









ECOMODA Training Course - Introduction Enoros Consulting

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Literature review

The fashion industry represents a business with an annual estimated turnover of €147 billions (EURATEX, 2022) employing over 1.5 million people (European Environment Agency, 2019) in the EU-27 region. At the same time, the global fashion industry uses more than 98 million tons of non-renewable resources annually, including oil to produce synthetic fibers, fertilizers for cotton plantations, and chemicals for producing, dyeing, and finishing fibers and fabrics. To these, 93 billion cubic meters of water are added, which contribute to worsening the events of drought, the emission of about 1.2 billion tons of CO2, and 500 thousand tons of microplastic fibers poured into the oceans. Until the seventies, in a context where environmental concerns began to take on importance, fashion firms limited themselves to interpreting sustainability in a communicative key, mainly through green marketing initiatives. It was not until the 1990s when sensitivity towards environmental and social problems began to take on a new value; not only communicative, but above all, anchored to the actual productive and organisational capacity of companies. (Grant, 2009).

Nowadays, attention to sustainability, respect and protection of the environment, enhancement of human resources, safety of working conditions and protection of health, have become fundamental drivers for the development of the fashion industry, impacting the entire value chain, from the commercial proposal, to the relationship with the final consumer, up to the management of the end-of-life of a product. (Raworth, 2017). In a broader sense and in a strategic key, the concept of sustainability has evolved to embrace the search for well-being, a better quality of life and a sense of responsibility towards the community. (Ki, 2016).

In 2009, the **Copenhagen Fashion Summit (CFS)** launched the first sustainability program for fashion companies and the publication of an, at the time, pioneering sustainability report guide (CEO's Fashion Agenda), produced in collaboration with some of the world's top fashion brands and addressed towards fashion company CEOs. The CEO's Fashion Agenda identified Seven Priority Actions for achieving higher sustainability standards within the industry: **1**. **supply chain traceability**, **2**. **saving water and energy**, **3**. **workers' security and respect**, **4**. **sustainable material mix**, **5**. **circular fashion system**, **6**. **better wage systems**, **7**. **digital revolution**.

Its goal was to shift fashion leaders' priorities towards creating more durable products, favouring disassembly of fibers and realizing recyclable garments. On the other side, retailers were incentivized to increase the presence of collections of used garments, while leading fashion companies were encouraged to collaborate with governments to develop better circular systems, and develop innovative technologies to transform textile waste into high-quality fibers. (Cuc, 2011).

In 2018, under the auspices of UN Climate Change, fashion stakeholders worked to identify ways in which the broader textile, clothing and fashion industry can move towards a holistic commitment to climate action, resulting in the Fashion Industry Charter for Climate Action and the vision to achieve net-zero emissions by 2050. The Fashion Industry Charter was launched at COP24 in Katowice, Poland, in December 2018, and was renewed at COP26, in Glasgow, UK, in November 2021. The industry charter specifies the following overarching areas of work to be further developed by specific Working Groups: Decarbonization pathway and GHG emission reductions, Raw material, Manufacturing/Energy, Logistics, Policy engagement, leveraging existing tools and initiatives, promoting broader climate action, Brand/Retailer Owned or Operated Emissions. (Patrizia Gazzola, 2020).

In April 2020, McKinsey & Company conducted the `Consumer Sentiment on Sustainability in Fashion' interviewing 2000 British and German consumers. Two-thirds of the interviewees affirmed the following issues: use of sustainable materials is an important driver for the final purchase (67%)





and brands should be totally transparent about sustainability (70%). The research also shows that Generation Z and millennials have a strong propensity to purchase second-hand items.

The new affluent generations are more socially and environmentally conscious, and so have higher expectations of fashion brands to be more sustainable and ethical in their production processes. This implies an important lesson for fashion brands that want to attract and retain this market segment: brands need to evolve towards new business models based on ethical, sustainable, and circular fashion. This change has also led large fashion companies to start following a greener path. Companies have understood how a sustainable model can produce a competitive advantage in reputation and differentiation.

During the pandemic period, this trend has greatly accelerated. The Kering Group, for example, to which Gucci, Bottega Veneta, Balenciaga and Yves Saint Laurent belong, was selected during the World Economic Forum as seventh out of over 8000 companies for its commitment to green production. "Sustainability is the organizing principle on which to build the future of the fashion industry, more resilient than ever," declared Eva Kruse, CEO of Global Fashion Agenda. The pandemic period has caused severe socio-economic damage, but it is accompanied by environmental deterioration that can also affect economic opportunities and social equity. In the face of this double risk, future generations are ready to be resilient and make their contribution not only on the consumption side but also through their inclusion in fashion companies by bringing green and circular principles with them. (Idiano D'Adamo, 2021).

ECOMODA overall objectives

ECOMODA training course's goal is the creation of sustainable communities and flourishing ecosystems. It promotes environmental and social responsibility, aiming to help young fashion designers to adopt new ways of sustainable fashion.

"Sustainable fashion is defined as clothing, shoes, and other accessories that are manufactured and used in the most sustainable manner possible, taking into account both environmental and socio-economic factors." (https://greenstrategy.se/, n.d.)

The course provides a theoretical framework for practitioners, but policymakers and educators may also find it useful in developing and promoting the acquisition of novel teaching/learning approaches.

More specifically, the ECOMODA Training Course will assist young talented people in the fashion industry in acquiring the ideal blend of creative and strategic thinking that the industry seeks, preparing them, as well as their professors, for a successful career in the fashion sector.

It identifies:

- 1. environmentally friendly textile and fashion materials
- 2. training and educational possibilities and pathways for each partner country
- 3. EU work experience opportunities and employment career growth in the fashion industry
- 4. best practices in textile and fashion industry businesses
- 5. ethical fashion

ECOMODA Training Course covers various areas, including legislation and practices, important information on sociocultural shifts and new frameworks for fashion trends. More specifically, the modules will cover topics such as:





- The history of the "Sustainable" fashion world
- The world of fashion and its careers
- Necessary skills for succeeding in the fashion industry
- How to start a career in fashion
- Sustainable development, technologies and products
- Linear vs. Circular economy and textiles
- Fashion Management
- How to promote and sell your brand

Learning outcomes

With the completion of the ECOMODA training course modules, young fashion designers would have acquired the basic **knowledge** of:



And the skills to:

communicate fashion through digital and physical channels and explore how social media can be used effectively to grow your fashion business

build brands, connect them with their audiences and recognize the proper strategies of marketing in the fashion world

analyse how communication, presentation, problem-solving and project-management skills can help fashion designers

understand how a fashion internship, or an online presence can help someone start a career on the fashion world

exlpore how creativity, self-confidence, discipline and determination, can help someone leave a mark in the fashion world

recognise fashion communication and promotion as ways to go one step further in the fashion world

better understand the everyday operations, the concept of fashion management and every step of the fashion supply chain





Brief description of ECOMODA modules

Module 1 - Leave your mark in the Fashion World

Units

UNIT 1 - The world of fashion

- 1.1 The history of the fashion world, in particular of the "Sustainable" fashion world
- 1.2 The world of fashion and its careers
- 1.3 How to start a career in the fashion world

UNIT 2 - The Fashion world 'Must-Haves'

- 2.1 What skills are required in today's fashion world (and why?)
- 2.2 Essential theoretical and soft skills
- 2.3 Best Practices

UNIT 3 – Communicate effectively in the contemporary fashion world

- 3.1 How to leave your impact on the fashion world
- 3.2 Effective communication
- 3.3 Secrets and tricks of the trade

Self-Assessment Quiz

Six multiple choice questions to assess the comprehension of the main topics of Module 1.

