

Fais
FASHION

Presented by Maria Musioł & Anastasiia Butyn



ABOUT *Fair fashion*

Fair fashion means clothing that is produced in a fair, ethical, and environmentally friendly way. It focuses on respecting workers and protecting the planet.

Ethical fashion includes fair wages, safe working conditions, and no child labor.

Sustainable fashion uses eco-friendly materials and reduces pollution and waste.

ORIGIN *OF* CLOTHING

ARMEDANGLES

ARMEDANGELS

Country: Germany,
Clothes production: India, Bangladesh &
Turkey
Materials: Organic cotton, recycled
fabrics, linen & tencel
One of the most recognized ethical
fashion brands & environmentally
friendly

PEOPLE TREE

PEOPLE TREE

Truly Conscious Clothing

Country: United Kingdom,
Clothes production: India, Bangladesh &
Nepal,
Materials: Organic cotton, linen & tencel,
Production is ethical & environmentally
friendly.

JAN'N JUNE

J A N N

J U N E

Country: Germany,
Clothes production: India & Turkey
Materials: Organic cotton, linen &
tencel
Production is ethical &
environmentally friendly

ORIGIN *OF* CLOTHING

LANIUS



Country: Germany,
Clothes production: Germany, Portugal
& Bulgaria
Materials: Organic cotton, linen & tencel
Production is ethical & environmentally
friendly

NUDIE JEANS



Country: Sweden
Clothes production: India, Turkey & Italy
Materials: 100% Organic cotton,
Ethical denim brand known for repair, reuse
& recycling programs

World MAP

ASIA

EUROPE

Nudie Jeans co
ARMEDANGELS JAN N
JUNE

PEOPLE TREE
Truly Conscious Clothing
ARMEDANGELS

Nudie Jeans co
JAN N
JUNE

LANIUS
FAIR & ORGANIC FASHION
- since 1999

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Nudie Jeans co

LANIUS
FAIR & ORGANIC FASHION
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FASHION *Production* CHAIN

RAW MATERIAL COLLECTION

Organic cotton, hemp, bamboo, or recycled fibers are collected using environmentally friendly methods.

ECO-FRIENDLY MANUFACTURING

Clothes are produced using non-toxic dyes, less water, and energy-efficient processes.

ECO-FRIENDLY TRANSPORT

Clothing is transported using low-carbon methods such as sea freight or efficient logistics.

RETAIL & CONSUMER PURCHASE

Consumers buy sustainable fashion products from ethical brands.

SUSTAINABLE FARMING

**FAIR WAGES &
ETHICAL LABOR**
Farmers and factory workers are paid fairly and work in safe conditions.

QUALITY CONTROL & ETHICAL BRANDING

Products are checked to ensure sustainability standards and ethical practices.

**RESPONSIBLE
PACKAGING**
Items are packaged using recyclable, biodegradable, or minimal packaging materials.

**RECYCLING &
SECOND HAND USE**
Clothes are reused, donated, repaired, or recycled to reduce waste and extend product life



Beneficiaries

WORKERS & LOCAL COMMUNITIES



Workers and local communities are the primary beneficiaries because fair fashion addresses the inequities they face in conventional fashion.

CONSUMERS



Consumers benefit indirectly through ethics and product quality, but not as tangibly as workers.

THE ENVIRONMENT



The environment benefits indirectly, and the impact is long-term rather than immediate.

ETHICAL BRANDS & RESPONSIBLE COMPANIES



Brands benefit through reputation and consumer trust, but this is a secondary benefit compared to the gains for workers.

IN EUROPE



OUTSIDE EUROPE

AVAILABILITY OF RAW MATERIALS

Many natural materials such as organic cotton, bamboo or certain plant fibers are grown mainly in Asia, Africa or South America. Producing clothes close to where these materials are grown reduces transport of raw materials & can be more sustainable.

LOCAL CRAFTSMANSHIP

Some regions have strong traditional skills in textile production, weaving, embroidery or dyeing. Fair fashion brands work with these local artisans to preserve traditional craftsmanship & support local communities.

CERTIFICATION & FAIR WORKING STANDARDS

Many factories outside Europe now follow international fair-trade & ethical certifications. Fair fashion companies cooperate with these factories to ensure safe working conditions, fair wages & workers' rights.

PRODUCTION COSTS

Producing clothes in Europe can be very expensive. By producing in other countries under fair conditions, companies can keep prices more affordable while still paying workers fairly.

REDUCING POLLUTION THROUGH BETTER LOGISTICS

Producing near the sources of materials or near major production centers can reduce unnecessary transport steps. Efficient logistics can lower emissions compared to shipping materials back and forth.



Solution WALL

TIMELESS STYLE



People buy **less but better quality clothing**.
Focus on **long-lasting, timeless styles** instead
of trends.

ECO MATERIALS



Use of **organic cotton, recycled fabrics & natural dyes**.
These materials **reduce pollution & chemical use**.

SECOND HAND CLOTHING



Buying **thrift or vintage** clothing extends the life
of garments.
This reduces demand for **new fast Fashion**
production.

REDUCING WATER USAGE



Sustainable production methods **use less water**.
Eco materials like organic cotton **require fewer resources**.

FAIR WORKING CONDITIONS



Workers receive **fair wages & safe workplaces**.
Brands follow **ethical labor standards**.

Solution

WALL

RECYCLING TEXTILES



Old clothes are **reused or recycled into new fabrics**.
This prevents clothing from ending up in **landfills**

REDUCING WASTE



Fair fashion focuses on producing **fewer, higher-quality clothes**.
Durable clothing lasts longer, which **reduces textile waste**.

FAIR FASHION

THANK *You*



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