

FASHION & SUSTAINABILITY FORUM:

Including lectures, panel discussion and networking. Meet the speakers and join the conversation.

PARTICIPANTS:

Orsola De Castro, Caryn Franklin MBE, Samson Soboye, Zoe Olivia John, Creative Conscience/Chrissy Levett, Delia Crowe, Mo Tomaney, Hilary Marsh/Ethical Fashion Forum, Deborah Campbell Atelier and more...

#WSA_sustainabilityforum

FASHION & SUSTAINABILITY FORUM 2017

15.03.17

WESTSIDE
LECTURE THEATRE

10:00–20:00

INTRODUCTION

Welcome to the second iteration of our Fashion and Sustainability Forum. The issue of sustainability is not a new one. It has a long history, beginning with the consumer boom in the 19th Century when shopping became a leisure activity—moving away from *need to desire*—to the current day, where we are bombarded daily, hourly, by images, adverts or celebrities that tell us our lives will be improved by more consumption, more stuff. With fast fashion, planned obsolescence, disposable ‘designed for the dump’ clothing and other goods, how do we address this?

With so many choices and a bewildering array of green/organic/fair-trade/slow/recycled/upcycled/vintage – how do we make responsible choices? What does that even mean? The ‘tyranny of choice’ leads to confusion and anxiety—or is that just me? Join us as we take the long view when considering these important and complex issues—there has never been a more pressing need for creative solutions. This is not about finger pointing and guilt; it is about enabling our students, graduates and staff to join and lead the debate.

DELIA CROWE
PATHWAY LEADER MA FASHION DESIGN

Clothing provides us with comfort, enjoyment and protection, yet it can be an important signifier of self-image, social status, role and responsibility. We often categorise people by the clothes that they wear. We expect certain things from different groups of people, and we make assumptions very easily. Income, education, background and ability are often judged on first impressions, and wardrobe choices mean that others will consciously or unconsciously think about what sort of a person you are. I am not an eco warrior, but am aware of some of the environmental impacts of clothing production.

If we designers all do a ‘little’, it makes a difference. Take a moment to consider what’s important to you when you approach your work. Our Botanical Interim Show in 2017 shows the power and energy from re-designed garments, with the curated space using recycled waste paper from our university.

REEM ALASADI
COORDINATOR MA TEXTILE DESIGN & FASHION DESIGN



BIOGRAPHIES

ORSOLA DE CASTRO

Orsola de Castro is an internationally recognised opinion leader in sustainable fashion. In 1997 she founded From Somewhere, a label designing clothes made entirely from pre-consumer waste. In 2006, she co-founded the pioneering initiative Esthetica, which she curated until 2014.

In 2013, with Carry Somers, she founded Fashion Revolution, marking the disaster in Bangladesh when the Rana Plaza factory collapsed. Orsola is Associate Lecturer at Camberwell College, as well as a Visiting Fellow at Central Saint Martins. Website: www.fashionrevolution.org Twitter: @Fash_Rev Instagram: @Fash_Rev

CARYN FRANKLIN MBE

Former fashion editor and co-editor of i-D Magazine and BBC Broadcaster, Caryn Franklin has explored the politics of image and self-esteem extensively in over 30 years in editorial, commercial, educational and activist positions. Projects have involved refugees in battle zones, workers in free-trade-zone slums, mental health experts, MPs and Gov. Ministers as well as international design names and fashion industry innovators.

Her drive to empower women and men by promoting confidence, knowledge, sustainable body and beauty ideals and scientific findings to support change, continues.

Websites: www.franklinonfashion.com www.allwalks.org Twitter: @Caryn_Franklin

SAMSON SOBOYE

Samson Soboye is the founder/owner/designer of SOBOYE, a London based African fashion & lifestyle brand and boutique. Samson Soboye has 20 years’ experience in the creative industries and is the British Nigerian creative behind this successful brand.

Samson graduated from Central St. Martin’s 1994 where he rapidly established himself as a fashion stylist working at British Vogue, then as a Freelance Stylist for various publications. In 1999 Samson developed his love of textiles & interiors by starting his own label: Samson Soboye Home Couture. Website: www.soboye.com Twitter: @samsonsoboye Instagram: @soboye_boutique

ZOE OLIVIA JOHN

Zoe is a lecturer and researcher in sustainable and reflective practices for art & design students. She is the co-founder of Engage by Design an international platform that enables dialogues and actions between a diverse range of disciplines around sustainability and design.

She is currently researching for her doctoral thesis investigating design strategies for more sustainable maternity wear. Website: www.engagebydesign.org Twitter: @zoeolivijohn Instagram: @engagebydesign

CHRISSEY LEVETT

Chrissy Levett trained as an illustrator/print maker before studying graphic design and communications, and is now founder & CEO of Creative Conscience, a global organisation that encourages and rewards creative thinking with purpose.