Module 2 - The road to green and digital transition

Units

- UNIT 1 The fashion industry and its environmental impact
- UNIT 2 Fashion and the COVID19 pandemic
- UNIT 3 The Quest for Innovation
- 3.1. Fashtech
- 3.2. New business models
- 3.3 New services: Automation and Artificial Intelligence
- 3.4. New production models: Just in time and on-demand production
- 3.5. Traceability and blockchain

Self-Assessment Quiz

Four multiple choice questions to assess the comprehension of the main topics of Module 2.

Module 3 – Fashion Management and Media Marketing

Units

- UNIT 1 What is fashion management?
- UNIT 2 The fashion supply chain
- UNIT 3 How to promote and sell your brand

Self-Assessment Quiz

Six multiple choice questions to assess the comprehension of the main topics of Module 3.

Module 4 – A new approach to quality perception of textile and its evaluation via testing

Units

- UNIT 1 What is the circular economy and why has it been introduced in the textile industry?
- UNIT 2 What is textile waste and what types of textile recycling are there?
- UNIT 3 Textile labeling and the responsibility of producers and consumers to minimise the environmental impact of textile products.
- UNIT 4 Definition of textile product quality and its testing.

Self-Assessment Quiz

Five multiple choice questions to assess the comprehension of the main topics of Module 4.





Every module of the ECOMODA training course has the **following structure:**

Title of the module - Name of the partner	
Summary - Brief description of the topics and key terms	
Main goal of the module	
Learning Objectives (Knowledge, skills, attitudes)	
Main keywords of each module	
Units of the module	
Activities	
Self-Assessment Quiz	





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ECOMODA Training Course

Module 1 - Leave your mark in the Fashion world (Creative Aspects)

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Title of the module	Module 1 – Leave your Mark in the fashion world
Responsible Partner	Ce.F.A.S. – Centro di Formazione e Alta Specializzazione

Content

UNIT 1 - The world of fashion

- 1.1 The history of the fashion world, in particular of the "Sustainable" fashion world
- 1.2 The world of fashion and its careers
- 1.3 How to start a career in the fashion world

UNIT 2 - The Fashion world 'Must-Haves'

- 2.1 What skills are required in today's fashion world (and why?)
- 2.2 Essential theoretical and soft skills
- 2.3 Best Practices

UNIT 3 – Communicate effectively in the contemporary fashion world

- 3.1 How to leave your impact on the fashion world
- 3.2 Effective communication
- 3.3 Secrets and tricks of the trade

Summary

Module1 will offer an overview of the history of sustainable fashion, with a special focus on the new trends. Unit 1 will introduce you to the different careers offered by the fashion world, and in particular the sustainable fashion world, as well as some practical suggestions for your first steps in your career.

Unit 2 of this Module offers an analysis of the skills required to succeed in the fashion industry and best practices in sustainable fashion.

In Unit 3, you will find information and suggestions about marketing and communication; the strategic marketing of a business model in real scenarios; the creation and delivery of sensory messages to seduce and aggregate. We will also focus on the new generation of consumers, trends, and new strategies to communicate - with a special focus on Metaverse.

Aim(s)

Offer tools and resources to kick-start a career in sustainable fashion with more self-awareness ,and provide inspiration by looking at some of the different career paths in the fashion world.

Learning Objectives

Module 2: Leave your mark in the Fashion World					
Knowledge	Skills	Attitudes			
Basic knowledge of	Discuss how a fashion	Awareness of the			
fashion world careers	internship, or online presence can help someone start a career on the fashion world	importance of leaving your mark in the fashion world			

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- Basic knowledge of how can someone start a career on the fashion world
- Factual knowledge of the skills required in succeeding in the fashion design world
- Practical knowledge on how participants can define their fashion identity by assessing which area of the industry they would like to specialist in
- Theoretical knowledge on how to make an impact on the society by building a strong career as a fashion designer

- Explore how creativity, originality, strong self-confidence, self-discipline and determination, can help someone leaving a mark in the fashion world
- Recognise fashion communication and promotion as ways to go one step beyond in the fashion world
- Develop business skills, technical skills which will help to better understand the everyday operations
- Clarify how personal values, interests, strengths are important to strengthen the career prospects

- Willingness to develop the skills that will improve the performance on your fashion career
- Openness identify your weaknesses and try to transform them in strengths to for career impact and wellbeing
- Appreciation of how important fashion communication
- Willingness to think long-term of your impact in the fashion industry

Key Terms

History of Sustainable fashion, Fast and Slow fashion, skills, Effective Communication, Metaverse

UNIT 1 - The world of fashion

1.1. The history of the fashion world, in particular of the "Sustainable" fashion world

Unit 1 of Module1, will provide practical steps to kick-start a career in fashion and, in particular, "sustainable" fashion; which is also the key focal area of the ECOMODA Training Course. Module 1 will also provide tips on how to be effective and stand out within an increasingly complex and competitive world.

To do this it is necessary to frame the coordinates in which we move, i.e. understand what we mean by "sustainable". The general definition of sustainability refers to a system designed to maintain balance, by avoiding the depletion of social, economic and natural resources.

Sustainable fashion refers to how a product is produced or designed; that is, through ethical processes that respect the environment. Often the term "sustainable" is used as a synonym for "eco", "green", "bio" and often such a multiplicity of labelling generates confusion and different interpretations, also because there are no clear and universal references to draw from, nor known enforceable environmental standards.

It should be noted that for the fashion industry being purely "sustainable" is rather challenging since fashion is driven by a cycle of style change, in which the old is quickly replaced by the new. This, however, contrary to some designers' beliefs, does not prevent making informed, ethical and conscious fashion choices.

