



# Animal Welfare as a business strategy in the fashion industry


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Prof. dr. Ingrid Molderez & Pascale Maas

KU Leuven – CEDON

Paris, 26 May 2023

<https://www.youtube.com/watch?v=XTnFfa0qHIM>



# Content

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Introduction

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Cases

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Animal welfare as a business strategy

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Values

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Activism

In fashion

What or which fashion company comes into your mind when you think about animal welfare?

You don't need to wait for a Fur Sale to buy a fur, Marc Kaufman Furs always maintains the very best pricing.

loomindale's will not be accepting furs for cold storage this Spring. We are a full service furrier since 1870. We offer all the fur :  
to maintain your precious fur coat.



NATURE May 16, 2023

## Is fur farming worth the epidemic risk?

With bird flu spreading globally, some argue fur farming should be abolished to impede transmission to humans

EN 中文

### Here's why Denmark culled 17 million minks and now plans to dig up their buried bodies. The Covid mink crisis, explained

Denmark culled 17 million minks in November in response to Covid-19 outbreaks at more than 200 mink farms. Now the country plans to dig up the dead animals after they started to rise out of their shallow graves.

Dec. 2, 2020, 2:28 AM CET

By Ben Kessler

### COVID-19 Has Caused Over 1 Million Mink to Be Killed Due to Culling at Fur Farms

HEALTH 13 October 2020 By DAVID NIELD

HEALTH

## We Have a Mink Problem

Birds aren't humanity's only bird-flu worry.

By Yasmin Tayag

FEBRUARY 28, 2023





SPONSORED CONTENT FROM EUROGROUP FOR ANIMALS

ILN WINTER 2021

## Open letter: It's time for an EU-wide ban on fur farming

24 scientists call on the Commission to end fur farming as wild animals cannot be kept in cages.

## The clock is ticking for the fur industry

Thursday, 16 February 2023

Commission to ban fur farming and the placement of fur products across the European market. In only eight months **Fur Free Europe** has already collected more than 1.4 million signatures (and counting).

Published: 26 February 2021

Written by Chris Remington

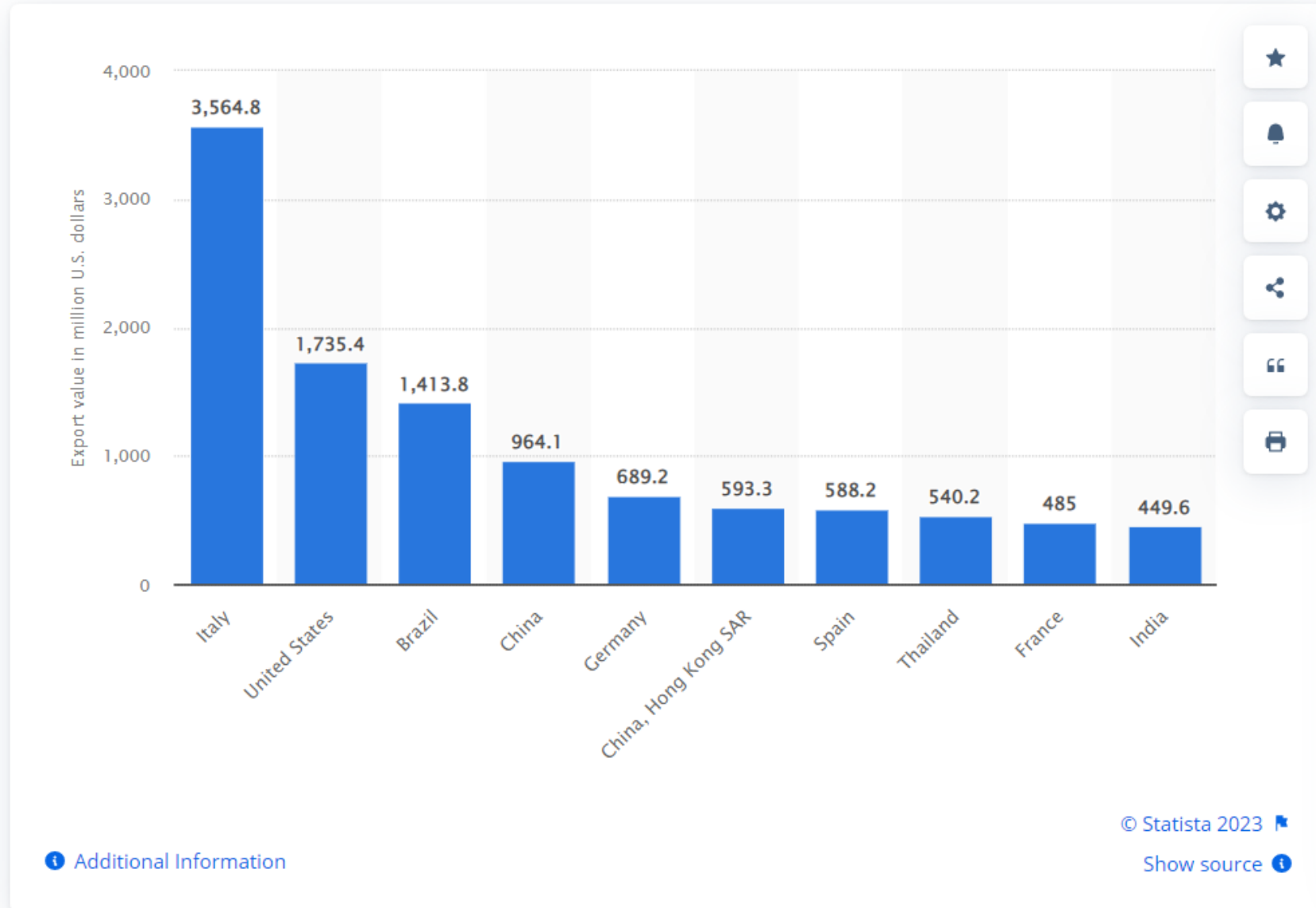
## PM Boris Johnson urged to ban animal fur

LONDON – A letter signed by 50 British celebrities has been sent to UK Prime Minister Boris Johnson, urging that the sale of real animal fur be banned.

[Nertsenfokkerij in Langemark\(België\) is ware hel voor dieren on Vimeo](#), 2016, forbidden in Flanders by 2023.

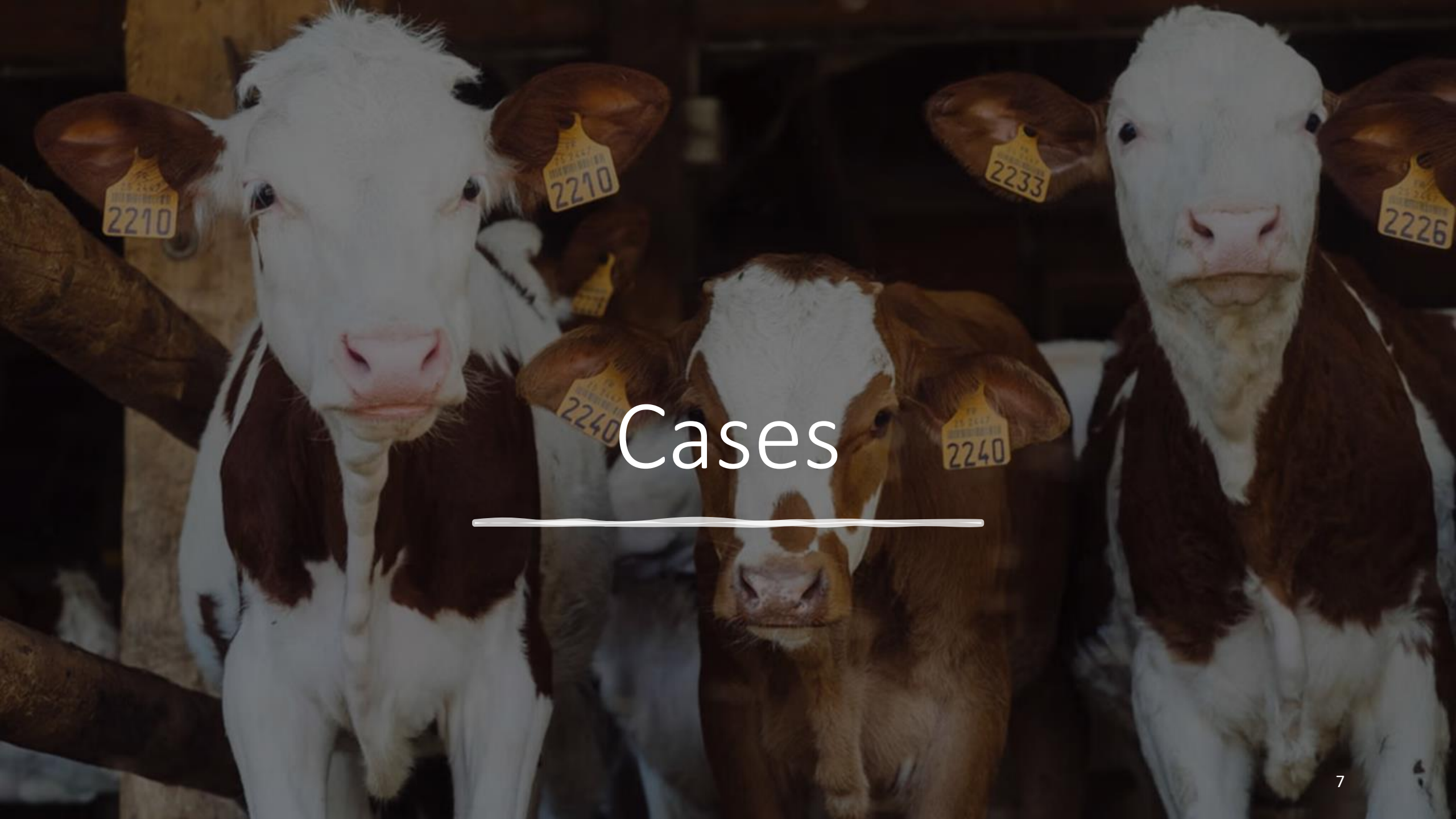
# Leading exporters of leather worldwide in 2021, by country

(in million U.S. dollars)



[Source: Leading exporters of leather worldwide 2021 | Statista](#)





# Cases

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**Atlantic Leather:** Icelanders are known for reusing everything that others think is trash and we still have our ancestor's spirit of finding the useful in everything. Iceland is a big fishing industry nation, our ancestors used the fish skins for their shoes, so the inspiration was, find a use for 100% of each fish Icelanders catch and Icelanders are on our way to completing that task, Atlantic Leather is a big part of that project.

## Atlantic Leather: Fish Leather: A by-product of the food industry | The Sustainable Angle

[High fashion from Icelandic fish leather - Iceland Monitor \(mbl.is\)](#)

# Questions for reflection

- What is a by-product?
- What is tradition?
- How does this help the fashion industry move forward towards sustainability?









**In 2016, BLOOM, an Algix brand, launched the world's first algae-blended EVA to the footwear industry as a sustainable ingredient in flexible foams for high rebound applications such as shoes, sporting products, and accessories.**

Our first footwear launch was the Vivobarefoot Bloom Ultra III water shoe. It featured algae foam as the injection molded upper to showcase the Bloom material in a highly visible way.