She worked as an independent designer before taking up a role as Creative Director for an international packaging agency. More recently Chrissy spent a year working for Azimo—a fin-tech business focusing on migrant communities. She

believes that design & creative thinking can be a form of positive activism. Website: www.creative-conscience.org.uk

DELIA CROWE

Delia is MA Pathway Leader for Fashion Design. Delia has nearly 20 years’ experience working as a womenswear designer for many well-known British high street brands. This has included extensive worldwide travel and the building and sustaining of close working relationships with practitioners and factories in many countries, including China and India.

She organises the WSA Fashion and Sustainability Forum, which has become a yearly event for the school; research interests include responsible design, planned obsolescence and our throwaway culture. Twitter + Instagram: @deliacrowe

MO TOMANEY

Mo has long industry experience as a designer, creative manager & entrepreneur. Since 1995 she has been working to foster an understanding of socially & environmentally responsibly approaches in fashion industry value chains & markets. She has worked with businesses in South Asia, in India, London and Italy. Research & teaching positions followed focusing on understanding of sustainability in fashion.

She recently founded Wise Birds, a consultancy network of creative & fashion industry skills, experience & knowledge providing practical business support in fashion. Website: www.wisebirds.london Instagram: @wise.birds

HILARY MARSH

Hilary Marsh is executive & member support officer for the Ethical Fashion Forum. She takes care of SOURCE membership of sustainable fashion brands and suppliers, as well as overseeing the day-to-day running.

Hilary holds a degree in Politics & International Relations from the University of Bath and previously worked with the UN HeForShe campaign in New York where she helped bring this effective cause-marketing initiative to fruition. Hilary is passionate about dynamic impact-led campaigns, particularly for the fashion industry. Website: www.ethicalfashionforum.com Twitter: EthicalFashionF Instagram: @ethicalfashionforum

DEBORAH CAMPBELL

Deborah Campbell is founder of Deborah Campbell Atelier (DCA) a contemporary womenswear label. Renowned for striking prints, transforming art into wearable fashion, creating one-of-a-kind designs. Supporting the maker and the many hands that touch their collections during its journey is part of DCA’s responsible fair trade design mission.

Founder Deborah Campbell has previously worked for major British high street retailers and manufacturers in a career spanning 18 years. Deborah Campbell is also a part-time lecturer at WSA on the BA Fashion Marketing course. And a sustainable best practice consultant. Website: www.deborah-campbellatelier.com Instagram: @dcampbellatelier

SCHEDULE

10:00
DELIA CROWE
INTRODUCTION TO FORUM

10:15
PANEL DISCUSSION
MODERATED BY LIPTI BEGUM

‘What sustainability means to you?’
featuring: Reem Alasadi, Mike Bastin,
Amanda Bragg-Mollison, Cecilia
Langemar & Delia Crowe.

11:15
DEBORAH CAMPBELL ATELIER
SUSTAINABLE FASHION START-UP
THE JOURNEY SO FAR

Deborah Campbell offers a candid look at the Journey of DCA—sustainable fashion startup, the highs and the lows, the brick walls and the somewhere over the rainbow moments. Supporting the maker and the many hands that touch the collection during its journey is part of DCA’s responsible design mission.

11:45
HILARY MARSH/ETHICAL FASHION
FORUM

An introduction to the issues facing sustainable fashion including the social and environmental impacts of fast fashion. Plus advice on putting sustainability into practice, through design techniques, fibre and fabric selection, and treating the people who make your garments fairly alongside case studies of inspirational sustainable brands and designers.

12:30
MO TOMANEY*
SUSTAINING THE UNSUSTAINABLE

Mo’s career has involved fostering ideas of socially & environmentally responsible approaches in the fashion industry. She has worked across the world, and faced many different issues within the sector. This lecture will look at the problem of using sustainability in business, or is a more responsible approach unsustainable?

13:15
LUNCH AND NETWORKING

14:00
DELIA CROWE
THE LONG VIEW ON SUSTAINABILITY

‘The majority of the world’s designers focus on the richest 10%. A revolution in design is needed to reach the other 90%’ (Dr. Paul Polak). We need to be active leaders, bringing innovation and expertise to designing and making for all; restoring the balance between value and cost.

14:45
CHRISSEY LEVETT/CREATIVE CONSCIENCE
AWARDS & IMPACT

Chrissy Levett is a strong proponent of creative thinking. She has won a number of awards for branding using this approach. She will be talking about how using creative thinking with a purpose can be used in business and branding as a form of positive activism.

15:15
ZOE OLIVIA JOHN
WELLBEING AS AN INTEGRAL PART
OF SUSTAINABILITY

Sustainability is often framed as an equal care of ecology, economics and humanity (Black et al, 2013). But, what if the change needed is attention to individual happiness? (Escobar-Tello, 2016) Can design play a role in the journey to a more sustainable future where we can collectively and individually flourish?

15:45
SAMSON SOBOYE
UPCYCLING IN THE 21ST CENTURY

Drawing on 20 years of experience in the creative industries, Samson will be talking about the modern trend towards ‘upcycling’ and how it has informed his practice. Looking at fashion and interior design, the presentation will explore ways to give a new lease of life to old products.