The cruciality of sustainable fashion could be demonstrated through the extensive literature that is available on the subject, tracing back to more than fifty years ago. As pollution continues to rise, the impact on health and well-being, and resources are greatly reduced.

Fashion is among the key value-creating industries for the global economy, employing 1.7 million people and generating an estimated annual turnover of 166 billion EURs. Yet according to the UN's Environment Programme, it also accounts for up to 10% of global carbon dioxide output and for a fifth of the 300 million tons of plastic produced







globally each year¹. The term fast fashion refers to garments made as cheaply and quickly as possible. Driven by the latest and fleeting trends, fast fashion is destined to be worn only a few times before being disposed of. Its artisanal quality, therefore, is of little importance for both producers and consumers. Fast fashion stores introduce new styles monthly and rarely supply the items once sold out. The alternative vision to fast fashion is "slow fashion".

But now, let's take a step back to look at the key milestones in the history of the Sustainable Fashion.

Many scholars believe that the roots of the sustainable fashion movement can be traced back to the 1960s and 1970s, corresponding to growing concerns about the environment. Yet issues surrounding topics such as labour relations, animal rights, and mass production of clothing have long been the subject of discussion. It can therefore be said that the problems of today date back to the nineteenth century.

From 1940 onwards, technological advances allowed a faster production of fabrics, but of inferior lower quality. The idea began to spread, and so did the use of synthetic fabrics; which take hundreds of years to biodegrade. In addition, "natural" fibres, such as cotton, were grown using highly polluting products (pesticides, fertilisers), while garments that used animal products, such as pelts, were considered "fashionable".

Another issue to bear in mind is the outsourcing of production to developing countries, where labour is cheap and labour laws are not as effectively regulated as in developed areas. The need for change began to be felt in the 1960s with the emergence of the environmental movement and towards the end of the decade. The hippies with their "natural" appearance were easily associated with this movement. Several elements of their clothing choices in fact earth tones, hemp fabric and patchwork, for example - have been considered prototypes for some of today's sustainable fashions. With the evolution of environmental problems and their possible solutions, sustainable fashion has also evolved. Since the 1970s several groups, such as "Friends of the Earth" and Greenpeace, had begun to express concerns about environmental degradation, and a responsible design movement emerged after the publication of Victor Papanek's Fundamental Text, Design for the Real World (1971) and that of Rachel Carson Silent Spring (1962, republished in 2000) was instrumental in providing an account of the environmental damage caused by cotton growing and the textile manufacturing industry².

¹https://www.bloomberg.com/graphics/2022-fashion-industry-environmentalimpact/#:~:text=Today%2C%20in%20fact%2C%20fashion%20accounts,plastic%20produced%20globally%20each%20year

² Alison Gwilt - A practical guide to sustainable fashion (2020, Bloomsbury Publishing,) -







https://www.google.com/search?q=greenpeace+70s&rlz=1C1GCEU_itlT1015IT1015&source=lnms&tbm=isch&sa=X&ved=2ahUKEwjt6afNkLz5AhW2hv0HHTBCBigQ_AUoAXoECAEQAw&biw=1440&bih=757&dpr=1#imgrc=lxyVTq9kX0XzcM

In the 1980s, along with cinema and music influencing fashion, a small number of designers began exploring ecoefficiency. In the 90s eco-design promoted environmentally conscious projects and consumers started to choose brands with environmental credentials, such as *Birkenstock Shoes*. The fashion industry started to experiment more and more with the concept of environmentalism and eco-fashion, with specialised collections of companies such as *Esprit*, however, even though organic cotton appeared to be a sustainable route, its cost made it inaccessible for many consumers. So, in 2000, even if the investment in the development of an eco-product was put aside, there was a repositioning towards the broader concept of "design for sustainability". This involves a holistic approach that includes social issues within a long-term product innovation strategy.

The fashion industry's response to these concerns can be seen in some case studies with high visibility within the mass fashion market. Companies such as *Marks & Spencer* (UK), *Patagonia* (USA), *Terra Plana* (UK) and *Nike* (USA) have implemented a series of sustainable strategies in all areas of design and production. Even high fashion labels such as *Stella McCartney* and *Katharine Hamnett* in the UK have consistently responded positively to environmental and ethical ideals by using eco-friendly materials and processes.

2018 was the year when fashion, sustainability, and the circular economy appeared everywhere in the press. An important contribution to this dream of a circular economy has been the work of the *Ellen MacArthur Foundation*, which has partnered with many industry leaders to develop and communicate how the fashion industry can move toward circular systems (see the report "A new textile economy: redesigning fashion's future, 2017")³.

At the same time the Global Fashion Agenda (facilitator of the Copenhagen Fashion Summit), Fashion Revolution, Common Objective, and Clean by Design of the NRDC continued to raise public awareness about the impacts of fashion, while the C&A Foundation, Fashion for Good, the H&M Foundation's Global Change Award and others have funded innovative initiatives, particularly for start-ups, to stimulate change. In addition, brands and organisations such as H&M, Fibersort and Worn Again Technologies have continued to promote the development of new technologies that allow the continuous recycling of fibres. At the same time, there has been a surge of new biofibres such as Piñatex (from pineapple leaf fibres), Biofibre AgroLoop (from residues of agricultural crops such as hemp, flax, etc.), Orange

³ https://emf.thirdlight.com/link/2axvc7eob8zx-za4ule/@/preview/1?o





Fiber (from citrus by-products), and Microsilk (a spider bio silk thread from Bolt Threads), which highlighted the possibilities of using food waste as a new textile resource⁴.

However, the challenge for designers is to provide sustainable fashion items that are affordable, diverse, and accessible, and at the same time do so without compromising aesthetic value. Although challenging and difficult to achieve, sustainable fashion offers designers the opportunity to explore new creative approaches to design and respond to the widespread need for consumers to adopt more ethical fashion habits.

1.2 The world of fashion and its careers

Fashion is a non-verbal language of signs, symbols, and iconography. "Fashion in all its forms, from the tattooed and pierced navel to the most recent hairstyle, is the best form of iconography to express individual identity. For centuries, individuals or societies have used clothing and other body ornaments as a way to indicate employment, rank, gender, sexual orientation, locality, class, wealth, and membership in certain groups. Fashion is a form of freedom of speech. It is not only about clothing, but also accessories, jewellery, hairstyles, beauty, and body art. What you wear and how and when you wear it, provides others with a tool to read the surface of a social situation" Fashion is an indicator of cultural change.

Designers create garments and accessories that need to be both functional and attractive; catered to customer needs, which are obviously rapidly changing and influenced by trends, market forecasts, and climate. The designer needs to keep track of fit, style, colour, texture, and size. The process of designing clothes begins with the sketch of the original idea on paper and then involves teamwork to complete the product.

