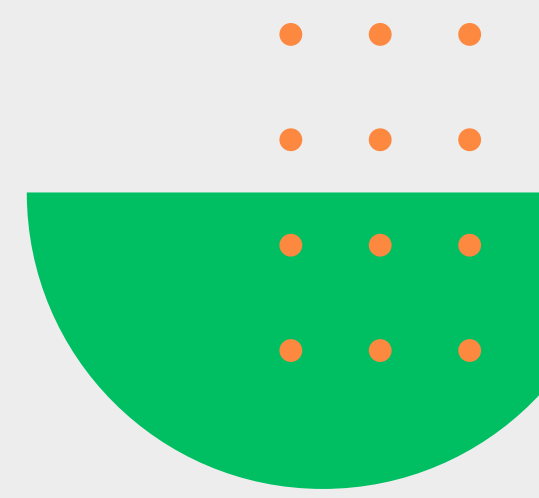
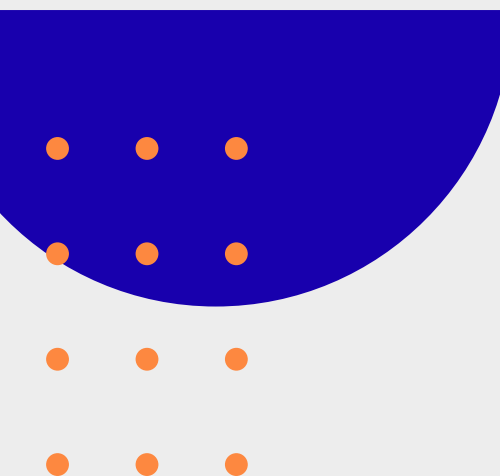




Fashion Industry – Fair Fashion

Ksawery Grzesiuk

Definition of Fair Fashion

Fair fashion is clothing made in a way that is good for people, animals, and the environment, where workers are paid fairly and treated safely.



Origin of Clothing

Here are five fair fashion brands:

- The Odder Side (Poland) – they produce clothes in Poland, ethical brand, they use materials such as: organic cotton, wool, linen
- Armedangels (Germany) – ethical brand that produces clothes in Germany and Turkey, they use organic cotton, organic wool, organic linen, recycled polyester to make their clothes.
- Stella McCartney (United Kingdom) – highly ethical brand that produces clothing in Sweden, Germany and Italy. To make clothes, they use organic cotton, recycled polyester, regenerated cashmere.
- Organic Basics (Denmark) – ethical labor practises, most clothing production in Denmark, Portugal and Turkey. They use materials among others: recycled nylon, organic cotton, wool.
- Veja (France) – ethically clothing production in Brazil and Portugal. They use such materials: organic cotton, recycled polyester and rubber.



Production map



Fashion Production Chain

1. Sustainable Raw Material Sourcing –

Organic cotton, recycled fibers, ethically farmed wool, or other eco-friendly materials.

2. Material Processing & Fiber Treatment –

Non-toxic dyes and chemicals Water and energy-efficient processing. Worker safety and fair wages enforced.

3. Design & Product Development –

Timeless, and functional designs to reduce fast fashion cycles. Consideration of end-of-life recyclability.

4. Cutting & Garment Manufacturing –

Small batch or made-to-order to minimize overproduction. Workers' rights protected, fair wage, safe environments. Use of low-impact finishes and minimal chemical treatments.

5. Quality Control & Packaging –

Control garments for durability and standard compliance. Sustainable packaging materials. Labeling with transparent origin and care instructions.

6. Distribution & Transportation –

Use of eco-friendly logistics. Partnerships with ethical distributors and retailers.

7. Retail or Direct-to-Consumer Sales

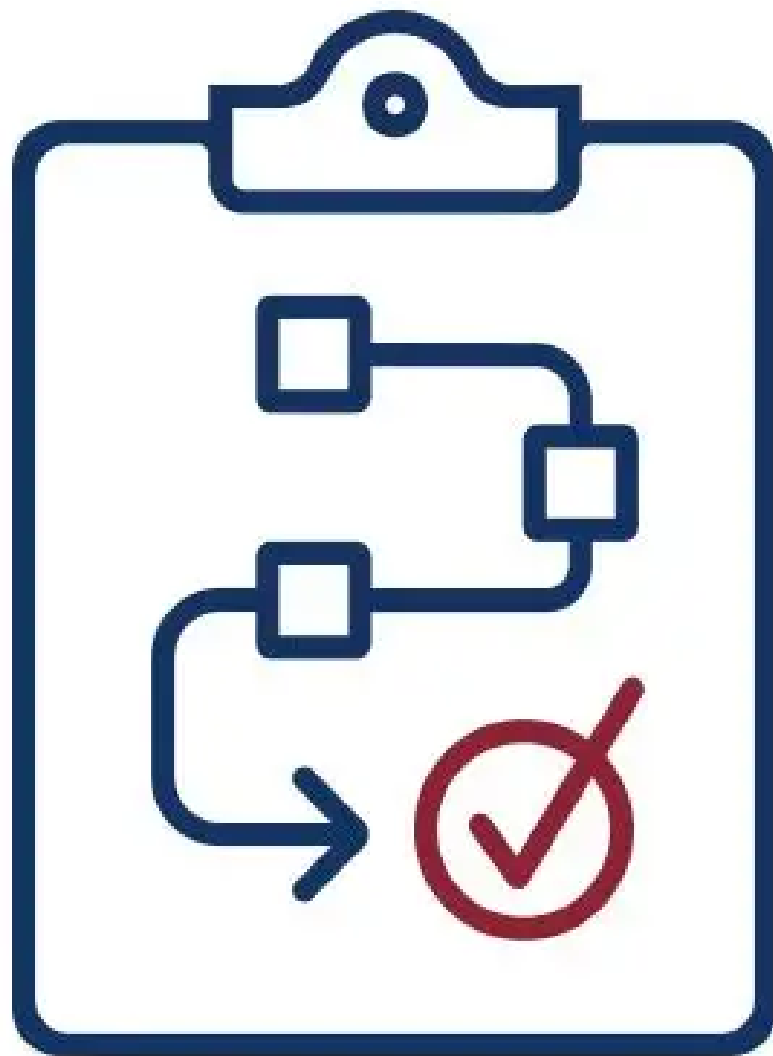
Prices that reflects fair production costs without exploiting labor. Educating consumers about ability to second use.

