



RETHINKING RESPONSIBLE FASHION:
MATCHING INTENTION WITH ACTION

Milan Fashion Global Summit
Milan, 22 October 2019

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WHAT IMAGE COMES TO YOUR MIND WHEN
YOU THINK OF RESPONSIBLE FASHION?

Greenwashing



Tree-huggers



Exploitation



THE
PERCEPTION
OF
RESPONSIBLE
FASHION

Investment in
technology &
innovation



Investment in
welfare of
workforce



Authentic
responsibility



THE
REALITY
OF
RESPONSIBLE
FASHION



AN
ENVIRONMENTAL
AND ETHICAL CALL

A VALUE
CREATION
OPPORTUNITY



MIND THE GAP

“DOING
GOOD”



“GOOD
BUSINESS”

GROWING
PACE OF
“NEGATIVE
IMPACT”



SLOWING
PACE OF
“MITIGATION
ACTIONS”

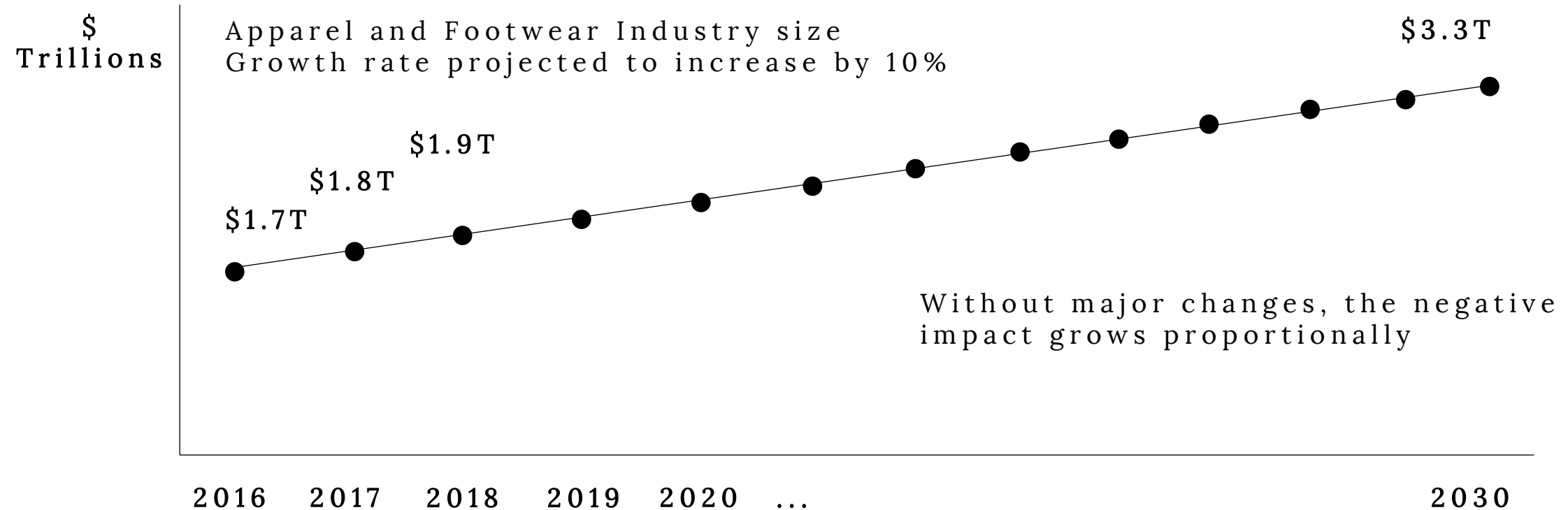
CUSTOMERS’
INTENTION



CUSTOMERS’
BEHAVIOR

THE WIDENING GAP

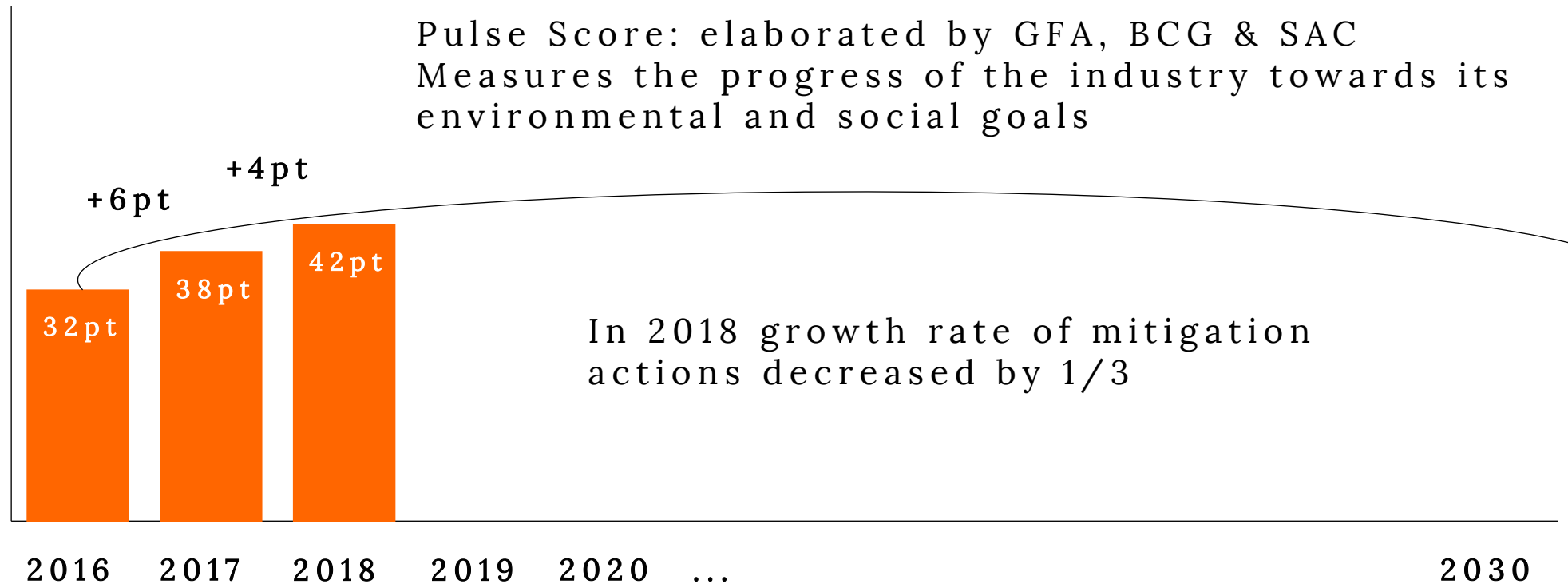
Between magnitude of impact and mitigation actions