Since then [we've partnered with countless brands](#) for everything from shoes to surfboards, helping them design eco-conscious products that have an active positive impact on the environment.

We're looking forward to years to come of exciting innovations and partnerships. Join us on our mission to help the footwear industry Tread Well.



# Questions for reflection

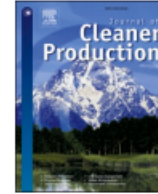
- What is a bio-plastic?
- Why would this be a good alternative for leather?
- How does this help the fashion industry move forward towards sustainability?



Contents lists available at ScienceDirect

Journal of Cleaner Production

journal homepage: [www.elsevier.com/locate/jclepro](http://www.elsevier.com/locate/jclepro)



# What makes bioplastics innovative for fashion retailers? An in-depth analysis according to the Triple Bottom Line Principle

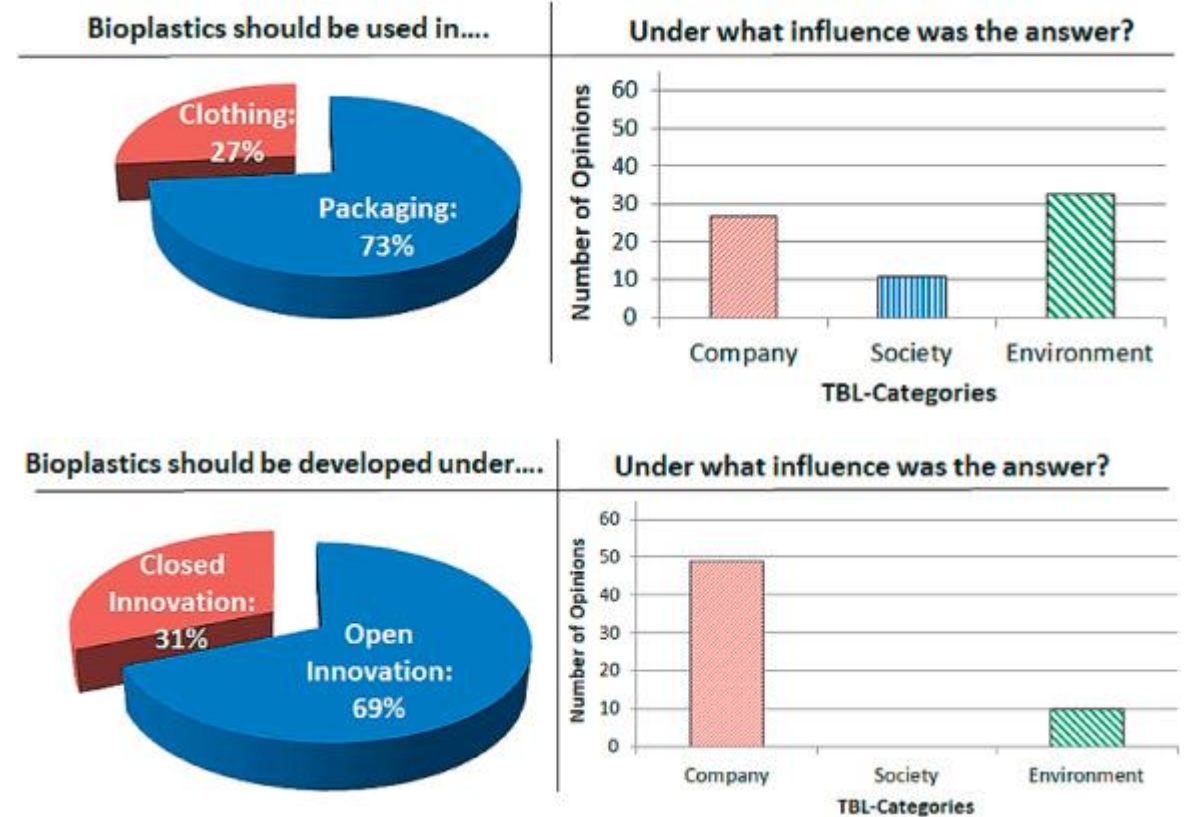
Daniel Friedrich <sup>a, b, c, \*</sup>

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<sup>b</sup> University of Bayreuth, Faculty for Business Administration - Marketing & Innovation, Universitätsstraße 30, 95447, Bayreuth, Germany

<sup>c</sup> Compolytics Research, Schwanheimer Straße 69, 74867, Neunkirchen, Germany

(1.2) Textiles represent ... % of our core business:	23%	
(1.3) ... % of synthetic plastics are in the textiles offered:	45%	
	<b>Yes</b>	<b>No</b>
(1.4) We design and produce textiles ourselves:	10%	90%
(1.5) Our textiles are usually offered unpackaged:	14%	86%
(1.6) We have already tried bioplastics in textiles:	9%	91%