Many careers are available in fashion, and there is no single choice between "designer" and "stylist" and some careers are much easier to pursue than others. There are roles on the production side such as textile designers, clothing technologists (those are the people who deal with the production line, exercise quality control, and look for ways to improve efficiency), and fashion illustrators. There are sales side roles such as merchandisers, boutique owners and retail buyers. There are roles in marketing fashion products such as models and PR coordinators. Then there are also associated roles, such as fashion journalists and photographers. As you can guess from the length of that list - which only touches the surface - there is a huge number of roles that require very different skills. Yet all these roles require an eye for fashion and being able to 'sell the product'. What is important is to know what your interests are. This will make it much easier to achieve the goal. For example, if you are more interested in writing about fashion, you could give priority to work experience in journalism. Let's see in detail what are some of the careers that can be undertaken within the fashion world:

Product manager: Production is an important part of every fashion company as it allows the idea to materialise into a product. Within the production process, a fundamental role is played by the product manager, the person responsible for the life cycle of the entire collection. The Product manager analyzes the market, studying the needs of consumers and the moves of competition. In practice, they assess whether the product is attractive to the target audience and whether production is sustainable from the point of view of costs, trying to make the most of business investments.

Project manager: It is the figure within the project and development area that deals with the preparation of the project, the management of each individual object, respecting (and enforcing) the time and monitoring of each phase. The project manager is usually the coordinating figure, on whom the achievement of the goal of the whole team depends.

Model maker: The model maker of clothing, accessories, or footwear can be defined as the link between the designer and the product. Manual techniques and computer graphics programs (such as CAD) allows you to visualise and shape the creative idea. A delicate task, which allows you to move from the initial prototype to the final version, ready for series production and marketing.

⁴ Alison Gwilt - A practical guide to sustainable fashion (2020, Bloomsbury Publishing

⁵ Cameron Luther (Ed.) - Career in Textile and Fashion Designing (2008, Abhishek Publications).

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Stylist: The Stylist is a complete professional figure who possesses the necessary skills to conceive, design and create a fashion collection, be it clothing or accessories. He combines the skills of a Fashion Designer, an Art Director and a Team Leader, thus managing to coordinate and supervise his team on the collection project, from the concept on paper to the finished product.

The stylist oversees the entire production cycle by combining technical components and a solid knowledge of the product.

Fashion stylist: A professional who collaborates closely with designers, editors, and celebrities to improve and enhance the best items of a collection as part of a fashion show, an advertising campaign, or a promotional event.

Store Manager: The Store Manager is a necessary figure for the management of stores and performs many tasks, including inventory analysis to draw up supply and purchase plans; cost control concerning the profitability of the store; personnel management.

Head of Marketing/Communication Department: Brand awareness and communication activities are essential in the glittering world of fashion. That is why many of the most sought-after professionals with the best career prospects are concentrated in this field.

Merchandising Manager: The merchandising manager studies market trends and interprets the results, to propose solutions during the production cycle. Among other activities, they also plan the new collection and diversify sales.

Cool hunter: This is a recently emerged profession in the world of work, i.e., they travel the world on behalf of a fashion house, constantly looking for new trends worthy of being ridden by the company for which they work.

A **trend scouter** or a so-called trend observer is a person who monitors trends in society and the industry and identifies the moments and directions of a change. This work requires awareness of history and a lot of curiosity about the world. There is a slight difference between a trend scouter and a **trend forecaster**, which not only sees changes in **consumer** tastes and behaviours, but also analyzes them to predict what they can represent for the future of culture and business.

Social media manager: The head of online communication is a strategic profile, working both to encourage product sales, and to promote the brand through the management of company profiles on major social networks such as Facebook and Instagram.

Communication Designer: they design and manage integrated communication campaigns catered to customer needs and therefore adaptable in every aspect to find the maximum effectiveness of the communication message. In addition, experienced designers in large companies can advance to head designer, head design department, or other positions. A designer might become a teacher in design schools and Universities. Many faculty members continue to privately consult or manage small design studios to complement their classroom activities. Some experienced designers open their own companies. Designers in most fields are expected to face fierce competition for available positions.

1.3. How to start a career in the fashion world

To start a career in the fashion world you must first of all study the fashion world at 360°. It is not enough to dwell on the particular career you want to undertake and it is useful to know all the components of a vast and complex world.

Read the feature article on: 8 Ways to Kick-Start Your Fashion Career







 $\underline{\text{https://www.tecnopolomodena.it/2022/05/19/webinar-26-05-ricerca-e-innovazione-opportunita-nel-settore-moda-studi-di-fattibilita-per-le-imprese/le-im$

As in all areas of work, fashion will need a good curriculum to present to the various possible employers, in parallel with any photographic books and specific references, if any. Consistency and determination are necessary because, as is often the case, you will get a lot of rejections. This should not discourage you, but instead encourage you to specialise further, deepening your field of expertise. The fashion agencies and the big brands are constantly looking for staff to be included in different areas, including marketing. Creativity, professionalism, and competence are the most sought-after qualities in fashion. All kinds of roles can be necessary and useful (e.g., seamstresses, textile staff, designers, photographers, product managers, press and of course models).

The first thing to do is to find an internship as it will allow exploring the world of fashion in the field. You might start off with more mundane tasks, but it will be a great way to develop skills and consolidate those possessed. Even if you aspire to work for big brands, in the beginning, it will be useful to accept offers even from smaller companies that will give more space for growth and opportunity to explore their creative line. Remember to constantly monitor the "work with us" section of the companies you are interested in.

Various sites collect offers from different companies in the industry (for example "The Business of Fashion"), but you can also take advantage of LinkedIn or Jobiri itself. You should check these pages regularly and send your CV as soon as they post a new ad. It is useful to take notes on everything you learn, marking the progress and new skills acquired.

You have to choose and understand right away what is the fashion industry sector in which you are interested in, and what is your aspiration in order to plan well the path to reach it.

You need to take care of your online presence. Personal branding is a key strategy when working closely with people. An idea can be to create a blog or take advantage of your social media channels: it is a great way to create a strong and varied network. It is essential to distinguish yourself from the rest.

It is important to keep up to date with current trends.





It will be useful to take as much as possible from the professionals who you will meet in their path and observe as much as possible. Finding a mentor is also crucial, particularly in this area.

