

# Week One: Sustainable Brands and Companies

- Stella McCartney – one of the only major designer brands that is big on championing sustainability. The offices, stores, and studios in the UK are powered by wind energy, and abroad they use renewable energy sources to power everything. 45% of their operations are run on 100% renewable, green energy.

She uses as much organic cotton as possible in her collections and is involved in continuous research to find new sustainable materials. All Stella McCartney locations have recycling systems.

Source: <http://www.thefashionglobe.com/stella-mccartney-sustainable>

- Ksenia Schnaider – they are known for their re-worked denim, in just one year they upcycled around 5000 pairs of old jeans in-house. They also have a line of new-denim that is produced in association with ISKO, the only denim mill in the UK awarded the prestigious Nordic SWAN Ecolabel, and the EU Ecolabel. They are based in Kiev, Ukraine, making them the only fashion brand in Eastern Europe that is advocating for sustainability.

Source: <https://mojeh.com/fashion/how-ksenia-schnaider-is-championing-sustainable-fashion/>

- H&M Conscious – H&M release sustainable basics, trendy tops, and eveningwear all year round, as well as a yearly Conscious Exclusive collection.

One of their main goals is for all the cotton in their range to come from sustainable sources by 2020.

Source:

<https://about.hm.com/en/sustainability/sustainable-fashion.html>

- Antibad - It is an online marketplace bringing you the best of sustainable womenswear and accessories, it was set up to promote the versatility of sustainable fashion.

Described as about 'having fun with fashion without damaging anything else'.

Source: <https://www.antibadstore.com/our-story>

- Patagonia – They are notably one of the mainstream brands with sustainability at their core.

Their product criteria for the best product rests on function, repairability, and durability. All of their clothes are made from recycled materials.

Source: <https://www.patagonia.com/company-info.html>

- Finisterre – Founded in 2003 on three commitments: to product, environment, and people, this unisex surfer brand achieved B-corp status, which is awarded to for-profit companies that voluntarily meet vigorous standards of social and environmental performance, accountability and sustainability.

Source:

<https://finisterre.com/pages/sustainability-bcorp>

- Christopher Raeburn – Raeburn is a big name in the fashion industry, he first became famous for

‘remade’ which deconstructed and remade surplus military clothing.

He is primarily known for menswear, but also makes womenswear, womenswear and accessories.

He regularly does collaborations with big brands such as Timberland, and his ethos is based off the 4R’s Raeburn: Remade, Recycled, Reduced.

Source: <http://timetosew.uk/christopher-raeburn/>

- Veja – This sustainable footwear and accessories brand was established in 2004, to work with small producer co-operatives in Brazil using materials such as organic cotton, wild Amazonian rubber and acacia-tanned leather.

The company also aims to achieve high social and environmental standards-actively promoting eco-farming, campaigning against deforestation, supporting workers’ rights and creating employment for poor families.

Source:

<https://www.theguardian.com/sustainable-business/best-practice-exchange/veja-ethical-passion-fashion>

- Nudie – ‘clean dry jeans’ are at the heart of Nudie, using 100% organic cotton, the benefits of this include 46% reduced global warming potential, 91% reduced blue water consumption, and 62% reduced primary energy demand. The brand also has a lifetime free repairs guarantee.

<https://www.nudiejeans.com/page/non-toxic-denim>

- Outerknown – this brand's commitment is to build products by making every decision with the highest regard for the environment and the people they work with. They aim to make clothes that are stylish, and leave the wearer with a clean conscience.  
<https://www.outerknown.com/pages/sustainability>
- Yatay – a brand that aims to create shoes that are as sustainable as they are minimal and timeless. The shoes are made in Italy, using a process that has been developed to reduce environmental impact.  
<https://www.yatayatay.com/uk>
- Community Clothing – set up by British fashion designer and tailor Patrick Grant, CC was founded with a simple mission: to make excellent quality affordable clothing, and create jobs for skilled workers.  
All workers are paid a minimum of the National Living Wage.  
They currently work with 19 factories and key suppliers in the UK.  
They also support local projects connected to employability and skills training.  
<https://communityclothing.co.uk/pages/about-us>
- Flippa K Circle – it's a digital hub where industry experts can share their innovations and ideas to create a better future for the fashion industry. Flippa K divides the fashion cycle into four stages of the process: raw materials, production, consumption and looping.  
<http://filippakcircle.com/about/>

- The White T-shirt Co. – a brand established with the aim of creating the perfect version of an iconic wardrobe staple. Partnered with the Danish brand Novotex, they make organic t-shirts, and uniforms.  
<https://www.thewhitetshirt.com/story>
- Svilu – a womenswear brand that has been featured in Vogue, Harpers Bazaar, WWD, The New York Times, and Elle, Svilu was born with the belief that with the privilege of creating comes a responsibility to do it in a kinder way. They focus on using fabrics and fibers that use less water to grow, process, and dye. 90% of their clothes are made locally in New York's garment district. Their factories pay a living wage and supply clean and safe working conditions.  
<https://shop.svilu.com/pages/mindfully-made>
- Gather & See – an online ethical retailer that allows shoppers to shop by five philosophies (fair trade, organic, eco-friendly, small scale production, heritage) as well as by product or designer.  
<https://www.gatherandsee.com/customer-services/about/>
- A Peace Treaty – this brand is a champion for slow fashion, they have worked with artisan groups across ten countries to produce exclusive collections.  
<https://apeacetreaty.com/pages/the-brand>