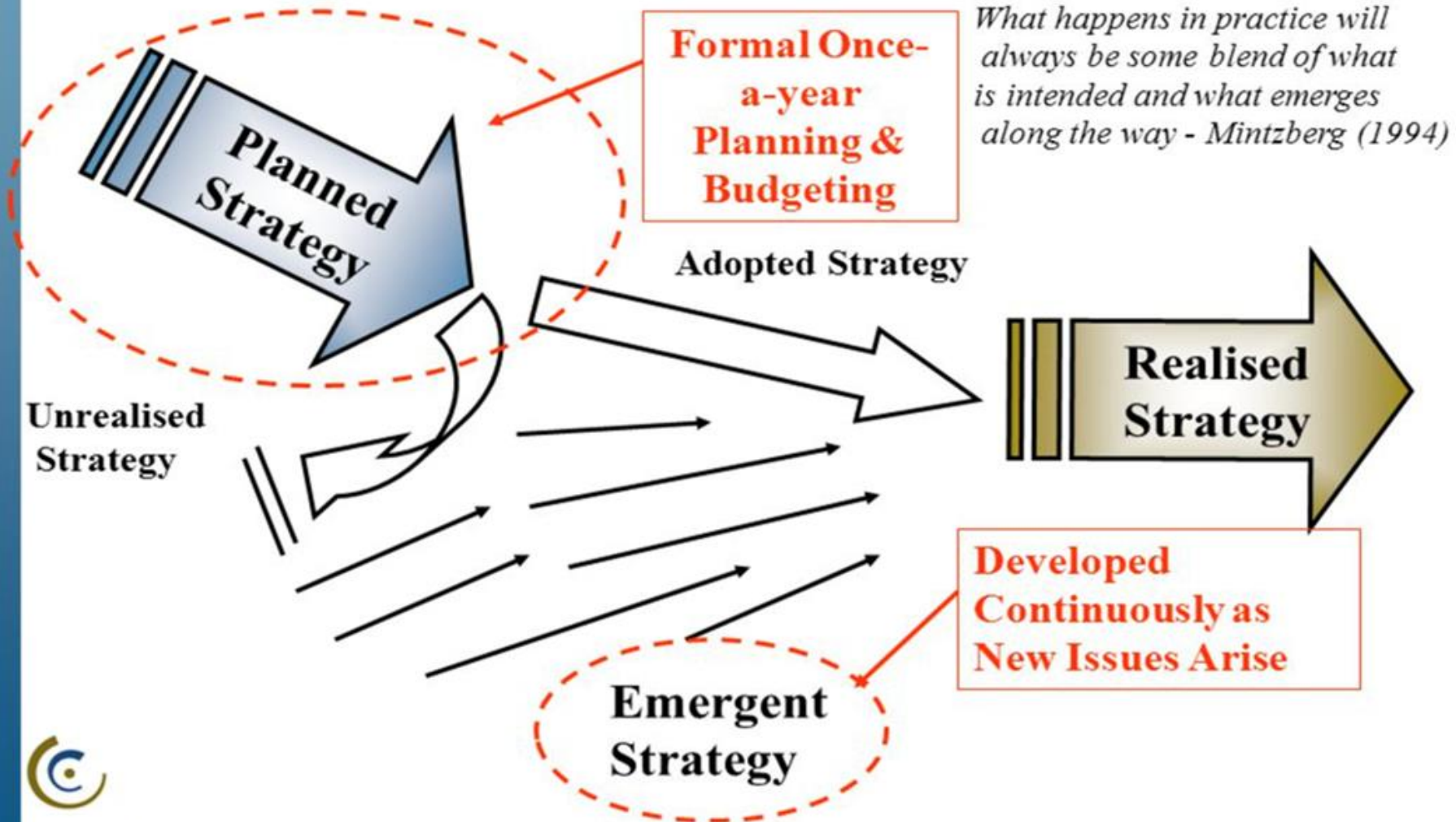




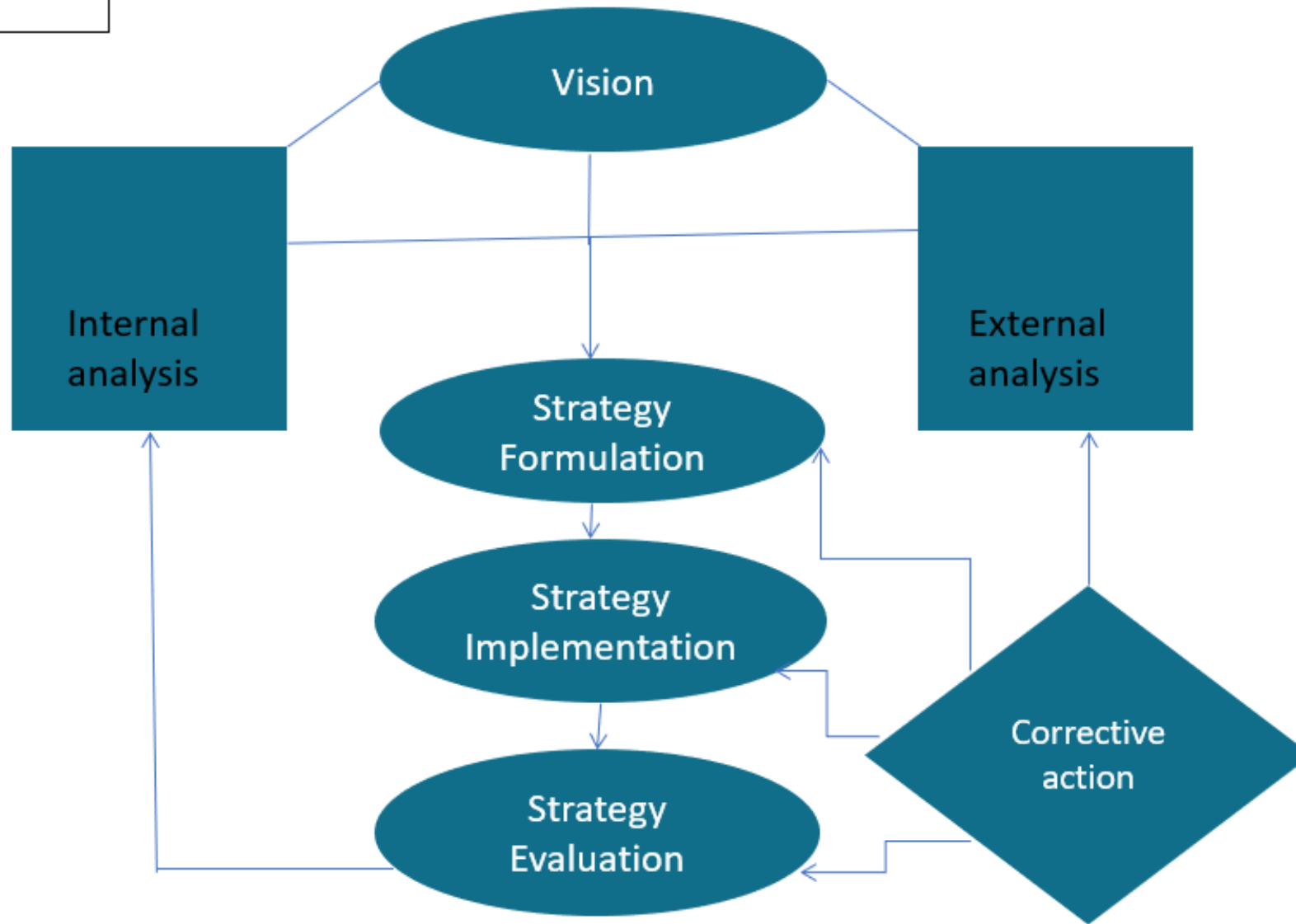
# Animal welfare as a business strategy

15

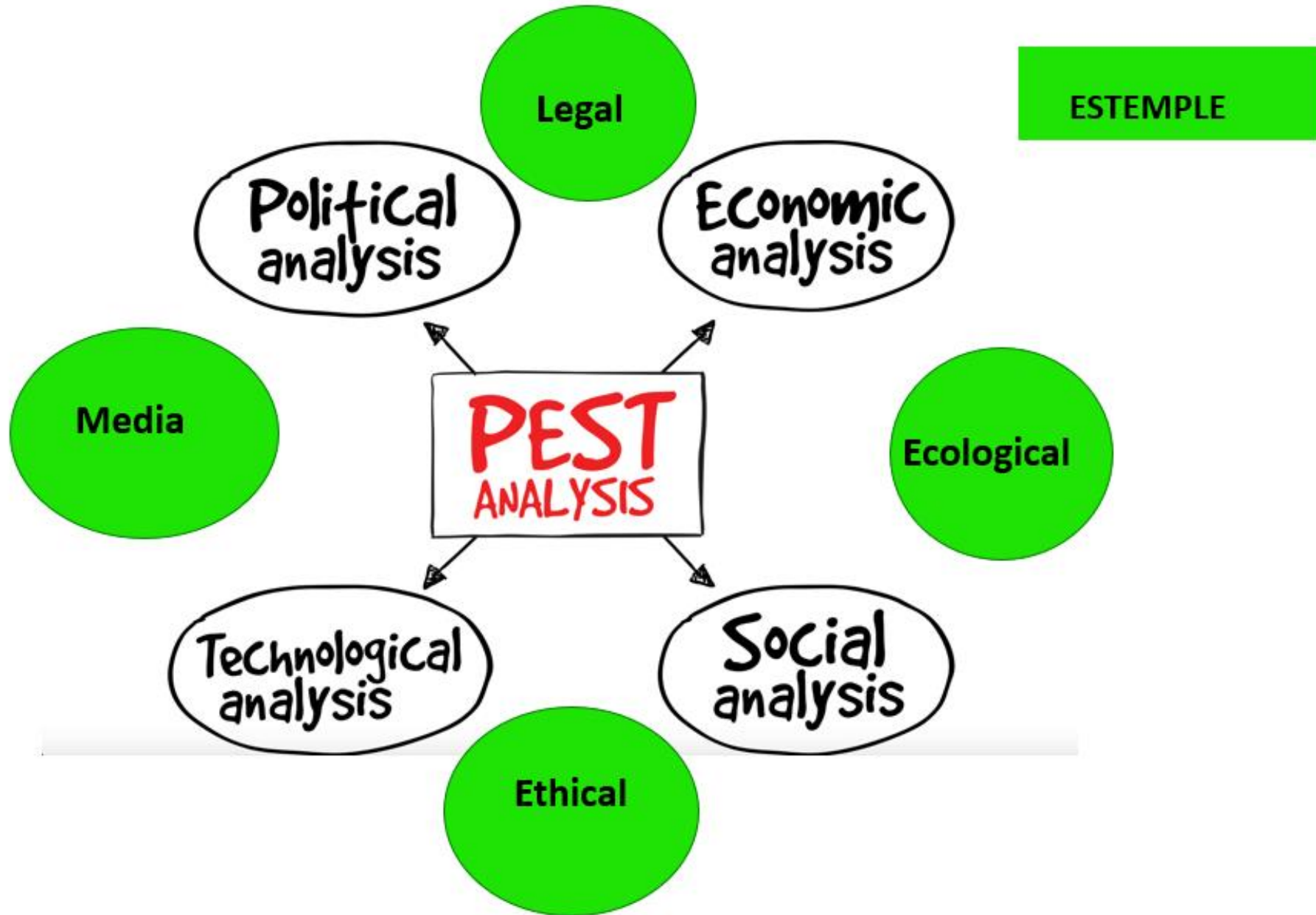
# Planned versus Emergent Strategy



## Planned strategies







## ESTEMPLE: Social and Political

530 BCE, Greece – First Animal Rights philosopher: Pythagoras (Violin, 1990).

1635, Ireland – first known pieces of animal protection legislation: Act Against Plowing by the Tail and Pulling the Wool Off Living Sheep was enacted in the Irish Parliament (Beirne, 2009).

1859, England - Publication of “On the Origin of Speciem of Charles Darwin.

> 1870, Europe - Animal protection advocates begin to focus less on animal cruelty as a harm to property and public morals, and more on animal cruelty as a harm to the animal itself (Lavi, 2007)

## ESTEMPLE: Political

1998, EU – Directive 98/58/EC Concerning the Protection of Animals Kept for Farming Purposes. EU standards on animal welfare reflect the so-called five freedoms:

- Freedom from hunger and thirst
- Freedom from discomfort
- Freedom from pain, injury and disease
- Freedom to express normal behaviour
- Freedom from fear and distress

2021, EU – [MEPs called on the Commission](#) to come up with a proposal to [ban caged farming](#) in the EU by 2027.



9. Although most animals killed for their fur are raised on fur farms, millions of raccoons, coyotes, bobcats, beavers, and other fur-bearing animals are killed every year by trappers. The steel-jaw trap, which the American Veterinary Medical Association calls inhumane, is the most widely used trap. It's been banned by the European Union and a growing number of U.S. states.

Source: 9 Shocking Fur Facts | PETA

EU - Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES): protects over 38 700 endangered species

EU – Action plan against wildlife trafficking

2012

1975

2022

EU - Wildlife Trade Regulations to ensure trade in wildlife products does not lead to species becoming endangered.



## ESTEMPLE: media

# Kylie Jenner Is Facing Major Backlash For Wearing Fox Fur In An Instagram Post

Her fans are not happy.

DEC 30, 2019 4:45AM BY SUKRITI WAHI

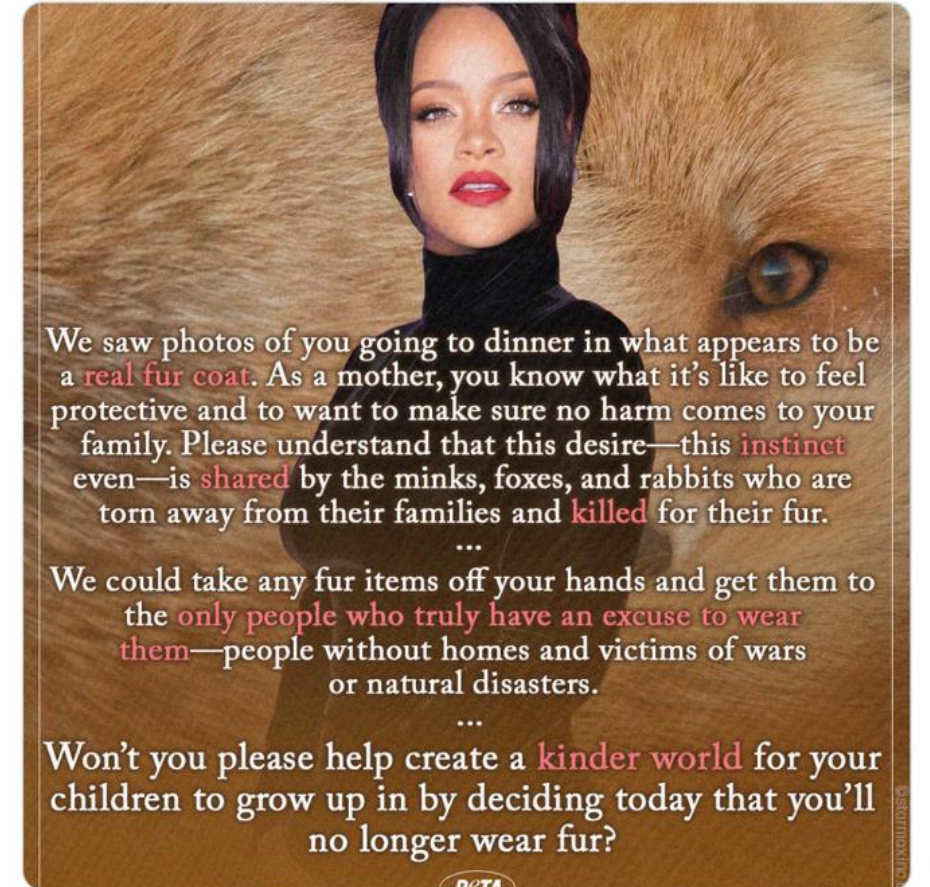
### Celebrities

## Rihanna is the center of a PETA press release for wearing what seemed to be real fox fur

PETA released a press release criticizing Rihanna



Our message to @rihanna 🐾



11:00 p. m. · 25 feb. 2023



👍 2,6 mil    💬 Responder    🔗 Copia enlace

Leer 301 respuestas

# Sustainability strategies

Weybrecht, 2014, p. 323-359.

- Companies adopting different shades of sustainability
- Sustainability at the heart of how a company does business
- Companies testing out the success of sustainability brands
- Companies who reinvented themselves through sustainability
- Staying ahead of the pack
- Companies expanding their focus



# Companies adopting different shades of animal welfare

THE WALL STREET JOURNAL.

Home World U.S. Politics Economy **Business** Tech Markets Opinion Books & Arts

## H&M Suspends Production of Items Containing Angora Wool

Footage From Activists Shows Allegedly Inhumane Treatment of Rabbits in China

By Jens Hansegard And Sven Grundberg

Nov. 28, 2013 8:49 am ET

Share

AA Resize



Posted in **Animal Welfare Clothing** At **November 18, 2021 21:13**

## H&M, Zara & Co. no longer sell angora wool

[click fraud protection](#)

To obtain angora wool, the rabbits' hair is torn out while they are still alive. Peta has now published a list with a total of 125 brands that no longer sell textiles made from angora wool.