Activities

Title	Try to open your own blog
Minimum number of people to be involved	3
Activity Objectives	 Engagement of participants Explore your digital and creative ability Improve your decision-making skills
Materials to be used	Laptops, notebooks
Time requested in minutes	2 hours 1 hour individual work and 1 hour presentation, discussion and suggestions.
Implementation: please, describe the phases of how the activity has to be carried out.	 You should start getting an idea of how to build your own blog. Open wordpress, create a free account and start to think about the content of your blog. Share and discuss with the others your ideas
Further resources to be used (link, videos, tools)	https://wordpress.org/

Unit 2 - The fashion world - must have

2.1. What skills are required in today's fashion world (and why?)

In his fashion famous essay "The Philosophy of Dress", Oscar Wilde remarked that "A fashion is merely a form of ugliness so absolutely unbearable that we have to alter it every six months⁶!". Fashion is an industry that has become a serious business, where a lot of hard work goes into visualised fantasy. As an ever-changing art, fashion needs a constant reinvention of old trends and the creation of new ones. Creativity and originality are fundamental skills to express your unique view of the world and to succeed in the fashion design world.

The curiosity of a designer is another important element because inspiration can be triggered by the everyday world that surrounds us. The designer should look anew at commonplace objects and themes and see in them possibilities for inspiration and creativity. This huge range of choices could frighten the fashion designer, but with experience, they will develop the ability to be more selective.

It's useful to be well informed about current fashion trends, browse several pages and focus on images that really inspire you, and originally investigate these concepts. An exciting personal approach to a specific theme will add

⁶ The fashion essay that made Oscar Wilde famous (connellguides.com)





value to a design. The designs should be presented in an appropriate style and with maximum creativity⁷. Precision and attention to detail will make the difference to astonishing tutors or clients.

Fashion designers spend a lot of time standing on large worktables and working in teamwork. They create garments and accessories making them functional as well as attractive, the main consideration being the needs of the client, which are obviously influenced by trends, market predictions, and climate. The designer needs to keep close track of fit, style, colour, texture, size, and material.

The fashion designer needs to understand the key phases within the life cycle of a garment and how with this knowledge it is possible to improve the environmental and ethical performance of a garment. Information about the environmental and social impacts of fashion garments can be revealed by 'mapping' the inputs and outputs in the life cycle of a garment. "The term 'life cycle' refers to the journey of a product from the extraction of the raw fibre to the product end-of-life". In the case of garments, this process, which forms part of the conventional 'supply chain', includes five distinct stages: design, sample-making, selection, manufacturing, and distribution⁸.

In the fashion industry, the fashion designer plays an important role. In the case of a medium-sized company, for example, the designer is often expected to lead the development of the collection from the design stage through to the sample-making stage.

2.2 Essential theoretical and soft skills

The fashion designer is supposed to have at least the following skills:

- Overseeing and conducting the research and development of new styles and trends and seeking design inspiration;
- Managing the design process from concept to garment;
- Utilising computer-aided design (CAD) programs for designs, working with other 3D software;
- Instructing manufacturers or teams of designers on how to make the pieces and managing their production.

Furthermore, some innate traits could help a person to become a successful fashion designer:

- Patience: It takes sweat to become a fashion designer, so one needs a lot of patience and never giving up when faced with adversity;
- Openness: A desire for variety, high curiosity, and an active imagination are all traits of an open person. A fashion designer constantly searches for new ideas and thinks out of the box;
- Perceptiveness: the ability to solve problems, to still see your design as if it were the first time is a really useful trait.

Although fashion designers mainly use their creativity and talent to create products, getting an educational degree is still highly recommended, especially if it is combined with internships or apprenticeships, or even real-life professional projects⁹.

To keep up with the fashion industry, there are also some skills that a fashion designer will have to develop in the future:

- Creativity: A good fashion designer is creative and is able to make something out of anything.
- In-depth knowledge of fabrics: knowing how fabrics wear and work together is a basic skill in the fashion industry
- Adaptability: making quick decisions in the nick of time

⁷ C. Tatham J. Seaman, Fashion Design Drawing Course, Principles, practice, and techniques: the ultimate guide for the aspiring fashion artist, Barron's, p. 25.

⁸ Alison Gwilt, A practical guide to sustainable fashion, Bloomsbury Publishing Plc, New York, 2020, p. 13.

⁹ Top 10 Key Fashion Design Skills to Succeed in 2022 (motif.org)

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- Have an inclusive mindset: being able to include all types of people in your collection
- Strong Communication skills: the ability to communicate with buyers, stylists, team members, etc.
- Computers skills and knowledge of 3D software
- Care about the environmental and social impact of fashion
- Knowledge of current fashion trends
- Understanding marketing strategies
- Having your own style

2.3 Best practices

In the last few years, consumers around the world have become more aware of their impacts on the environment, especially regarding global warming and the climate crisis. "The fashion industry, and in particular, fast fashion companies, have come under the spotlight for their contribution to global waste and climate change" ¹⁰. The term "fast fashion" refers to 'cheaply produced and priced garments that copy the latest catwalk styles and get pumped quickly through stores to maximise on current trends'. The documentary <u>True cost</u>, by director Andrew Morgan, shines a light on everything that is upstream of fast fashion.

According to UN Environment Programme¹¹, the fashion industry is the second-biggest consumer of water and is responsible for 2 to 8 percent of global carbon emissions. The fashion industry is the second largest industrial consumer of water with a total consumption reaching 79 trillion litres of water per year.

In response to the toxic fast fashion industry, the United Nations have launched the UN Alliance for Sustainable Fashion¹², which is an initiative of UN agencies and associate organisations committed to contributing to the UN Sustainable Development Goals within the fashion industry.

As opposed to fast fashion, slow fashion is the widespread reaction of consumers and retailers. "Slow fashion advocates for an ethical garment manufacturing process that respects people, the environment, and animals" ¹³.

To be a sustainable fashion brand, you must consider different aspects. One of these is the return to the use of natural fibres, instead of synthetic ones. In the essay, "Sabai Grass: Possibility of Becoming a Potential Textile", Asimananda Khandual and Sanjay Sahu assert that "natural fibres are not only important to producers/industry, but also to consumers and the environment". Furthermore "by choosing natural fibres, we boost the sector's contribution to economic growth and help fight hunger and rural poverty"¹⁴.

Other ways to be sustainable in the fashion world are for example, to avoid fabrics that are made from fossil fuels and that are highly water-, land-, and energy-intensive; repurpose fabric waste; eliminate single-use plastics across all steps of the supply chain and use eco-friendly packaging.

¹⁰https://earth.org/fast-fashions-detrimental-effect-on-the-environment/#:~:text=The%20environmental%20impact%20of%20fast,amounts%20of%20water%20and%20energy.

