



sustainability.

it's not a trend,
but a responsibility

the next phase for high fashion lovers

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Most of our conversations surrounding ethics and fair practices in the fashion industry today only address fast fashion. We attack it for its use of harmful labor practices, exponential amounts of water wasted, and the carbon emissions that come from mass production and distribution. However, for many people, the fast fashion industry produces the only new clothes they can afford. While it is very true that changes need to be made on a massive scale and very quickly, we further perpetuate racism, classism, and a small-scale view of the fashion industry by only stigmatizing cheap clothing. We are told that the high fashion business model is an objectively sustainable practice because brands produce high quality products that are meant to last. However, this is a lie that we must stop perpetuating.

LVMH is arguably the biggest name in luxury branding and the parent company of over 75 fashion houses. This also means it is responsible for extremely high amounts of carbon emissions. To understand the magnitude of the issue, let's zoom in on just one of LVMH's maisons.

Céline, the French fashion house known for its leather products and wearable style, provides a good example of the reality for many luxury brands. They aren't ignoring the problem all together, but the efforts they do take are pitiable at best.

They are transparent about who is involved in their supply chain and they have set a concrete goal to lower carbon emissions in their manufacturing and distribution. However, no part of their supply chain is certified by labor standards and their use of animal products shows no reduction effort. Customers of Céline are in an amazing position to take a stance against the harmful practices of the high fashion world. The brand is built on minimalism and the idea of quiet luxury. Historically, Céline prefers making clothing that anyone (who can afford it) can wear, not what will wow people on the runway. Let's start looking elsewhere for very similar, but now ethical clothing.

A brand who specializes in beautiful knitwear, leather goods, and values only sustainability over class is Sézane. As a certified B-Corp business, Sézane meets a high standard of monitored environmental and social performance, honesty, and legal requirements to balance profit and morals. The brand was built on the principle of a reduction in production. Mass production that we see in big department stores and outlets is an unnecessary waste of time and resources. When a Sézane product is out, it is gone and they refrain from flash sales that encourage people to consume.

Sézane is an example for others to use, and do better than, as we move into the next phase of fashion, one where everyone, no matter their annual income, can feel confident in the virtue of their purchases. Planet and people-over-profit driven businesses are the future of the fashion industry if we do not want to see it collapse all together.