Sometimes protest does something: When a Peta video went around the world in 2013, in which undercover agents showed the cruel conditions under which angora wool is made in China, consumers became loud and led some of the largest fashion companies to take the wool out of their range. **Peta has now published a list of over 120 labels, chains and manufacturers who do without angora wool.**

[H&M, Zara & Co. no longer sell angora wool \(feriantano.com\)](https://feriantano.com)

# Animal welfare at the heart of how a company does business

Our Animal Welfare Policy was built using two main documents as its cornerstones:

- The Five Freedoms, developed by the UK's Farm Animal Welfare Council. The Five Freedoms are a logical and comprehensive framework for analysis of animal welfare. It provides an outline to our position that all farm animals should have a life worth living and ensures that their overall needs are met. The pillars of the Five Freedoms are as follows:
  1. Freedom from hunger and thirst
  2. Freedom from discomfort
  3. Freedom from pain, injury and disease
  4. Freedom to express normal behavior
  5. Freedom from fear and distress
- Non-Species-Specific Animal Welfare Requirements. When we are sourcing fibers that do not have a Patagonia-recognized animal welfare certification, we have created a list of Non-Species-Specific Animal Welfare Requirements that we expect all suppliers to meet. These requirements are based on the OIE Terrestrial Animal Health Code, Chapter 7.1. While the Five Freedoms provide the conceptual framework for our animal welfare aspirations, the OIE code provides concrete recommendations for each step specific to the management of raising animals.



## PETA Calls Out Patagonia for Secrecy Around New Wool Source

f Share

🐦 Tweet

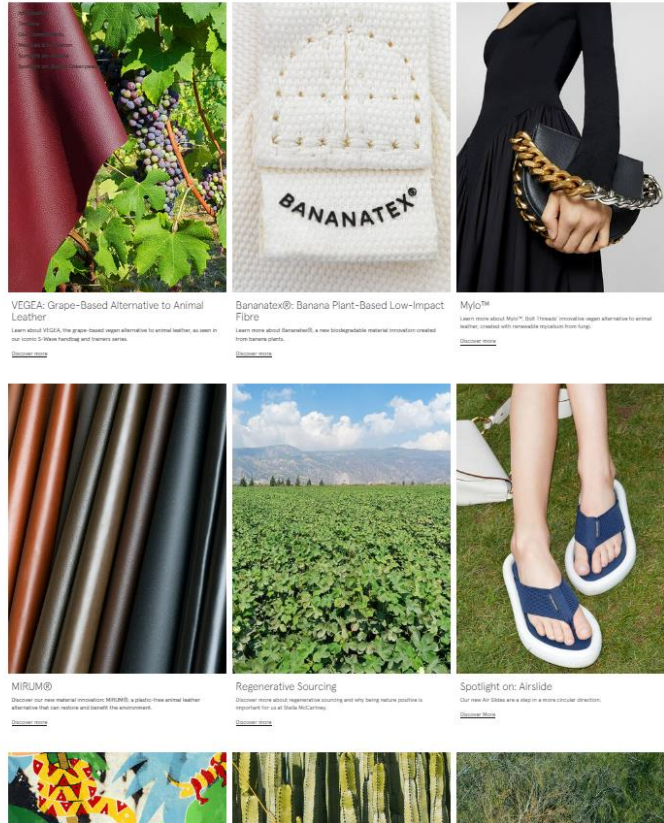
Published September 13, 2018 by PETA. Last Updated November 30, 2022.

4 min read

**UPDATE:** After twice suspending wool purchases following PETA exposés of extreme cruelty to sheep— the last of which showed workers at a Patagonia-approved wool producer's shearing operation violating the brand's own publicly touted welfare standards—Patagonia has resumed operations but refuses to divulge its new sources of "responsible" wool, despite repeated appeals for transparency.



# Animal welfare at the heart of how a company does business



[Sustainability \(stellamccartney.com\)](https://stellamccartney.com)



"Since 2005, sustainability has always been at the heart of what we do at adidas by Stella McCartney. We're continuously working, questioning, exploring and pushing ourselves to progress so we can unearth new innovative materials and practices within our collections," the designer tells Hypebae. "I know first-hand that [sustainability](#) isn't a race that can be won alone. Collaboration is critical. Fashion is one of the most polluting industries, so it's important that we come together to leverage our strengths and help drive change," she adds.

[Stella McCartney Talks Sustainable Design and Collaborating With adidas \(yahoo.com\)](#)

Companies testing out the success of brands that focus on animal welfare

## THESE FLORAL-PRINT CLOGS ARE MADE WITH NATURE.

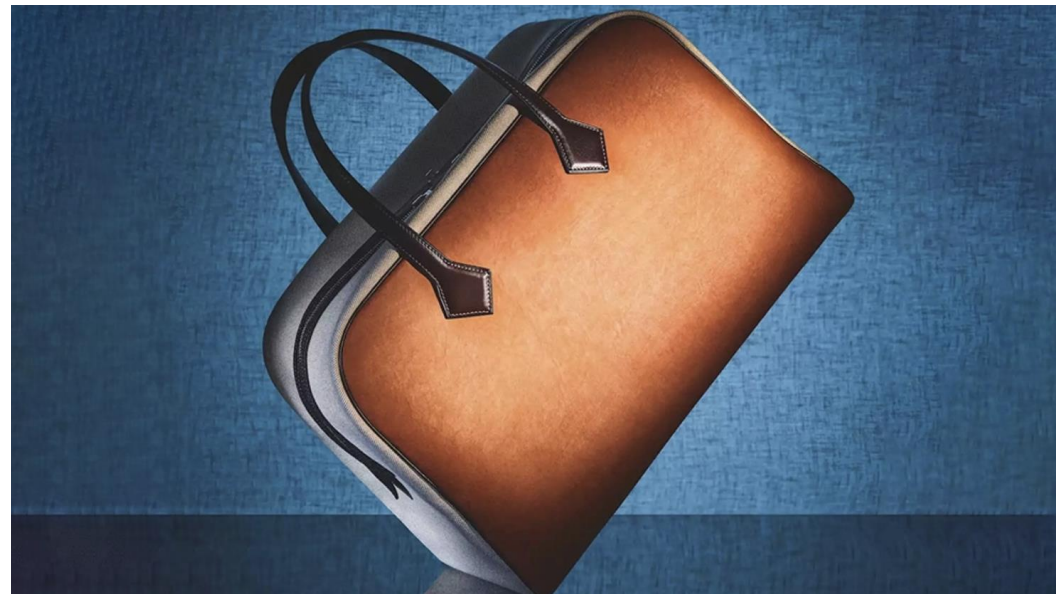
Off the coast of South Korea, there's a community of women who freedive well into their 70s and 80s. The floral print and buoy-orange accents of these adidas by Stella McCartney clogs take inspiration from those divers who collect waste as they traverse the magical underworld. With a lightweight feel and grippy outsole, the slip-ons are just right for a walk on the beach or a stroll through the city.

These clogs are made with natural and renewable materials as part of our journey to design out finite resources and help end plastic waste.

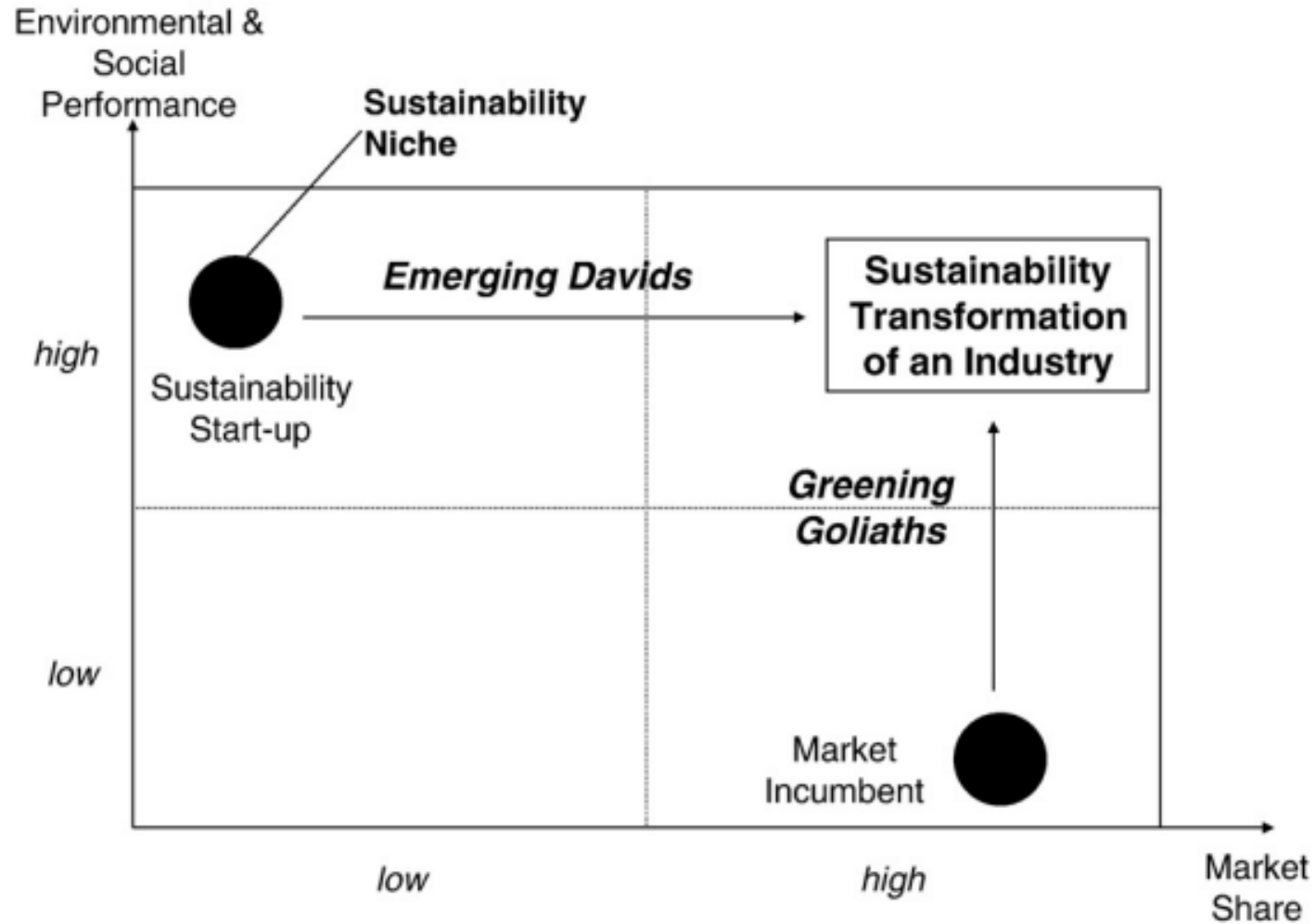


Hermes working together with Californian start-up MycoWorks.