¹¹https://www.unep.org/news-and-stories/press-release/un-alliance-sustainable-fashion-addresses-damage-fast-fashion

¹² https://unfashionalliance.org/

¹³https://greenbusinessbureau.com/industries/fashion/how-to-be-a-sustainable-fashion-brand-trends-and-ideas-for-your-business/

¹⁴ S. S., Muthu M. A. Gardetti , Sustainable Fibres for Fashion Industry, vol. 2, p. 46, Springer Science+Business Media Singapore 2016.





Beyond the environmental and waste considerations, the social aspects are equally important. It's fundamental that your manufacturer promotes Sustainable Development Goals¹⁵, including SDG 1: No Poverty, SDG 5: Gender Equality, and SDG 8: Decent Work and Economic Growth.

From the point of view of the consumer, there are many ways to adopt a sustainable fashion lifestyle:

- Buy second—hand clothing
- Repair or repurpose clothing when possible
- Buy less clothing
- Purchase clothing items from sustainable brands

Many virtuous fashion brands have committed to sustainability. Patagonia was one of the early to adopt organic cotton, natural fibre, and recycled wool. Below is its famous and provocative advertising "Don't buy this jacket" to encourage people to buy less and buy more thoughtfully. Their website clearly testifies their commitment to the environmental, so much so that there is a special section called "activism16").

Watch the video "Why Recycled? | Know How Your Clothes Are Made"

¹⁵https://www.undp.org/sustainable-developmentgoals#:~:text=The%20Sustainable%20Development%20Goals%20(SDGs)%2C%20also%20known%20as%20the,people%20enjoy%20peace%20and%20prosperity.

¹⁶ https://www.patagonia.com/activism/







https://eu.patagonia.com/it/it/story-18615.html

Activities

Title	Develop your original idea
Minimum number of people to be involved	2
Activity Objectives	Develop creative skills
	Develop problem solving skills
	Explore your skills
Materials to be used	laptop, books, internet connection
Materials to be used	laptop, books, internet connection





2 hours
1 hour and a half of individual work and 1/2 hour presentation, discussion and suggestions.
Think about sustainable fashion; what are its values?
Think of a way to promote the principles of sustainable fashion through an advertising spot.
Think of an original way to draw attention to the main themes of sustainable fashion.
4. Create your advertising Spot!
Present your spot to the other participant and listen to what they have prepared.
6. Discuss mutual effectiveness.

Unit 3 - Communicate effectively in the contemporary fashion world

3.1 How to leave your impact on the fashion world

Making an impact in the fashion world is creating something that affects the lives of other people beyond your own personal individual sphere¹⁷. Fashion highly impacts our world today. As a consumer, we communicate who we are, to a certain extent, through the clothes we are wearing. "The clothes are our chosen skin, our personal communication. Every new fashion season reinvents the idea of fashion and new trends are born. This also means that the clothes from the previous season will be thrown out. We buy 400% more clothes than just two decades ago. The increase in consumption has its consequences. We went from seeing clothes as a product to using them up like toilet paper or cigarettes. Most of the waste is non-biodegradable. This is a careless production and endless consumption. All design and production should be done in a way that is not harmful to the planet". ¹⁸

Designers and retailers who look to be socially responsible and sustainable are making their mark in the industry. Innovation, creativity and social responsibility all play a key role in making an impact in the fashion and design world. Yet, more emphasis should be placed on using pre-consumers and post-consumers wastes to produce new products.

Creativity plays a vital role when we talk about leaving a mark. Studying different people from different backgrounds helps you to create something unique and new. Beyond creativity and uniqueness, passion, ambition, and inclination to work hard are essential qualities in making an impact.

¹⁷ https://www.saiprograms.com/making-impact-fashion-design-world/

¹⁸ https://www.krugstore.com/pages/the-effect-of-fast-fashion





3.2. Effective communication

Communication is a powerful tool. When used effectively, it transforms strategy into results. Marketing and communication is the practice of using a combination of channels and tools to communicate with the desired market for brand awareness, sales, advertising, or promotion.

As consumers are paying more attention to environmental and social concerns, many fashion brands actively communicate information regarding their sustainable and fair-trade products.¹⁹ Brands that promote sustainable fashion should target the needs and wants of this generation's style, size, and quality.

Digital media skills like website analytics, content marketing, and social media are high in demand as the world becomes more connected through new digital mediums. The use of social media presents opportunities for fashion brands to attract the attention of younger generations, build a brand image and promote products. Burberry was the first luxury fashion brand to invest in social media and reposition itself as more fashionable for young consumers.

- **1. Data plan:** A data-driven strategy can be to collect data to understand customers' preferences. One of the first and most important steps to reach out to the customer is to understand on a personal level online.
- 2. Connect with the customer: Personalization of products offer a perception of identity to customers, by helping them to connect with it better. Personalised products will help your brand come closer to its customers by making it more human and authentic as it caters to each customer's preference. Customization automatically makes the product unique. Providing the right tools to the consumers will help them to make use of the full potential of the Metaverse to design their products.
- 3. **Evolving sustainable supply chains**: it is fundamental for a supply chain to evolve along with new technologies.
- 4. **Multichannel approach**: a consistent connection with the variety of channels to communicate with the audience is fundamental. Being able to connect with the audience to fulfil their unique needs and preferences can help to boost the brand image and build loyalty.
- 5. **Customer service:** social media platforms can be used to build connections, relationships, and rapport with your customers. Developing a strong rapport is a vital part of building good customer relationships. Providing quick customer service, whether face-to-face or online, can help build trust and credibility. Many luxury brands use Instagram to make rapport with followers, which can have positive effects for the brand image. Some of the best practices for effective communication are being an active listener by showing a genuine interest in what your consumer demands.

3.3 Secrets and tricks of the trade

It lies in using certain techniques, skills or methods to do things more easily and efficiently. For example, tricks of the trade to alter a shirt. Such tricks are often acquired through experience. Some of the skills could be the ability to do quality research. Market analysis is very important for your success; including keeping the focus on commitment, building an emotional connection with your customers, and being consistent with your visual brand.

In a decade, companies will have to reach their audiences through three channels: physical, digital, and also virtual. Immersive worlds, such as the metaverse, are spaces where companies can sell their products and services.

The Metaverse is defined as the virtual world which is embedded in technology and web interactions. In it (metaverse) users from anywhere can interact with others as avatars. "The Metaverse is slated to change the way people shop and what they shop for. For decades, brands held the upper hand in their relationship with consumers. They told

¹⁹ Reiter, L.; Kozar, J. Chinese Students' Knowledge of Environmentally and Socially Sustainable Apparel and Sustainable Purchase Intentions. Int. J. Mark. Stud. 2016, 8, 12. [CrossRef]





consumers what products were available and where to buy them"20. But, with more options than ever, consumers now have the power to tell companies what is important to them and to switch brands when those companies don't align their values. This new world is spreading rapidly. Its status is growing every moment to the extent that BTS, who leads K-pop around the world, introduced their new song for the first time in a metaverse game called Fortnite. It offers designers and retailers a new, unique opportunity to understand what consumers are looking for and then manufacture those products.

