

Introduction vi



Rethinking fashion design 001

The supply chain 002

The key issues 003

Developments in sustainable fashion 007

The future of fashion 014

Spotlight on: Katharine Hamnett 018

Exercise 1: Reflecting on sustainable fashion 020



The life cycle of a garment 023

Life cycle thinking 024

Activities and impacts 026

Assessment tools and models 030

Sustainable design strategies 033

Spotlight on: Stella McCartney 038

Interview: Amina Razvi, Executive Director, Sustainable Apparel Coalition 040

Exercise 2: Comparing two garments 044



Design 047

Garment design 048

Spotlight on: Designing for empathy 052

Exercise 3: Designing for empathy 054

Selecting fabrics, materials and techniques 056

Spotlight on: Using mono-materials 062

Interview: Christopher Raeburn 066



Production 071

Pattern-making and toiling 072

Spotlight on: Zero waste techniques 076

Exercise 4: Working with geometric shapes 080

Construction 082

Spotlight on: Design for longevity 086

Interview: Zoltan Csaki, Citizen Wolf 088

5



Distribution 093

Suppliers and producers 094

Spotlight on: Engaging with local communities 102

Interview: Lizzie Harrison 104

Retail 108

Spotlight on: Designing for need 112

Exercise 5: Designing for inclusive fashion 114

7



End-of-life 141

Reuse and remanufacture 142

Spotlight on: Upcycling 148

Exercise 7: Personalizing fashion through upcycling 150

Interview: Cynthia Power, Director of Renew at Eileen Fisher 152

Material recycling 156

Spotlight on: Closed-loop production 158

6



Use 117

Patterns of use 118

Spotlight on: Reducing laundering 124

Spotlight on: *Design for repair* 132

Exercise 6: Designing modular garments 134

Interview: Joakim Levin, CEO and co-founder of Nudie Jeans 136

Glossary 163

Online resources 165

Student resources 166

Bibliography 168

Index 170

Acknowledgements 179

Picture credits 180