Source: GLOBAL FASHION AGENDA

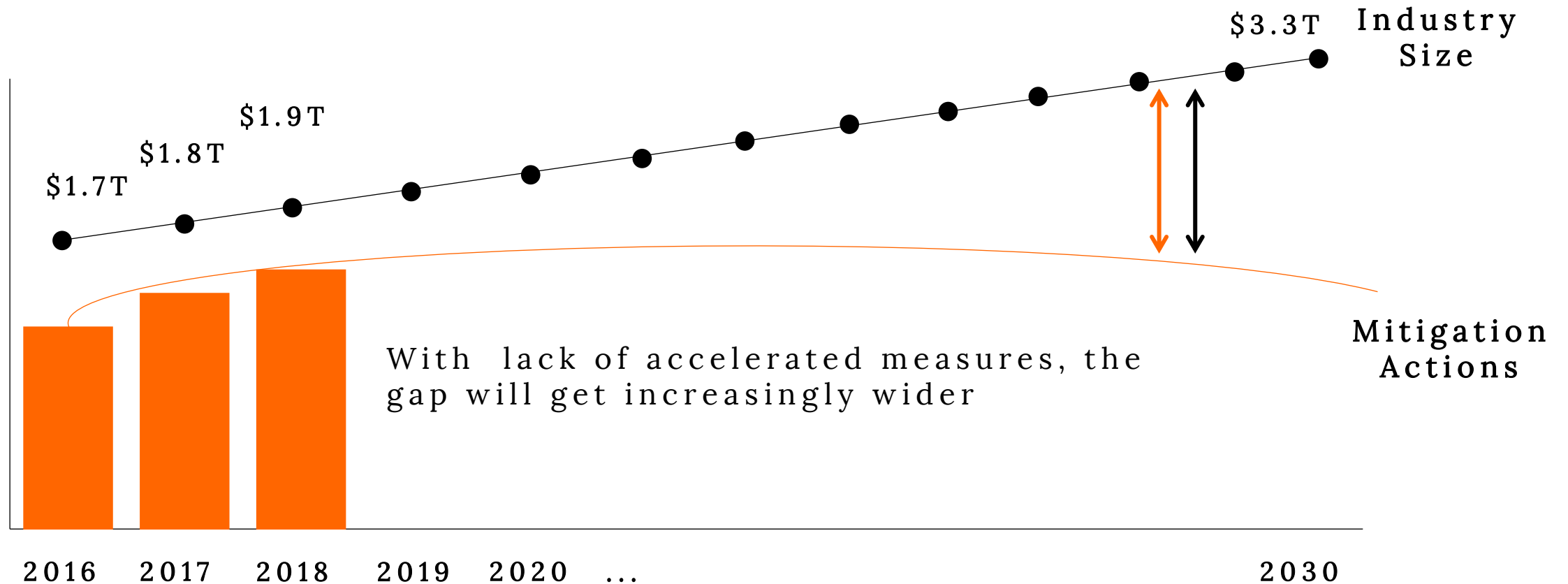
THE WIDENING GAP

Between magnitude of impact and mitigation actions



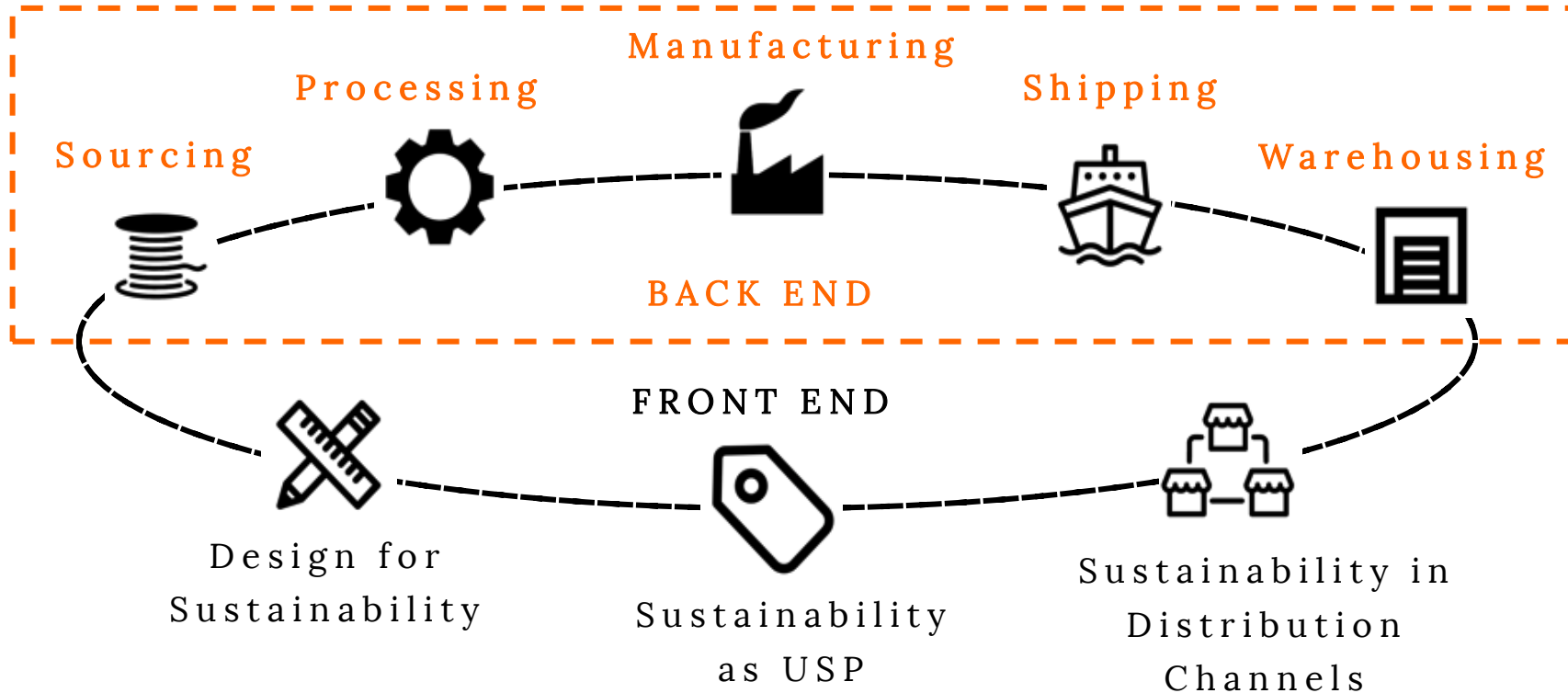
THE WIDENING GAP

Between magnitude of impact and mitigation actions



