



# Fashion and Sustainability: Design for Change

By Kate Fletcher, Lynda Grose

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**Fashion and Sustainability: Design for Change** By Kate Fletcher, Lynda Grose

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.

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### **Editorial Review**

#### **About the Author**

Kate Fletcher is an Ecological Design Consultant whose clients include Marks and Spencer, TerraPlana, Clarks, People Tree, Intermediate Technology Development Group. She has a PhD (1999) from Chelsea College of Art & Design, The London Institute, for which she investigated the development of environmentally responsible design strategies in the UK Textile Industry.

Paul Hawken's bestselling books include Blessed Unrest, Natural Capitalism, and The Next Economy. He has also written dozens of articles, op-eds, and papers concerning the responsibility of business to the natural environment. His writings have appeared in the Harvard Business Review, Inc magazine, the Boston Globe, the Utne Reader, and more than a hundred other publications.

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