Companies who  
reinvented  
themselves  
through animal  
welfare



# Hockerts and Wüstenhagen (2010, p. 488)

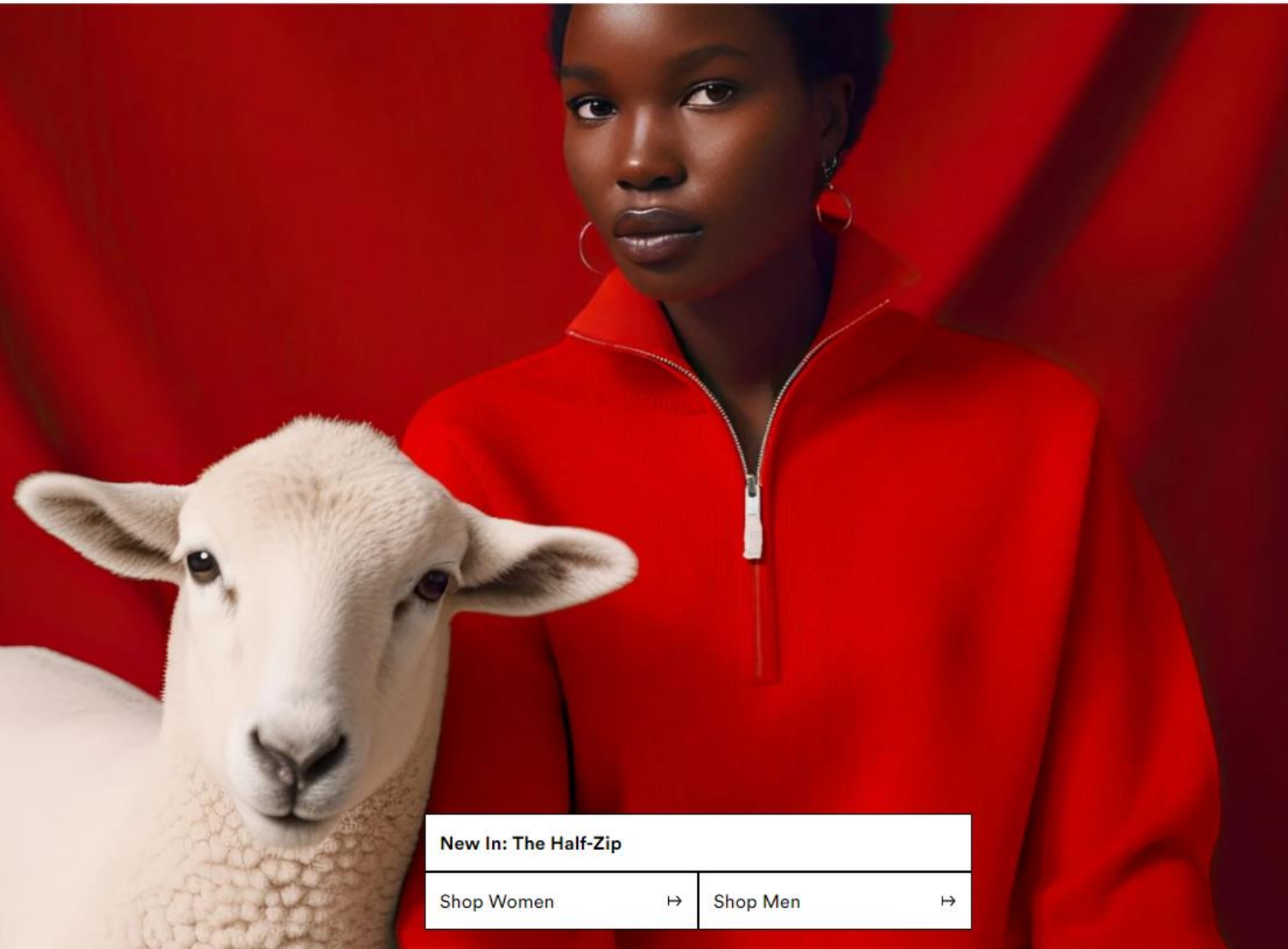




Companies who  
reinvented  
themselves  
through animal  
welfare



[Leather Made from a Cactus is a Eco-Friendly Alternative by Desserto \(mymodernmet.com\)](https://www.mymodernmet.com) Desserto



New In: The Half-Zip

Shop Women	→	Shop Men	→
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## Staying ahead of the pack

A movement of brands such as Stella McCartney, A New Sweden, Patagonia, Gucci.

Regenerative farming practices:

- Replicate “what happens in the wild”.
- Allows grasslands to recover.
- First carbon negative farm in 2019.

[Can regenerative wool make fashion more sustainable? - BBC Future](#)



# Companies expanding their focus

Men Kids

Deals

**DECATHLON**

## Your Concerns Are Our Concerns

Over the years, we have received more and more questions about the origin of the wool we use: "Are the sheep treated well?" In order to answer these questions honestly, we have launched a traceability project.

We went to South Africa to ensure that the wool used in the manufacturing of Decathlon products is produced in an ethical and responsible manner.

## Ethical Wool

Our wool does not come from a particular farm, but from a cooperative of sheepfolds that systematically respects and applies our rules, procedures and work methods. We can therefore confirm that the sheep are treated in the best possible conditions. They are well fed and have enough pasture and space to roam freely. Moreover, the practice of "mulesing" is strictly forbidden.

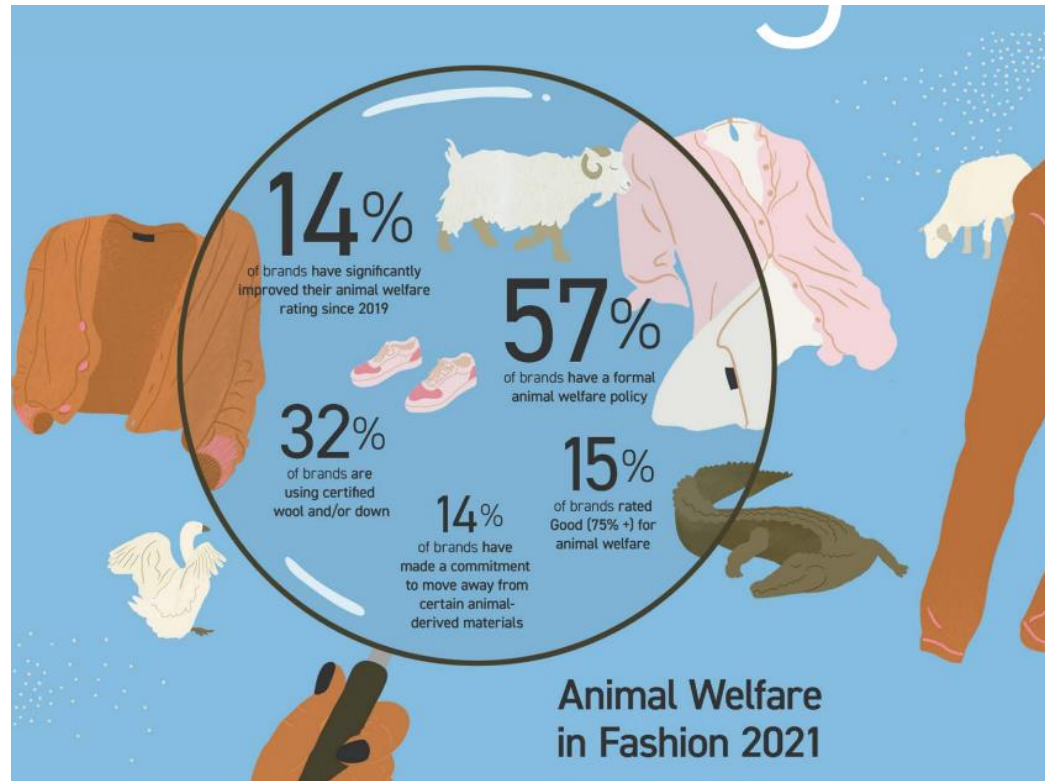
"Mulesing" is a harmful practice that consists of cutting the sheep's skin to prevent flies from laying their eggs in the excrement caught in their wool. This method is not in line with Decathlon's values and ethics.



**DECATHLON** **SECOND LIFE**

Give your Sportive Goods a  
**SECOND CHANCE**

Visit the Decathlon Workshop today!  
Go to <https://www.decathlon.ph/s/secondlife> to learn more.



Despite the rapidly growing demand for more animal-friendly fashion, less than a third (32%) of brands source wool or down certified by any animal welfare standard, and just over a half (57%) have an animal welfare policy at all. Above all, translating policy into action remains the biggest challenge.

[The most \(and least\) animal-friendly fashion brands of 2021 - FOUR PAWS International - Animal Welfare Organisation \(four-paws.org\)](https://www.four-paws.org/)





Our work to achieve an animal-friendly fashion future is guided by **FOUR PAWS Key Principles**.

- Companies should aim to achieve a high standard of animal welfare, by working to fulfill the General Welfare Aims of the Five Domains model.
- Traceability and transparency is vital, and brands should utilise the best animal welfare certifications available.
- Wild animals should not be used for textiles.
- Efforts should be made to significantly reduce the use of animal-derived materials.

Put simply.. Refine, Reduce, Replace.


# Best



Stella McCartney  
Another Tomorrow  
Icebreaker  
Takko  
Afends  
Armedangels  
Mara Hoffman  
NIKIN  
People Tree  
Smartwool













# Worst

























Hermès	Max Mara
Fendi	Michael Kors
Prada	Coach
Dior	Moncler
Louis Vuitton	OFF-WHITE

Animal Welfare  
in Fashion 2021

 = **Replace**. If any of these questions are answered with a 'no', they are marked with a red traffic light symbol which signifies a substantial welfare risk increase for the animals used to create these materials.

  = **Refine, Reduce**. If a material is marked with a combination of orange half circles and green circles, reduce usage, apply the most robust certification available, and help to strengthen the animal welfare standards currently accessible.

Materials	1. Can the species be farmed commercially in a way that enables them to have a good quality of life?	2. Are there mainstream assurance schemes available for this material type, which can help to address animal welfare issues?	3. Is it clear that this product does not come from sources where animals/eggs are hunted/harvested from the wild?	Recommendations
Alpaca				The Responsible Alpaca Standard (RAS) is the only animal welfare certification currently available. Brands continuing to source Alpaca wool should seek out suppliers certified by the RAS. FOUR PAWS urges that further improvements are made to this standard. *See further notes below.
Angora (Angora Rabbits)				FOUR PAWS is against angora wool farming and calls for a worldwide ban on all caged systems for rabbits, and an end to breeding angora rabbits with excessive hair – which compromises their welfare and health. FOUR PAWS calls on brands to ban the use of wool/fur from Angora rabbits as it is an inherently cruel industry.
Cashmere				Brands sourcing cashmere should seek and utilise cashmere from supply chains which have been certified by the Good Cashmere Standard (GCS). While the GCS does acceptably address animal welfare and provides the strongest animal welfare assurance of the cashmere certifications reviewed by FOUR PAWS, further improvements should still be made.
Down feathers				Brands sourcing down should utilise down from supply chains which have been certified by the Responsible Down Standard (RDS). Whilst this is one of the strongest standards available, FOUR PAWS urges that further improvements are made to this standard, for example live-plucking is currently not excluded at parent farm production level. *See further notes below.

