesses that are sustainable, the possibility exists to avoid an

1,481 likes

NOVEMBER 1, 2018

Social Media and Press

2000+ Attendants



#ChangeFashion

4+ Million

Social Media Impressions

ENGAGED INFLUENCERS

Debra Rappoport, Donna Karan, Hannah Alper, Mairead Nesbitt, Mara Hoffman, Michael Skolnik, Mustafa Ali, Paola Mendoza, Piper Perabo, Sarah Sophie Flicker, Terra Wellington and Veronica Apsan



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