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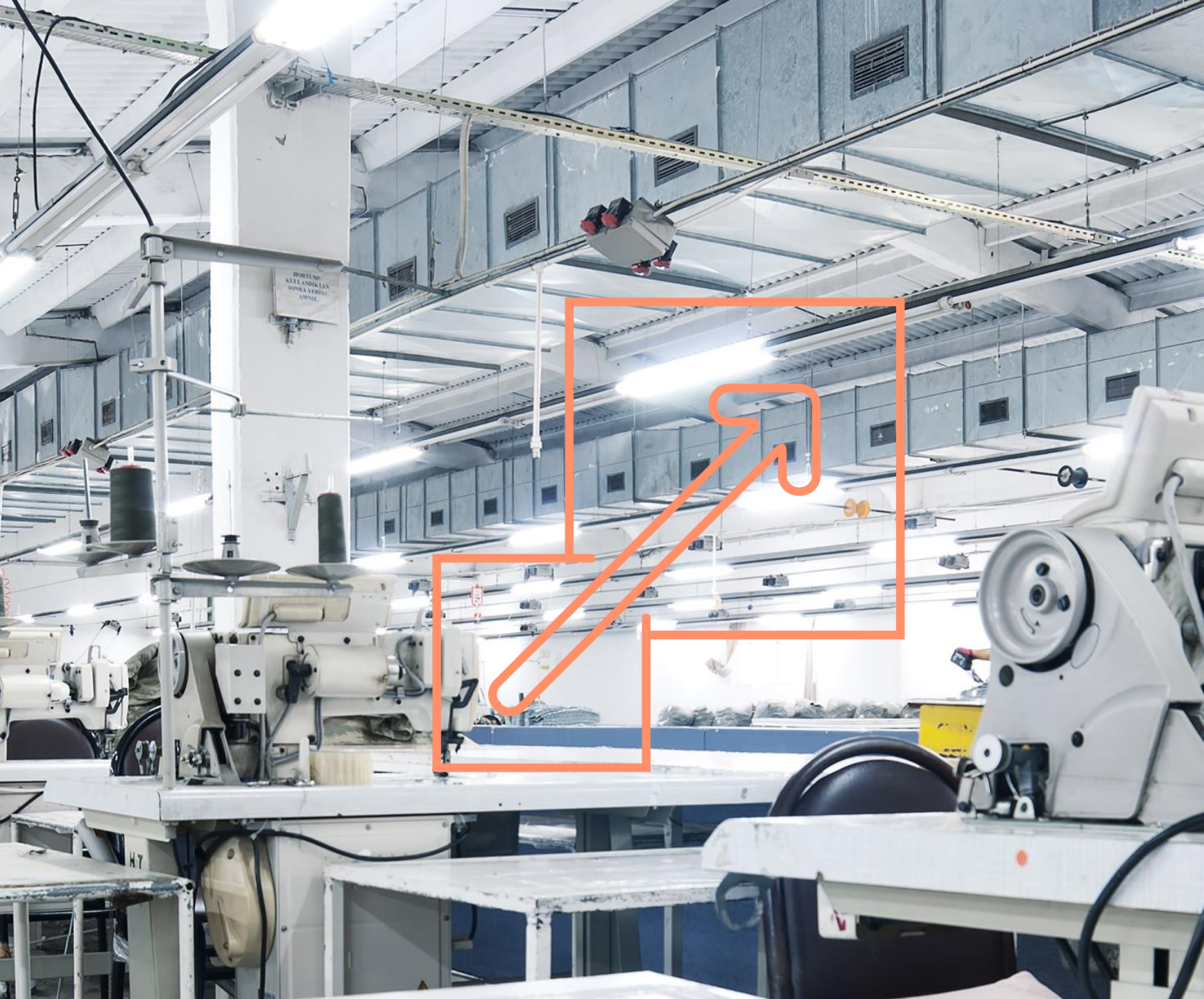
THE SUPPLY CHAIN



Source: McKinsey Report 2015

90%

of the **social and environmental impact** is embedded in the back-end of the industry