<b>Fur</b>				FOUR PAWS is against the use of all forms of fur and calls on brands to ban the use of fur. Brands are also encouraged to join the <a href="#">Fur Free Retailer</a> program.
<b>Exotic leather</b>				FOUR PAWS is against the use of all forms of exotic leather, such as crocodile, snake and kangaroo leather and calls on brands to ban the use of exotic leather from any animal.
<b>Leather from domesticated animals</b>				FOUR PAWS is against the use of leather from intensive farming practices and concerned about general use, as there are no certification initiatives which can significantly mitigate animal welfare risks. Brands sourcing from Leather Impact Accelerator approved suppliers or farms should only use certifications in 'Category D' and carefully ensure supply chain traceability which is particularly challenging for leather. Brands should exclude sales of leather from aborted (sporadic or induced) animals i.e. slink and karakul.
<b>Mohair (Angora Goats)</b>				The Responsible Mohair Standard (RMS) is the only specific mohair animal welfare certification currently available. Brands continuing to source mohair wool should seek out suppliers certified by the RMS. Improvements should be made to this standard. *See further notes below.
<b>Sheep wool</b>				Brands sourcing wool should utilise wool from supply chains which have been certified by the Responsible Wool Standard (RWS), ZQ Merino or NATIVA™. These standards can help to ensure mulesed wool is excluded from supply chains and provide the strongest animal welfare and traceability assurance of the sheep wool certifications currently available. See <a href="#">here</a> for further guidance on mulesing initiatives. Improvements should be made to the level of animal welfare ensured by all mainstream wool assurance initiatives. *See further notes below.
<b>Other fine wools e.g Vicuna and Yak Wool</b>				In addition to the wool types mentioned above, there are several other types of animal fibre being used today. Some of this fibre comes from wild species and there are no certifications currently available which give any animal welfare assurance at all. We call on brands to avoid these materials.
<b>Animal hair, shells, feathers, bones or teeth</b>				FOUR PAWS is against the use of animal hair, shells, feathers, bones and teeth from wild animals due to the lack of transparency available regarding the origins and species of these materials.
<b>Silk</b>				FOUR PAWS recommends replacing silk with animal-free alternatives due to a lack of any welfare certifications available, and the challenges in sourcing a non-lethal supply of silk.



## FACTBOX

Researchers at Middlesex University in Britain report that ducks have regional dialects just as humans do.

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Ducklings and goslings are often plucked when they are only 10 weeks old.

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Buying down subsidises the cruel foie gras industry, as many farmers make extra profit by selling birds' feathers before they slaughter the animals.

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According to a poll commissioned by PETA US, 80 per cent of outdoor-sports enthusiasts are happy to choose products with synthetic insulation rather than down.

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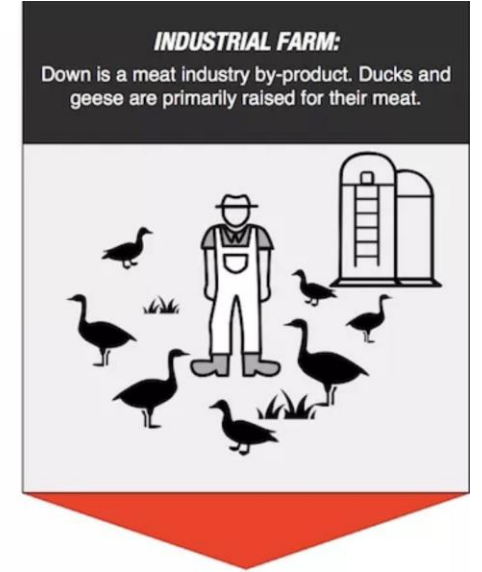
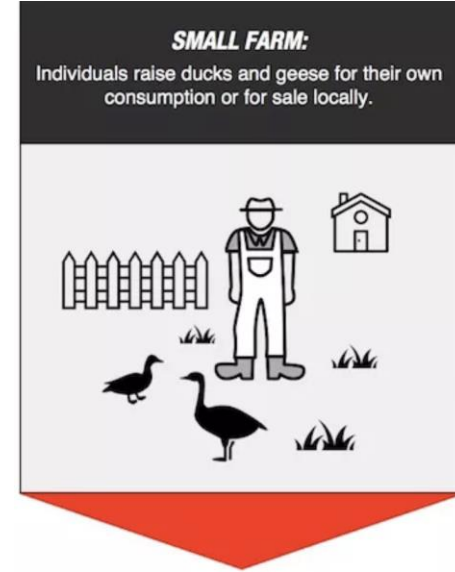


[Down Production: Birds Abused for Their Feathers | PETA](#)



"OUR HOPE IS THAT THE COLLECTIVE USE OF THE RDS WILL EFFECTIVELY PROMOTE POSITIVE ANIMAL WELFARE CONDITIONS AND TRACEABILITY IN THE DOWN SUPPLY CHAIN AT A MUCH LARGER SCALE THAN WE COULD ACCOMPLISH ALONE. WE FIRMLY BELIEVE THAT BY DRIVING POSITIVE CHANGE ACROSS THE GLOBAL SUPPLY CHAIN, THE RDS WILL BENEFIT THE INDUSTRY AT LARGE."

-ADAM MOTT, DIRECTOR OF SUSTAINABILITY



Values

39

Table 2

*The 19 Values in the Refined Theory, Each Defined in Terms of Its Motivational Goal*

Value	Conceptual definitions in terms of motivational goals
Self-direction–thought	Freedom to cultivate one’s own ideas and abilities
Self-direction–action	Freedom to determine one’s own actions
Stimulation	Excitement, novelty, and change
Hedonism	Pleasure and sensuous gratification
Achievement	Success according to social standards
Power–dominance	Power through exercising control over people
Power–resources	Power through control of material and social resources
Face	Security and power through maintaining one’s public image and avoiding humiliation
Security–personal	Safety in one’s immediate environment
Security–societal	Safety and stability in the wider society
Tradition	Maintaining and preserving cultural, family, or religious traditions
Conformity–rules	Compliance with rules, laws, and formal obligations
Conformity–interpersonal	Avoidance of upsetting or harming other people
Humility	Recognizing one’s insignificance in the larger scheme of things
Benevolence–dependability	Being a reliable and trustworthy member of the ingroup
Benevolence–caring	Devotion to the welfare of ingroup members
Universalism–concern	Commitment to equality, justice, and protection for all people
Universalism–nature	Preservation of the natural environment
Universalism–tolerance	Acceptance and understanding of those who are different from oneself



Schwartz's  
Values  
Theory  
(2012, p. 15-  
16)

- Individuals differ in the importance they attribute
- Across societies: consensus regarding to its hierarchical order
  - 1<sup>st</sup> benevolence
  - 2<sup>nd</sup> universalism
  - 3<sup>rd</sup> self-direction
  - 4<sup>th</sup> security
  - 5<sup>th</sup> conformity
  - 6<sup>th</sup> hedonism
  - 7<sup>th</sup> achievement
  - 8<sup>th</sup> tradition
  - 9<sup>th</sup> stimulation
  - 10<sup>th</sup> power
- People often behave in ways that seem to contradict their values.

# 88% Of Consumers Want You To Help Them Make A Difference

Nov 21, 2018, 11:43am EST

Contradiction  
with values

- Behaviour – value gap.
- Younger generations are willing to pay up to 10% more for more sustainable products.
- 3 N's of justification: normal, natural and necessary.

Faced with an anomaly?

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## Grootste risico's voor de wereld

2 years



Risk categories

Economic Environmental Geopolitical Societal Technological

## Grootste risico's: langere termijn

10 years



Risk categories

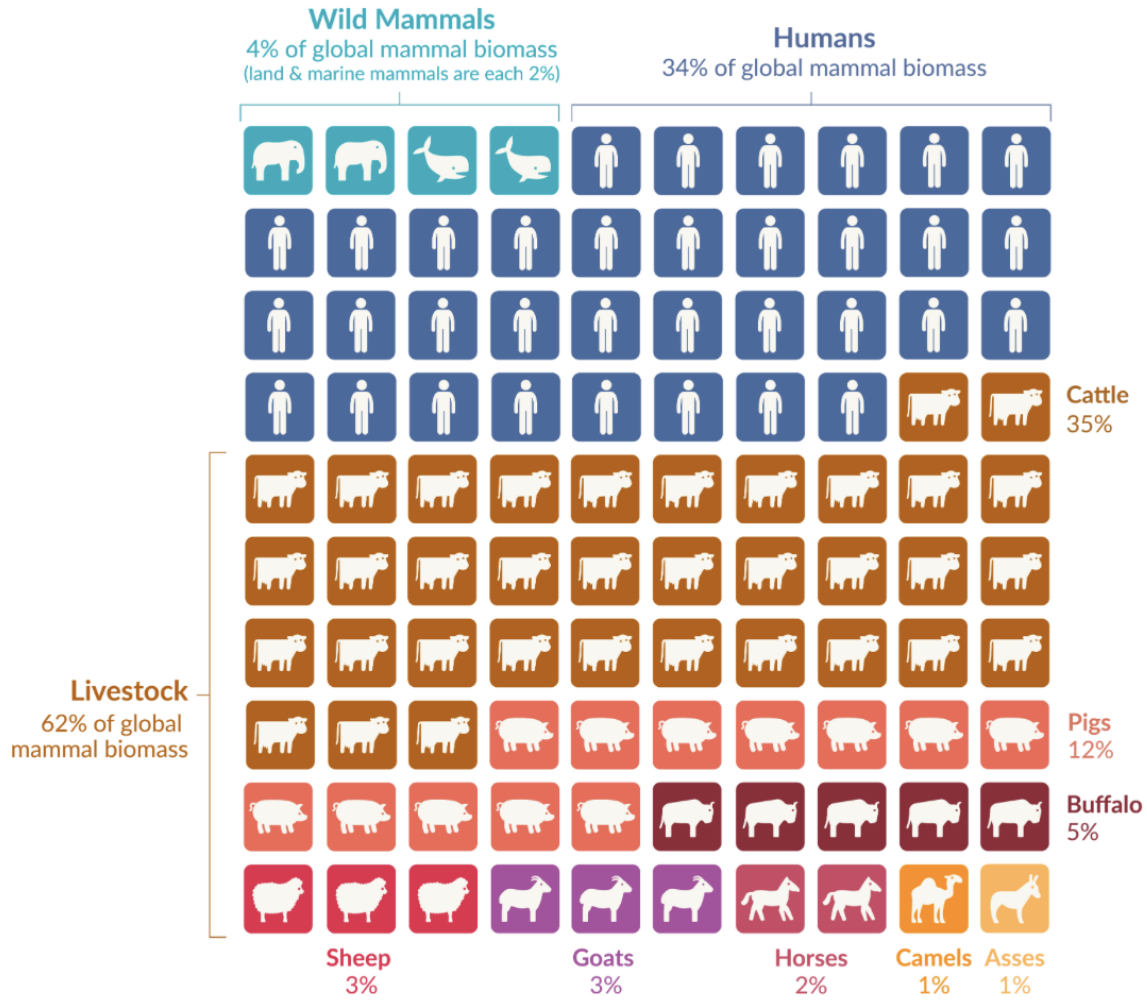
Economic Environmental Geopolitical Societal Technological