16:15
INTERMISSION

16:30
CARYN FRANKLIN *
I AM A DISRUPTIVE FASHION LOVER

In a world where technology influences how we work, many creative positions need inventing by the creatives themselves. My own path has been entirely independent, based on my personal beliefs around emotionally considerate practice. Is it possible to work in fashion and do it your way? Yes it is.

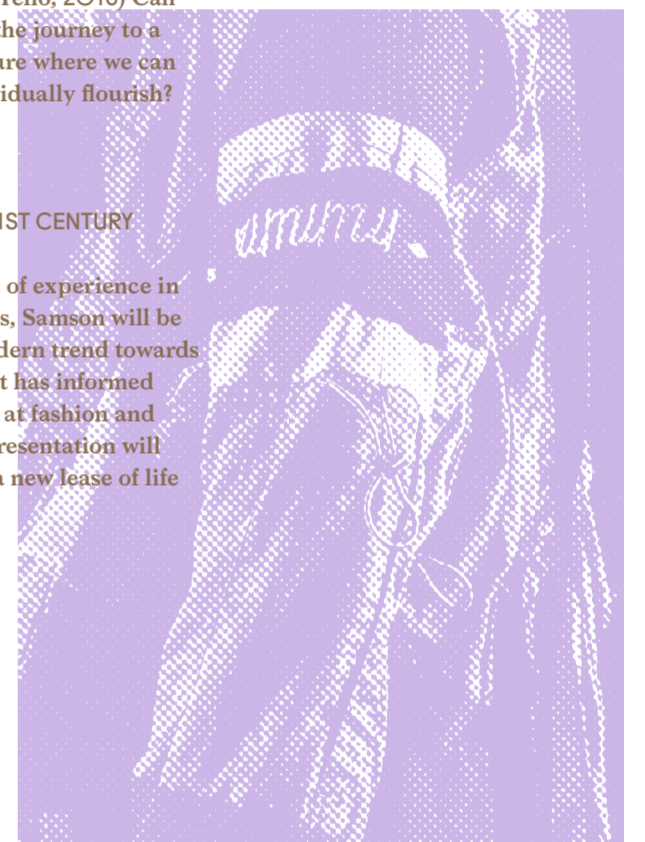
17:15
ORSOLA DE CASTRO *
WHY WE NEED A FASHION REVOLUTION

Orsola de Castro is a pioneer in the world of sustainable fashion. She has worked for 20 years to bring a sustainable approach to mass market and fast fashion. She will be talking about the need to raise public awareness of the continuing social and environmental issues in modern fashion.

18:00
DELIA CROWE
CONCLUSION TO THE FORUM

18:10–20:00
DRINKS RECEPTION AND NETWORKING

* Keynote Speakers



READING LIST

Black, S. (2012) *The Sustainable Fashion Handbook*. London: Thames and Hudson

Breward, C. (1995) *The Culture of Fashion – A New History of Fashionable Dress*. Manchester: Manchester University Press

Edelkoort, L. (2015) *Anti Fashion: A Manifesto for The Next Decade*. Paris: Trend Union

Fletcher, K and Grose, L. (2012) *Fashion and Sustainability – Design for Change*. London: Laurence King Publishing Ltd.

Hawken, P. (2010) *The Economy of Commerce – A Declaration of Sustainability*. Revised Ed. New York: Harper Collins

Hethorn, J and Ulasewicz, C. (2015) *Sustainable Fashion – What’s Next? 2nd Ed.* London: Bloomsbury

Klein, N. (2010) *No Logo*. 10th anniversary Ed. London: Fourth Estate

McRobbie, A. (1998) *British Fashion Design – Rag trade or Image industry?* Oxon: Routledge

Papaneck, V. (1985) *Design for the Real World: Human Ecology and Social Change*. London: Thames and Hudson

Rawsthorn, A. (2013) *Hello World*. London: Hamish Hamilton

Salecl, R. (2011) *The Tyranny of Choice*. London: Profile

Siegle, L. (2011) *To Die For – Is Fashion Wearing out the World?* London: Fourth Estate

The True Cost’ — Official Trailer
www.youtube.com/watch?v=OaGp5_Sfbss

Interface – ‘Our Misson’
www.interface.com/EU/en-GB/about/index/Mission-Zero-en_GB

The Story of Stuff
www.storyofstuff.org/movies/story-of-stuff

A Declaration of Sustainability
www.dnr.wi.gov/topic/SmallBusiness/documents/sustainability/ADeclarationOfSustainability.pdf

Textiles Environment Design (TED) Research
www.tedresearch.net

Welcome to the Anthropocene
www.anthropocene.info

McDonough, W. *Cradle to Cradle Design*. TED
www.ted.com/talks/william_mcdonough_on_cradle_to_cradle_design

Modern Slavery Act 2015. UK Home Office.
www.gov.uk/government/collections/modern-slavery-bill

Perkins, L. ‘We don’t need to consume less – we just need to design better products’. *World Economic Forum*
www.weforum.org/agenda/2017/02/why-we-dont-need-to-worry-about-consuming-less