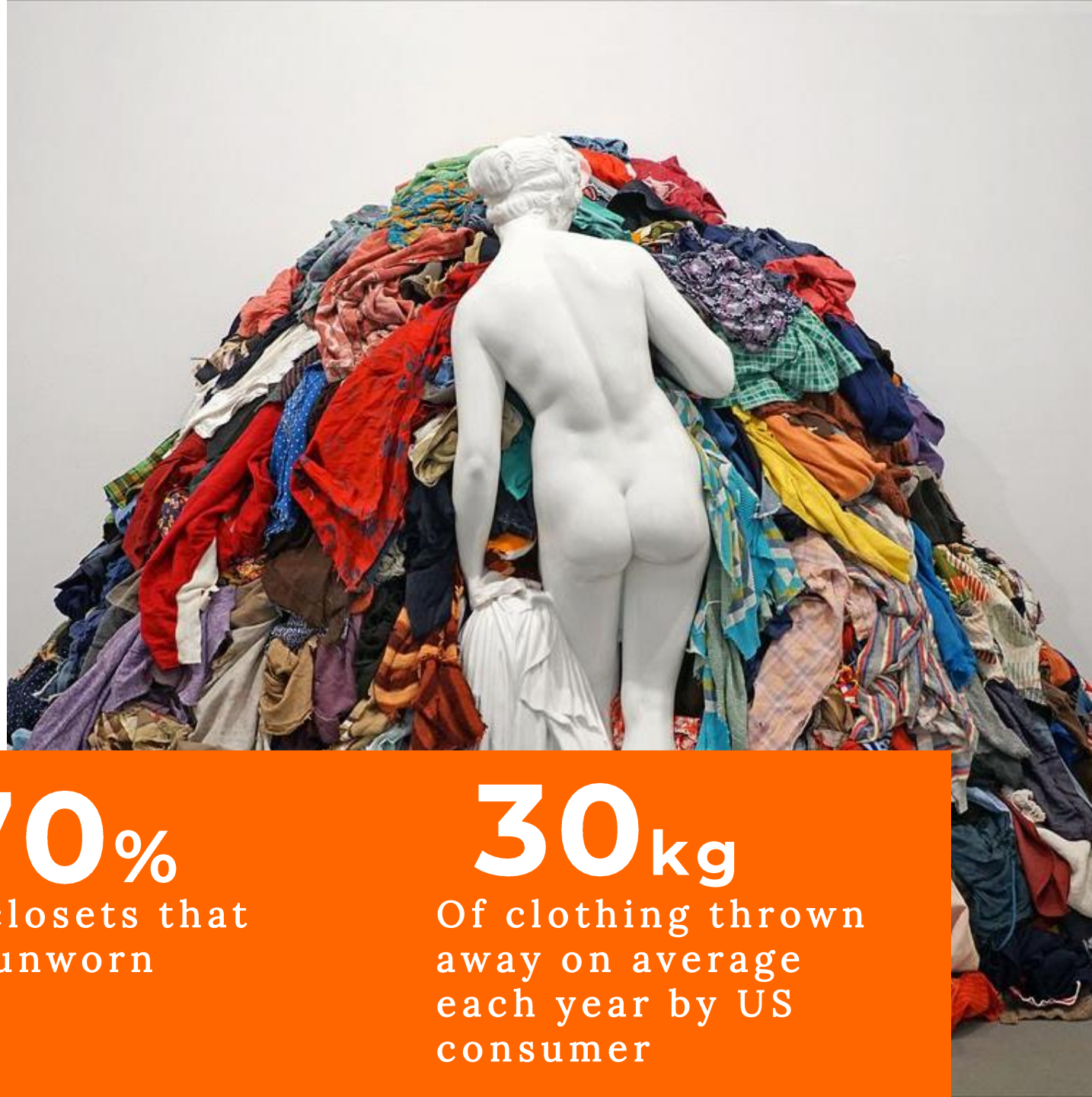
SYSTEMATIC
CHANGE REQUIRES
EMPOWERING
THE WHOLE
VALUE CHAIN WITH

- EXPERTISE
- INNOVATIVE
TECHNOLOGY
- FUNDING TO
MAKE THE
INVESTMENTS

THE OTHER SIDE OF THE STORY

THE GAP BETWEEN CONSUMERS' INTENTION AND BEHAVIOR

Source: Accenture, 2019



60%

More clothing items
bought than 10 years
ago and worn them
half as long

70%

of closets that
go unworn

30kg

Of clothing thrown
away on average
each year by US
consumer

Circularity Based
MATERIALS

ECONYL®

Circularity
Inspired
BRANDS



REFORMATION



RÆBURN

Circularity
Inspired
DESIGNERS

RENTHERUNWAY
love. wear. return.

TheRealReal

PANOPLY

depop

Circularity Driven
BUSINESS MODELS

CIRCULAR FASHION

PLAYS

A PIVOTAL ROLE

IN MAKING

THE INDUSTRY

MORE RESPONSIBLE



ETHICAL CALL
GOAL DEFINITION
STATED INTENTION

BUSINESS CALL
ACTION DEPLOYMENT
ACTUAL BEHAVIOR



MIND THE GAP

Thank you