What is our ethical framework? |

# Distribution of mammals on Earth

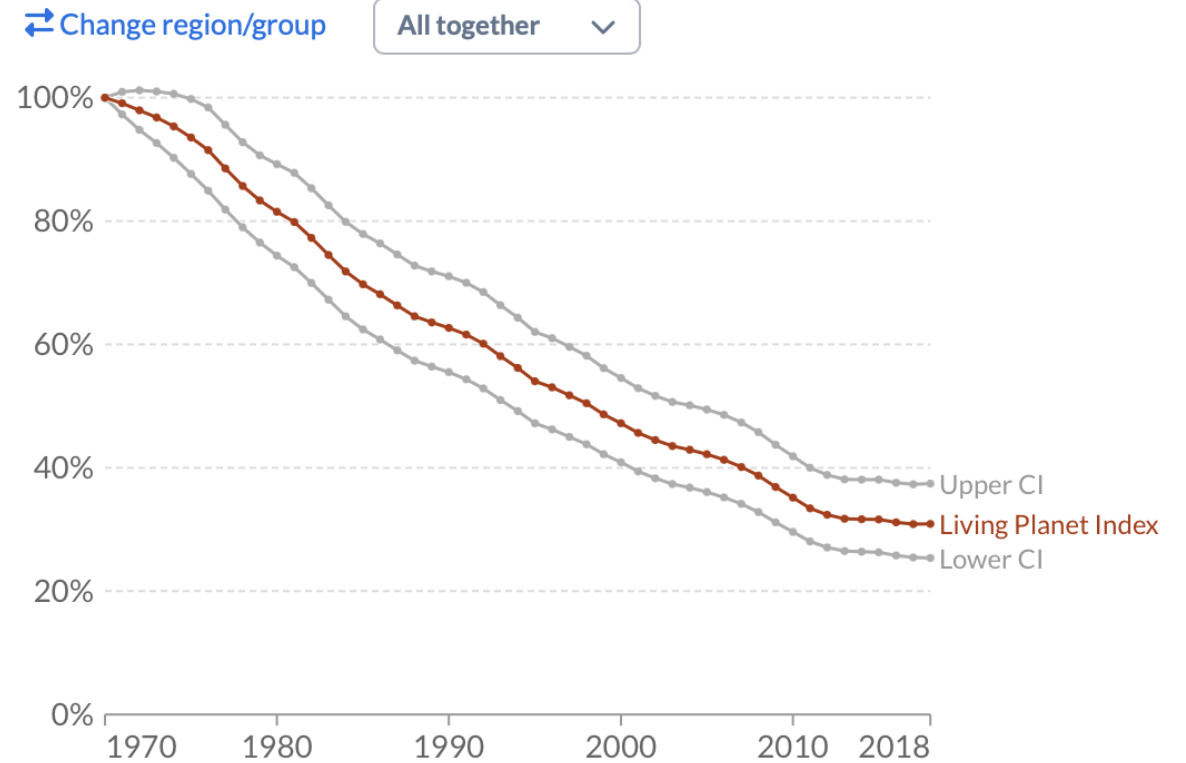
Mammal biomass is measured in tonnes of carbon, and is shown for the year 2015. Each square corresponds to 1% of global mammal biomass.



Note: An estimate for pets has been included in the total biomass figures, but is not shown on the visualization because it makes up less than 1% of the total.

# Living Planet Index, World

The Living Planet Index (LPI) measures the average decline in monitored wildlife populations. The index value measures the change in abundance in 31,821 populations across 5,230 species relative to the year 1970 (i.e. 1970 = 100%).



Source: World Wildlife Fund (WWF) and Zoological Society of London  
 Note: 95% upper and lower confidence intervals are shown in grey.  
 OurWorldInData.org/biodiversity • CC BY





Leen Gorissen,  
2020, p. 36-45

Mushrooms make rain, arctic  
foxes green the tundra,  
whales cool the climate and  
wolves change rivers

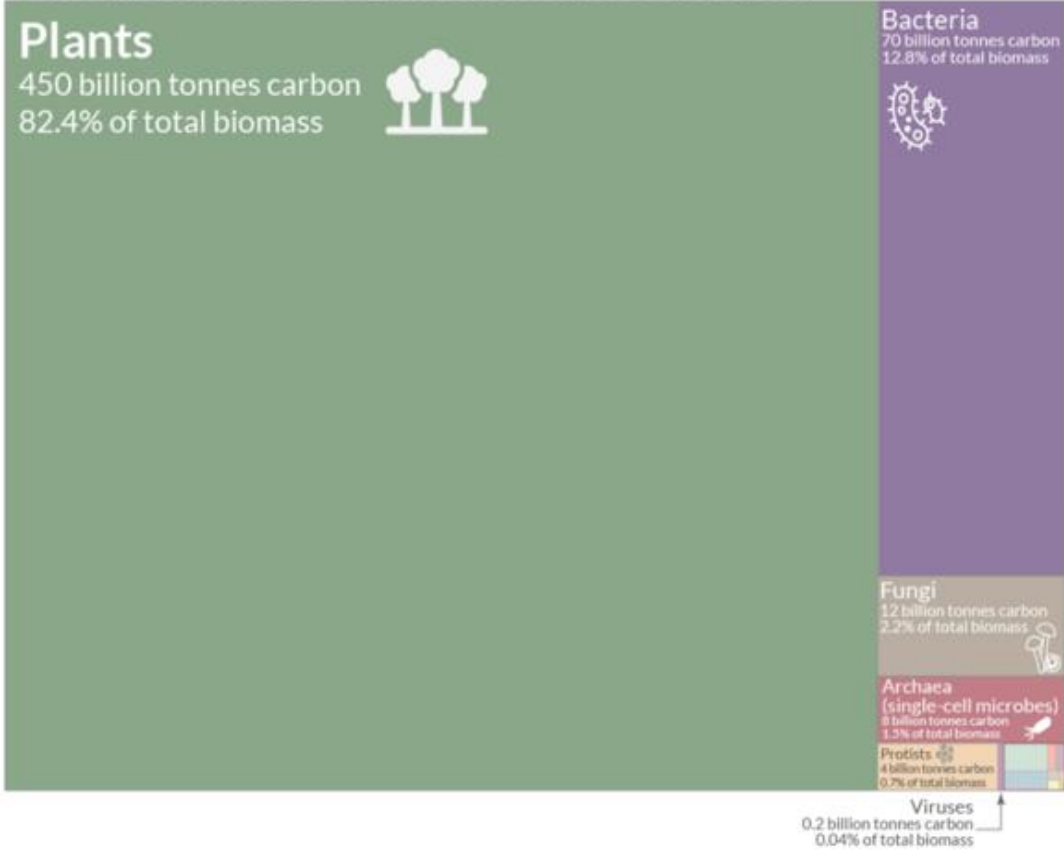




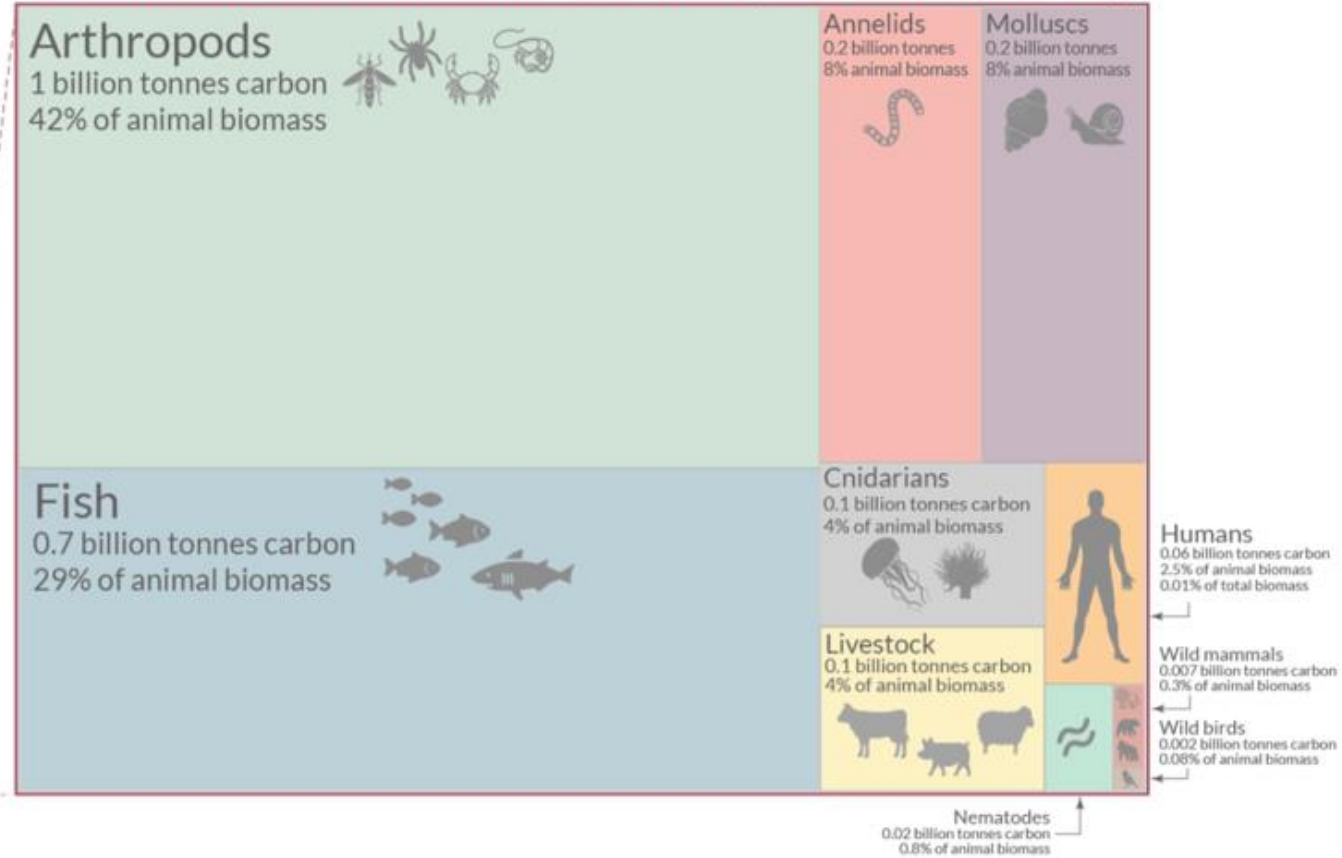
# Life on Earth: the distribution of all global biomass

Biomass is measured in tonnes of carbon. The global distribution of Earth's biomass is shown by group of organism (taxa).

## Global biomass: 546 billion tonnes of carbon



## Animal biomass: 2 billion tonnes of carbon (0.4% of total biomass)



Data source: Bar-On, Y. M., Phillips, R., & Milo, R. (2018). The biomass distribution on Earth. *Proceedings of the National Academy of Sciences*. Icons from Noun Project.

OurWorldinData.org – Research and data to make progress against the world's largest problems.

Licensed under CC-BY by the authors Hannah Ritchie and Max Roser.