We can say that Fashion has immediately understood the potential of Metaverse. Shopping, for example, is one of those activities that we already do and that, one day, can turn into an even richer experience. For the world of luxury fashion, communicating in 3 dimensions, instead of 2, will mean being able to represent products digitally in a way that is closer to reality. For example, we can mention the tactile gloves. The *Haptic Glove* will reproduce a range of sensations, including pressure, texture and vibration, capable of creating the effect of feeling virtual objects and having, for example, the perception of tissue, skin and materials. This tool will change the way of conceiving ecommerce.²¹

The metaverse offers designers and retailers a new, unique opportunity to understand what consumers are looking for and then manufacture those products. For example, Nike's "Nike By You" custom sneaker builder provides a finite selection of styles, materials, and colorways for customers to choose from. In the metaverse, Nike is not restricted just by the immediate availability of material. The brand provides its customers with an almost infinite set of combinations to personalise their own footwear. Customers can "like" their favourite designs, which Nike can then prominently display in their metaverse store and make available for others to purchase. Nike has also added the benefit of discovering emerging trends and tastes (by customer segment, age group, geography etc.). The most liked designs can be produced and sold in the right markets.

"A recent Harris Poll found that 7 in 10 Gen Z and Millennials are interested in interacting with the metaverse". ²² The metaverse put geographic barriers out of the subject. It makes physical location completely irrelevant. There is still so much to be studied in this field. Which metaverse platforms will be more used? What role will NFTs play? But still, the metaverse has brought so many benefits for retailers by enabling firms to sell virtual products to customers inside the virtual environment by terminating supply chain management.

Activities

Title	Choose your brand on Instagram
Minimum number of people to be involved	3
Activity Objectives	explore your effective communication
Materials to be used	Internet connection, pc, tablet
Time requested in minutes	2 hours 1 hour and half individual work and 1/2 hour presentation, discussion and suggestions.

²⁰ https://www.publicissapient.com/insights/retailers-should-be-using-the-metaverse-for-product-innovation

²¹https://www.vanityfair.it/article/cosa-e-metaverso-definizione-facebook-instagram-moda-intervista-luca-colombo

²² https://businessinsider.mx/metaverse-gen-z-millennials-crypto-land-sales-investing-virtual-worlds-2021-12/

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Implementation: please, describe the phases of how the activity has to be carried out.	Think about what your goal is in the fashion world What do you want to tell others Choose your own brand Create an Instagram page Start creating your original content Share with the others your page and discuss the way to gain followers
Further resources to be used (link, videos, tools)	www.instagram.com

If you wish to take your learning further:

- Why Is Fashion So Obsessed with the Metaverse?
- Luxury Brands Are Attempting to Participate in the Metaverse





Self-evaluation test

Read the question carefully and choose the correct answer. Only one of the given options is correct. Check your answers below the test.

1. Sustainable fashion promotes:

- a) the "fast fashion"
- b) the "slow fashion"
- c) Both

2. The product manager:

- a) ...is the one who sells the product
- b) ...is the one who presides over the creative area
- c) ...is the one who analyzes the market, studying the needs of consumers and the moves of the competition.

3. What are the stages of the garment supply chain?

- a) Sample-making, selection, manufacturing and distribution
- b) Design, sample-making, selection, manufacturing and distribution
- c) Design, sample-making, selection, manufacturing

4. "A fashion is merely a form of ugliness so absolutely unbearable that we have to alter it every six months". Who said this sentence?

- a) Oscar Wilde
- b) Roland Barthes
- c) Umberto Eco

5. What is one of the many advantages of metaverse for consumers in the fashion world?

- a) More physical interaction
- b) Customization of product
- c) Selling products in the physical market

6. Which skills are more in demand in the present world for effective communication?

- a) Traditional market skills
- b) Analogue skills
- c) Digital media skills





Correct answers: 1. b); 2. c); 3. b); 4. a); 5. b); 6. c)

-

Glossary

Sustainable

"Accordingly, sustainable policies emphasise the future effect of any given policy or business practice on humans, ecosystems, and the wider economy. The concept often corresponds to the belief that without major changes to the way the planet is run, it will suffer irreparable damage.

As concerns about anthropogenic climate change, biodiversity loss, and pollution have become more widespread, the world has shifted to embrace sustainable practices and policies, primarily through the implementation of <u>sustainable business practices</u> and increased investments in <u>green technology</u>"²³.

Fast fashion

Fast fashion, therefore, refers to cheap clothing produced quickly by mass-market retail brands, in response to the latest trends. The speed of fast fashion is related both to the speed of production and supply of stores and to the speed with which an item of clothing becomes obsolete and goes out of production and is no longer on sale. Fast fashion pours new clothing items into stores weekly. Before fast fashion, fashion collections followed a seasonal cycle. Now, thanks to completely new production and distribution models, from the conception of clothing to sale in the store, times are very short and equal to about 15 days. The stores are continuously supplied with new items for sale at a low price, and the turnover of the fashion collections is much higher with the consequence that the average life of the product is drastically reduced

Slow fashion

Slow fashion is a facet of sustainable fashion and a concept describing the opposite to fast fashion, part of the "slow movement" advocating for clothing and apparel manufacturing in respect to people, environment and animals. As such, contrary to the industrial practices of fast fashion conglomerates, slow fashion involves local artisans and the use of eco-friendly materials, with the goal of preserving crafts and the environment which, ultimately, provides value to all, slow fashion brands, consumers and retailers²⁴.

Mataverso

The term metaverse is a "Macedonian word" formed by meta, which derives from the Greek and means "beyond", and the universe. The term was coined by cyberpunk science fiction writer Neal Stephenson in his 1992 novel Snow Crash, where the metaverse is described as a virtual world that people connect to via augmented reality technology devices and can do everything in it in 3D. they want: shops, offices, places where everyone can meet and interact. However, the metaverse and virtual reality are not the same thing. The metaverse is the virtual reality projected on the web and shared by many people at the same time. In the metaverse, one can assume one's own identity or a new digital identity, connect with other people and things, and engage in social activities. Living a second parallel life, like in a huge video game²⁵.

