

KATE FLETCHER & LYNDIA GROSE
FOREWORD BY PAUL HAWKEN

FASHION & SUSTAINABILITY

DESIGN FOR CHANGE



“One couldn’t ask for a better description of what is happening and what needs to be done in order for fashion to support life on earth... a masterpiece of systems redesign.”

Paul Hawken, International authority on economic development, industrial ecology, and environmental policy

This book examines how sustainability has the potential to transform both the fashion system and the innovators who work within it.

The book is organized in three parts. The first part is concerned with transforming fashion products across the garment’s lifecycle and includes innovation in materials, manufacture, distribution, use, and re-use. The second part looks at ideas that are transforming the fashion system at root into something more sustainable, including new business models that reduce material output. The third section is concerned with transforming the role of fashion designers and looks to examples where the designer changes from a stylist or shaper of things into a communicator, activist or facilitator.

Kate Fletcher is Reader in Sustainable Fashion at London College of Fashion. She is also director of design for sustainable fashion consultancy, Slow Fashion. Her work in business, education, policy, and research has been at the forefront of sustainability ideas and research practice for the past 15 years.

Lynda Grose is a professor at California College of the Arts. As a practising designer, consultant, and educator, she cofounded ESPRIT’s ecollection line, which was the first ecologically responsible clothing line developed by a major corporation. Lynda also advises clients including Patagonia, Gap, and the Sustainable Cotton Project.

Publishing in April 2012

ISBN: 9781856697545 / Price: £19.95 / US\$29.95 / 192pp

For more information or to reserve a copy of this title, please go to **www.laurenceking.com**