(10) [Trailer film Onder het Maaiveld – YouTube](#) (below ground level)



# Ethical framework?

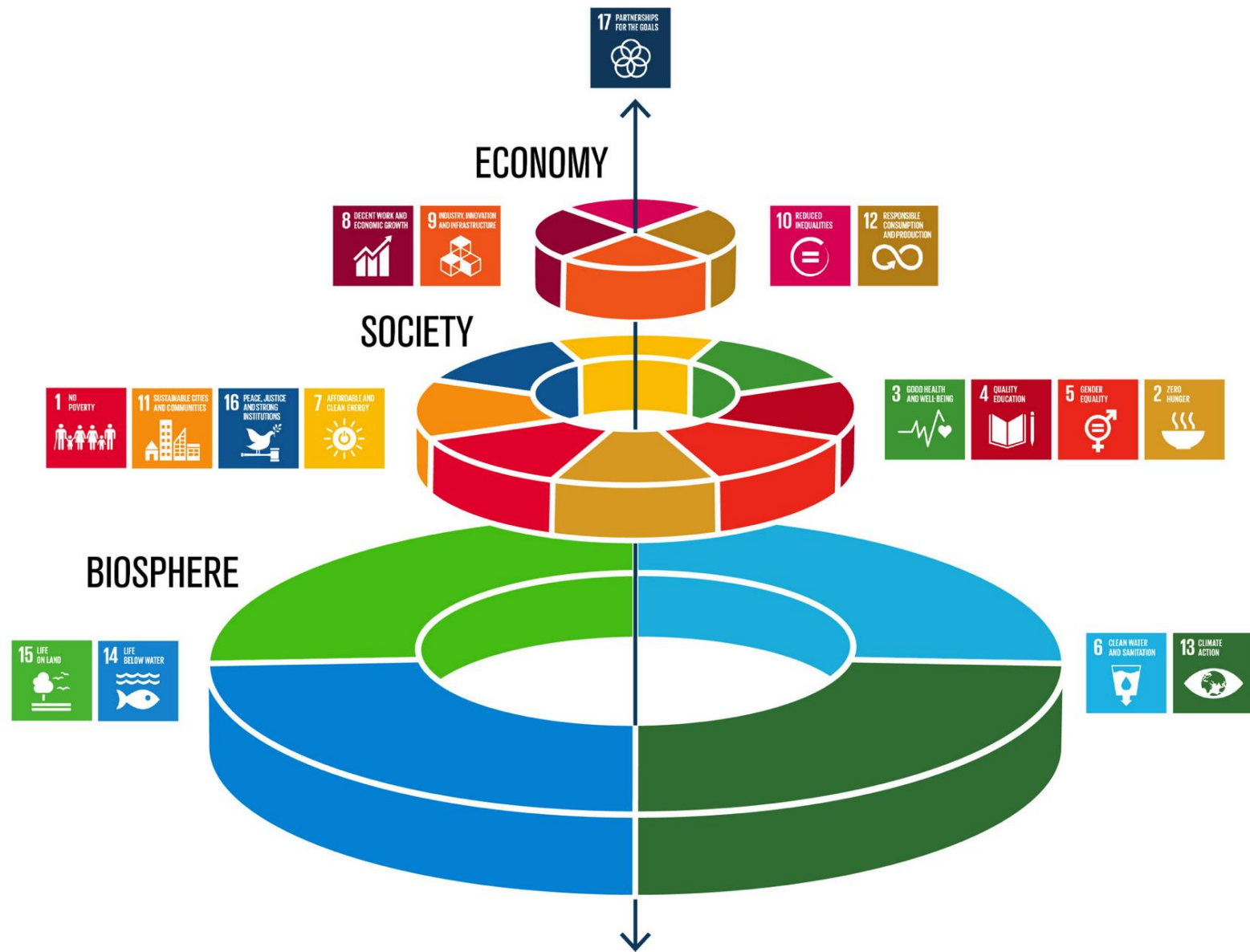
(Linzey and Linzey, 2018)

## Rejecting Animal Ethics

- Anthropocentrism
- Instrumentalism
- Reductionism

## Animal Rights

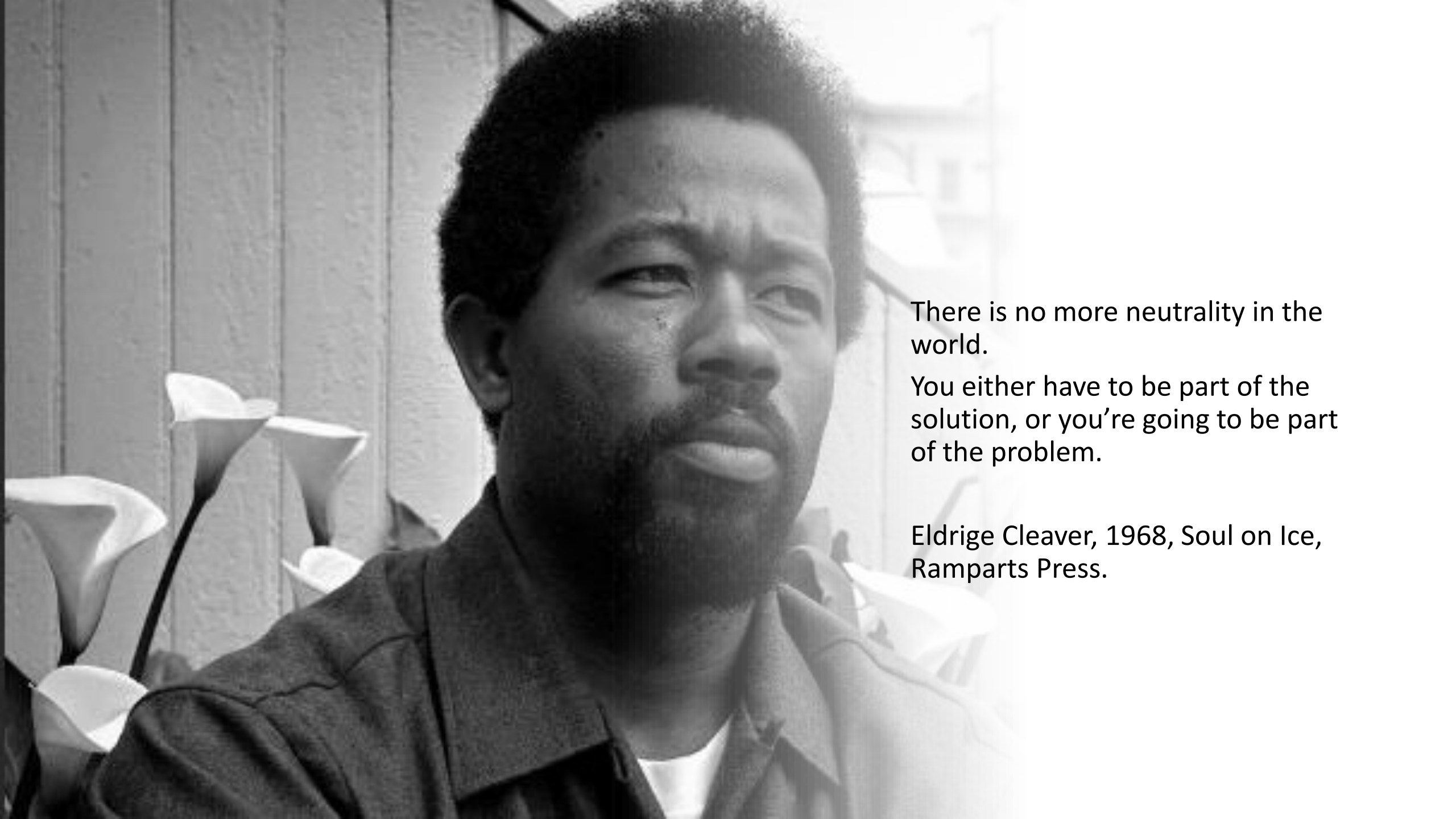
- Animals have intrinsic values
- Animals are important in and of themselves
- Harming necessitates strong moral justification
- Significant boundaries are imposed on what humans are permitted to do to animals



Source:

<https://www.stockholmresilience.org/images/18.36c25848153d54bdba33ec9b/1465905797608/sdgs-food-azote.jpg>





There is no more neutrality in the world.

You either have to be part of the solution, or you're going to be part of the problem.

Eldridge Cleaver, 1968, *Soul on Ice*, Ramparts Press.

"The biggest risk with **climate change** is the idea that someone else is going to solve it.

So everyone in society or in a company who can do something to lead the way or take action has a duty to do so.

It's not just an opportunity, it's a duty."

Madds Nipper, CEO Orsted.

[Bron: \(4\) Onze groene transitie - YouTube](#)



# Future of Fashion?

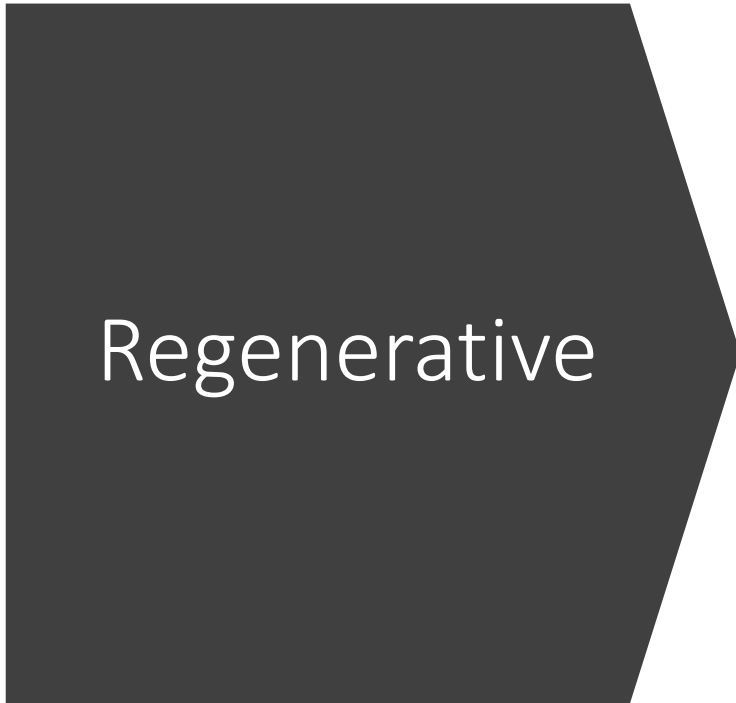
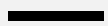


Fig. 2.4 Revised evolutionary trajectory of ecologically responsible design

Bron: Du Plessis, 2022

# Going into activism



- Activist Entrepreneurs
- Being externally forced
- Employee activism
- CEO Activism

Bron: Skoglund, A., & Böhm, S. (2022).





Employee activism/  
CEO activism

Fashion Activism

# Being externally forced

- PETA activism for over 30 years
- Companies going fur-free:
  - 2017: Gucci
  - 2019: Calvin Klein
  - 2020: Prada Group
  - 2021: Ralph Lauren
  - 2022: Tommy Hilfiger





CLOTHES AREN'T KILLING  
THE PLANET, BUT MASS CONSUMPTION IS.

THAT IS, OUR NEED TO CONSTANTLY  
CHANGE OUR LOOK - A NEED CREATED



## Activist Entrepreneurs

### Free Repairs Forever

Every pair of Nudie Jeans comes with a promise of free repairs. No matter when or where you got them. Our jeans are meant to be worn a lot. We use only high-quality fabrics, and the sewing is top class.

[Nudiejeans](https://www.nudiejeans.com)



About Activism

Act Now

Campaigns

More



**The Enabler**

Our Houdini Jacket was born from indecision. We wanted to do it all—run, climb, hike, ride—but we were tired of switching wardrobes every time we switched activities. So, we built a light, breathable, windproof, water-resistant shell that scrunches down to nothing and does as many sports as we do.

[Explore Houdini](#)

The advertisement features a background image of a person wearing an orange Houdini Jacket on a mountain peak. The text is centered over the image.

Yoshitomo Nara × Stella McCartney Kids: A new generation of activists





Thank you  
for being  
the change!