8. Consumer –

Wearing and caring for clothing.

to enforce - egzekwować
dyes - barwniki
durability - trwałość
labeling - etykietowanie
to reflect - odzwierciedlać

In short:



Who benefits from Fair Fashion?

Workers -

fairly paid with a guarantee of safety.



Environment -

less water pollution, lower CO² emissions.



Consumers -

high-quality, non-toxic clothing that lasts longer.



Ethical brands -

long-term business stability and a loyal, conscious customer base.

Why many European fair fashion companies still produce clothes outside Europe?

- **Raw material availability:**

Producing close to where organic cotton or rubber grows reduces transport emissions.

- **Production costs:**

Lower production costs allow brands to keep ethical clothing affordable for more people.

- **Logistics:**

Strategic locations help in creating a more efficient global distribution network.

- **Certifications:**

Many ethical factories abroad have high global standards.

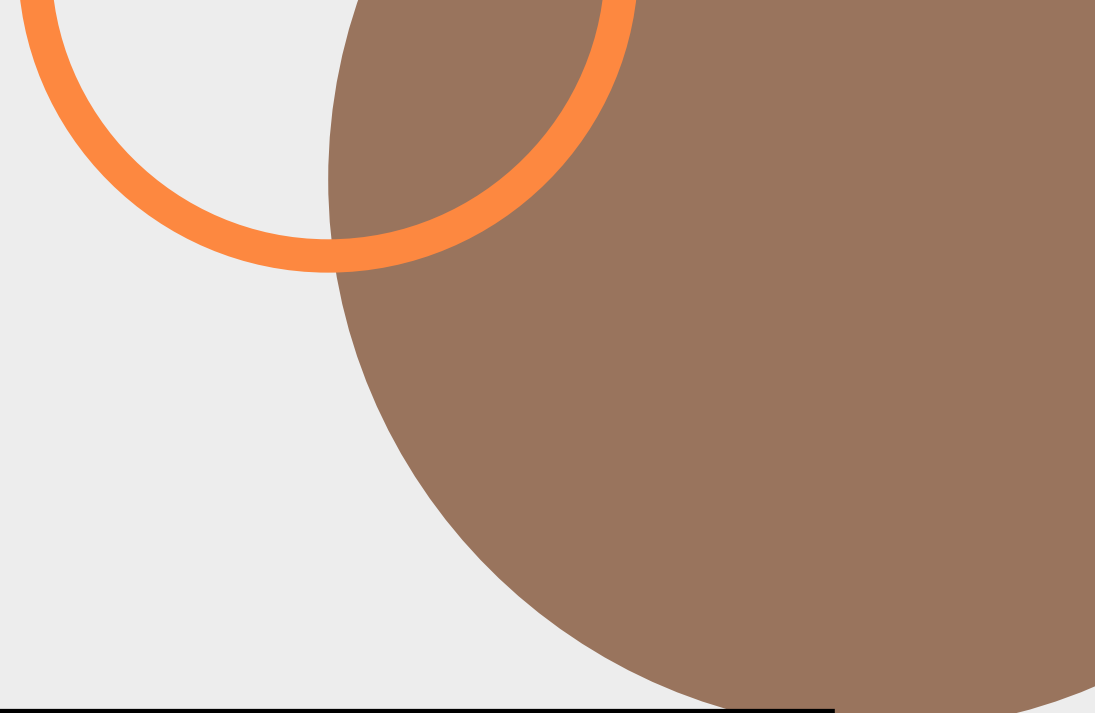
- **Local craftsmanship:**

- Using specialized traditional skills (e.g. hand weaving in India).

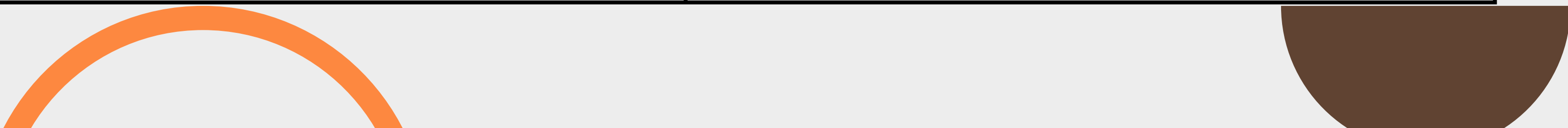




Solution wall



Problem	Solution
Waste	Recycling textiles & second-hand clothing
Pollution	Eco-materials & reducing water usage
Exploitation	Fair working conditions
Overconsumption	Slow fashion lifestyle (buying less, longer wearing, choosing well)





Thank you for your
attention, I hope you liked
my presentation ;-)