

# Sustainable Transformation of the Fashion Industry



The fashion industry is one of the world's largest polluters, with significant impacts on environmental and social sustainability due to its heavy reliance on non-renewable resources, labor issues, and waste generation. This challenge aims to address these critical issues by reimagining the fashion industry's approach to sustainability and ethics, from sourcing materials to consumer engagement, offering a pathway for innovation and positive change.

## Objective

Create a sustainable fashion model that promotes ethical practices across the supply chain, reducing environmental impact and fostering social responsibility, while still meeting consumer demands for style and quality.

## Constraints

1. Solutions must maintain or improve the quality and appeal of fashion products.
2. Solutions must be scalable and financially viable to ensure broad adoption in the industry.
3. Practices must comply with global labor standards and environmental regulations.
4. Solutions should resonate with consumers, balancing sustainability with fashion trends and affordability.

## Design Thinking Steps

1. Empathizing: Explore sustainability and ethics in the fashion industry through mind maps, stakeholder mapping, in-depth interviews, and supply chain analysis to understand the perspectives of brands, manufacturers, consumers, and environmental organizations.
2. Re-defining to understand: Analyze collected insights to identify critical environmental and ethical challenges. Formulate a human-centered problem statement that addresses the key issues in making the fashion industry more sustainable and ethical.
3. Ideating: Organize role-played design sprints with fashion designers, sustainability experts, and consumers to brainstorm innovative solutions for ethical practices and sustainable production.
4. Prototyping: Develop storyboards showcasing sustainable fashion collections, emphasizing eco-friendly materials and ethical manufacturing processes.



### *Sustainability Challenge: Advanced*

5. Evaluating: Share prototypes with a diverse group of stakeholders, including industry experts and consumers, to gather feedback on the effectiveness, appeal, and sustainability of the proposed solutions.
6. Implementing: Develop a plan for creating a new business specializing in replicating your process for implementing the sustainable fashion model around the world. Consider manufacturing, distribution, marketing, and customer engagement strategies to ensure success and sustainability impact.