²³ https://www.investopedia.com/terms/s/sustainability.asp

²⁴ https://en.wikipedia.org/wiki/Slow fashion

²⁵ <u>https://www.money.it/Cos-e-il-metaverso-come-funziona</u>





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Congratulations, you have completed the ECOMODA Training Course! More specifically in this learning journey, you have learned:

How to leave your mark in the fashion world:

- By looking into the history of fashion
- Through an introduction into the different careers in the world of fashion
- Through tips on how to start a career in fashion
- By looking into the essential theoretical and soft skills for making it into the fashion industry
- By identifying the top qualities of successful fashion designers
- Through effective communication practices
- By learning secrets and tricks of the trade

About green and digital transition:

- Through key-facts about fashion's environmental impact
- By looking into the pandemic's impact on consumer habits
- Through an introduction into fashtech and the need to switch to more sustainable business models and services in fashion
- By looking into the traditional and new production models

About the Fashion Management and Media Marketing:

- Through the basics of fashion management, its brief history from the mid-19th century and its main manufacturing categories
- Through an introduction to the fashion supply chain and its different levels of operations
- By looking at the examples of cashmere and the biodiversity crisis
- Through tools to develop a good marketing strategy for managing a fashion brand

About textile quality and its evaluation via testing:

- Through a brief introduction to the terms related to sustainable development, technologies and products
- Through a presentation of the general data about consumption of textiles and textile waste and an action plan for circular economy in textile
- Through the introduction of the types of textile waste and its possible reuse, the basic procedures for textile waste recycling and the sustainable technologies in general with practical examples.
- Through information on selected topics such as:
 - What are standards and why is it good to use them?
 - How to find your way around the system of standards?
 - Who creates them and how and what they are used for?
 - Why and when is it necessary to follow them?
- Through an introduction to textile labeling and the responsibility of producers and consumers to minimize the environmental impact of textile products
- Through knowledge about eco-design and the life cycle of products, how to define the minimum criteria for different types of textile products and how and where the quality of textile and textile products can be tested.





You are now ready and confident to face the challenges of the sustainable fashion world with more:

Awareness

- of the principles of fashion styling and creative direction
- of the personal qualities to be cultivated for a successful career as a creative director
- · of how to leave your mark in the fashion world
- · of how marketing can help in promoting your brand
- of how to promote and provide information about textile testing

Willingness

- to develop and exercise new creative skills that will help you built your career and manage new challenges in the world of fashion
- to think about your long-term impact in the fashion industry, discover new tools to promote your brand and manage every challenge
- to be informed about the impact of textile testing and employ different approaches
- to devote time to learn about quality control testing and how it can help reduce the negative impact on the environment

Appreciation

- of practical approaches in styling and how it can help with staying competitive
- of the importance of connecting and sharing
- towards 3R model (Reduce, Reuse, Recycle) benefits
- of the importance of fashion communication

Openess

- to identify weaknesses and try to transform them into strengths for your personal career development and wellbeing
- to discuss production, sales, advertising, etc. with other people in the fashion industry





If you wish to learn more about sustainability and the fashion world, have a look at the following free online courses and articles:

Course 1: Sustainable Fashion

Content: Business model theory as a foundation to look at how real-world fashion brands are adopting more sustainable ways of doing business.

Learning outcomes:

- Understanding the overall challenges and potential solutions for businesses to become more sustainable;
- learn about the challenges and opportunities of circular business models;
- introduction to the various tools that companies use to measure and report sustainability.

Offered by: Copenhagen Business School

Course Link: https://www.coursera.org/learn/sustainable-fashion

Course 2: Circular Fashion: Design, Science and Value in a Sustainable Clothing Industry

Content: Provide designers, retailers, scientists, engineers, etc. in the industry with holistic insights of the complex challenges of circular fashion, while engaging you to start the transition towards circularity for your personal and/or professional practices.

Learning outcomes:

- The difference between sustainability & circularity;
- Ecosystem circularity and closing the loop in fashion;
- Biobased innovation and new materialism;
- Business as crafting value.

Offered by: Wageningen university, Hague university

Course Link: shorturl.at/iBMN5

Course 3: Fashion's Future: The Sustainable Development Goals

Content: Explore the fashion industry's impact on the people and the planet, Sustainable Development Goals, and the link between the two.

Learning outcomes:

- Assess brand's sustainability disclosure to better understand their efforts to improve their human rights and environmental impacts;
- Develop an understanding of global clothing supply chains and their impact on the people and the planet;
- Develop an understanding of Sustainable Development Goals and how they relate to the clothes you wear;
- Debate how the fashion industry interlinks with the Sustainable Development Goals and how we can all help achieve them.

Offered by: Fashion Revolution - global movement campaigning for systemic reform of the fashion industry

Course Link:

https://www.futurelearn.com/courses/fashion-s-future-and-the-un-sustainable-development-goal s-

Course 4: Fashion and Sustainability: Understanding Luxury Fashion in a Changing World

Content: Introduction to issues, agendas and contexts relating to fashion and sustainability in a changing world.

Learning outcomes:

 Discuss the complex nature of sustainability through the introduction to materials sourcing for luxury fashion;





- Apply understanding of fashion & sustainability knowledge and reflection to your practice through manifesto creation and design thinking processes;
- Demonstrate a critical understanding of key sustainability agendas;
- Develop innovative approaches to fashion for ecological resilience and thriving societies.

Offered by: London College of Fashion's Centre for Sustainable Fashion

Course Link: https://www.futurelearn.com/courses/fashion-and-sustainability

Course 5: Who Made My Clothes?

Content: Discover who made your clothes, share their stories, and find out how you can influence global change.

Learning outcomes:

- Explain garment supply chains and explore the interdependence of places, resources, and the people upon which supply chains rely;
- Investigate your own clothing: its brand, where it was made, and from what;
- Identify and employ search techniques for investigating the policies employed by clothing brands, and the human stories behind them;
- Demonstrate empathetic writing about the stories of garment production;
- Reflect on how to use your findings to influence brands.

Offered by: Global movement Fashion Revolution

Course Link: shorturl.at/qIJW3





Articles/Reports:

Effective Disclosure in the Fast-Fashion Industry: from Sustainability Reporting to Action

Key challenges for the fashion industry in tackling climate change

Making Resilient Decisions for Sustainable Circularity of Fashion

Sustainability and Resilience after COVID-19: A Circular Premium in the Fashion Industry

The environmental price of fast fashion

<u>Trends in the Fashion Industry. The Perception of Sustainability and Circular Economy: A Gender/Generation Quantitative Approach</u>

Sustainable fashion: New approaches

<u>Innovative and sustainable business models in the fashion industry: Entrepreneurial drivers, opportunities, and challenges</u>

Exploring the Relationship Between Business Model Innovation, Corporate Sustainability, and Organisational Values within the Fashion Industry





"Buy less. Choose well. Make it last" -Vivienne Westwood

Project Partners:











