



Slow Fashion, COOL Living

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Outline

1. Climate change – a global issue
2. Fast Fashion and environmental concerns
3. Slow Fashion concept
4. International practices
5. Asia and Hong Kong practices
6. FoE(HK)'s Trees.COOLiving
7. Slow Fashion in Hong Kong





Climate Change - what Leonardo DiCaprio has to say:

- At the UN Summit 2014:

“...This is the most urgent of times, and the most urgent of messages.

... And now it's YOUR turn, the time to answer the greatest challenge of our existence on this planet ... is now.

I beg you to face it with courage. And honesty. Thank you.”



Climate Change – What Leo has to say:

- In his 2016 Academy Award winning speech:
- *“...Climate change is real, it is happening right now. It is the most urgent threat facing our entire species, and we need to work collectively together and stop procrastinating...”*
- *“... We need to support leaders around the world who do not speak for the big polluters, but who speak for all of humanity...”*





Climate change and lifestyles

Our environment provides resources which we require for our living needs:



Fashion Industry – Fast Fashion

Fast Fashion:

a phrase refers to the industry's practice, it is highlighted by **QUICK** production of clothing collections that capture the **NEW** current luxury fashion trend at **LOW** costs.

- Why it thrives?

Supply

- Rapid prototyping
- Efficient transportation and delivery
- Merchandise ready

Demand

- Trendy product
- Easy access
- Cheap price



Fast Fashion: barriers to reach SDG



Slow Fashion – an alternative practice



Seeing the Big Picture

- all actions are interconnected within larger ecological and social systems



Diversity

- maintain ecological, social and cultural diversity



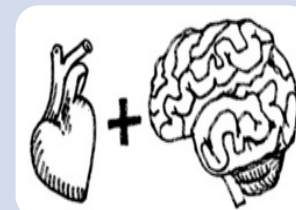
Respecting people

- secure the fair treatment of fashion workers



Acknowledging human needs

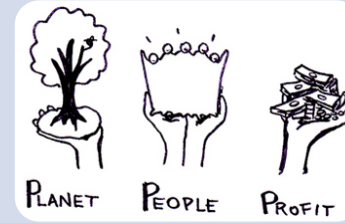
- respects and acknowledges human needs across the globe



Practicing consciousness

- aspire to make a difference in the world

Slow Fashion – an alternative practice



Building relationships

- Collaboration

Resourceful

- using locally available materials, resources and human capital

Maintaining quality beauty and care

- offering traditional cuts and creating beautiful, timeless pieces.

Profitability

- sustain profits and increase visibility in market in order to be competitive

Slow Down Consumption

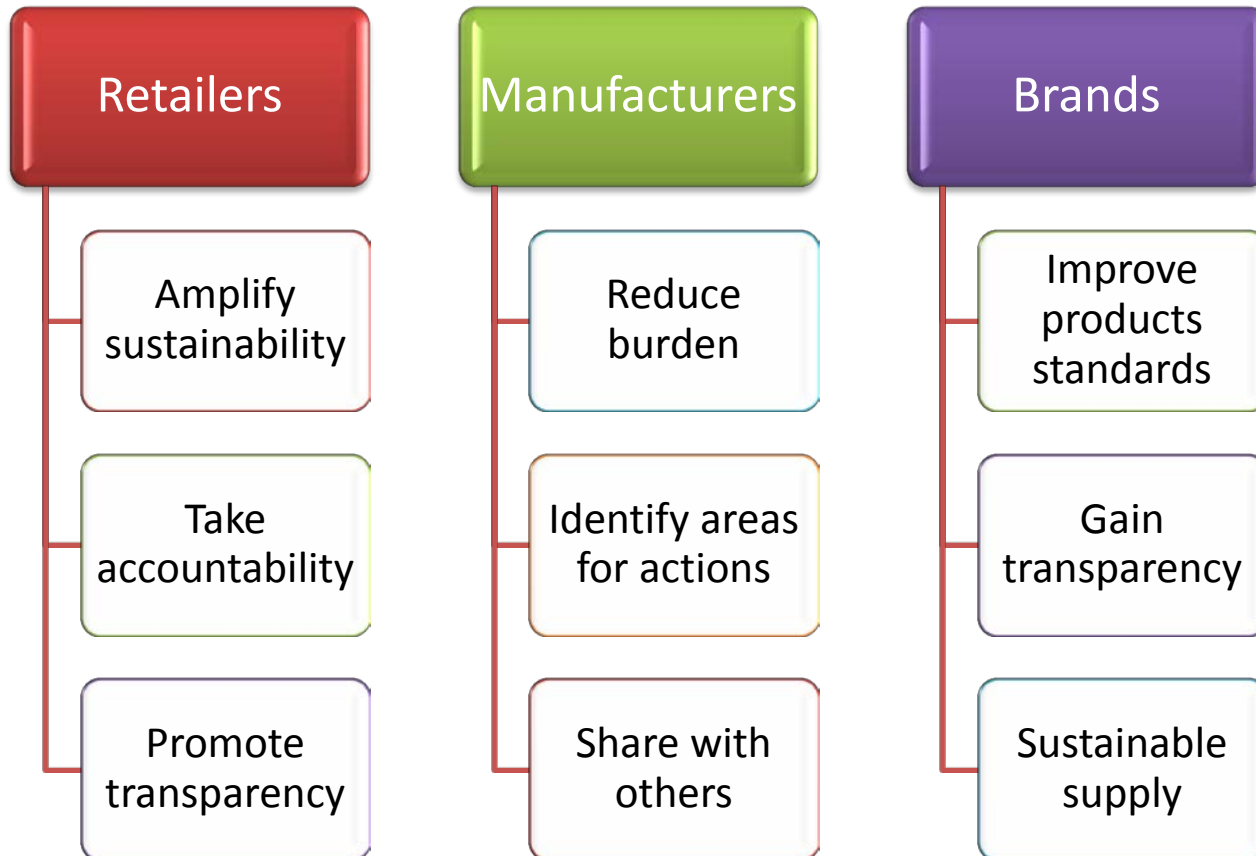
- decreasing new fashion production allow ecosystem to regenerate



Slow Fashion – International practice

- **Sustainable Apparel Coalition:** industry's foremost alliance for sustainable production, formed by **Patagonia** and **Walmart** in 2009
- SAC's **HIGG Index:**
 - Measurement tool for:
 - Retailers/ Manufacturers/ Brands
 - **Evaluate environmental , social and labor** impacts
- Objectives:
 - address inefficiencies,
 - resolve damaging practices,
 - achieve environmental and social transparency.

The HIGG Index





The Sustainable Apparel Coalition

SAC currently has 171 members representing Retailers, Manufacturers, Governments, NGO, Academia





Slow Fashion – International Practice (Intl' Retailers)

REDUCE:

WE make useful gear that lasts a long time **YOU** don't buy what you don't need

REPAIR:

WE help you repair your Patagonia gear **YOU** pledge to fix what's broken

REUSE:

WE help find a home for Patagonia gear you no longer need
YOU sell or pass it on*

RECYCLE:

WE will take back your Patagonia gear that is worn out
YOU pledge to keep your stuff out of the landfill and incinerator

REIMAGINE:

TOGETHER we re-imagine a world where we take only what nature can replace



Source: Patagonia.

<http://www.patagonia.com/email/11/112811.html>

Slow Fashion – International Practices (Brands and Retailers)

1. Tom Cridland:

- international sustainable fashion brand
- producing luxury clothing in unique colors
- “the 30-year collection”



Source: <http://www.tomcridland.co.uk/pages/about>

2. MANONIK

- brand created by Yoshiyuki Minami
- explores sustainability, micro-production
- based on the materials availability
- handcrafted pieces

-<http://www.manonik.com/processes-1/>



Source: <http://www.manonik.com/processes-1/>

Slow Fashion – Hong Kong Practice (Manufacturers)

1.1 Hong Kong Non-Woven Fabric Industrial Co Ltd (HK Non-Woven)

- One of the 9 manufacturers from Hong Kong listed on the SAC
- HKNW's commitment to eco-innovation and technology
- Partnership with TEIJIN Group to promote **ECOPET™** and **ECOCRICLE™ FIBERS**



Recovered PET bottles

Flakes

Pellets

ECOPET™ staple fiber

TEIJIN
Human Chemistry. Human Solutions.

Recycled Polyester Fiber
ECOPET™

Facilitates harmony with the ecosystem respecting the values of nature and all living organisms.

This is the fundamental concept of Teijin Group's environmental management. To represent the concept in practical forms, Teijin makes every effort to reduce environmental impact from its business operation by making effective use of resources and recycling its products. One of the priorities is the deployment of ECOPET™, recycled polyester fiber made from used PET bottles.

The environmental impact reduction effect of ECOPET™ has been substantiated by an LCA study.

As a result of a study using the LCA methodology, ECOPET™ can reduce CO₂ emission by 47% and energy consumption by 33% as compared to having the fiber produced from oil.

CO₂ emission 47% reduction

Energy consumption 33% reduction

For example, When 300 PET bottles of 600ml capacity are recycled into staple fiber, the CO₂ reduction in CO₂ emission is 14.6 tons of crude oil, and the energy consumption is equivalent to about 14.6 tons of crude oil.

What is LCA (Life Cycle Assessment)?
LCA is a methodology used to analyze and study environmental impacts associated with all the stages of the life cycle of a product, from raw material extraction through materials processing, manufacture, distribution, and use, to end-of-life treatment. Recycling and incineration with energy recovery are also covered. Environmental impacts are evaluated in terms of potential global warming, acidification, ozone depletion, and other environmental impacts.

Material Recycling Process

PET bottles are valuable resources. In Japan, more than 93% of PET bottles are recycled. In today's circumstances, which call for further efforts for protecting environment, PET bottles are regarded as valuable resources for realizing sound utilization of materials through recycling.

The ecological nature of ECOPET™ becomes evident by comparison!

The Environmental Impact Reduction Effect of ECOPET™

CO₂ emission and energy consumption are compared in two different processes as specified below (Staple Fiber Production from Oil and Staple Fiber Production by Material Recycle).

Comparison of CO₂ Emission
CO₂ emission reduction: 47% reduction

Comparison of Energy Consumption
Energy consumption reduction: 33% reduction

Staple Fiber Production by Material Recycling

Staple Fiber Production from Oil

ECOPET™ offers an opportunity to appeal with the use of recycled materials to your customers, while facilitating the effective use of PET bottles.

TEIJIN FIBERS LIMITED
Teijin Staple Fiber Sales Department
Phone: +81-6-6284-2001

Slow Fashion – Hong Kong Practices (Manufacturers)

1.2 Cotton Leaf



- Started in 2014 in Hong Kong.
- to conserve environment, improve lives through *sustainable* clothing.
- use ONLY organic cotton certified with Global Organic Textile Standard
- GOTS: high-level social and environmental criteria are met along the entire supply chain

"We believe green clothes can change lives and we work hard to deliver just that"



Slow Fashion – Hong Kong Practice (Manufacturers)

1.3 The “To Make Locally” (TML) project

- Initiated by local manufacturer **Grandion Industrial Ltd**
- Hub to harness design talent, free flow of goods, information and funds, “Made by Hong Kong” brands.
- **Smart Maker Platform – Fabrication Lab:** for international and local designers and entrepreneurs to exchange ideas
- **Low Carbon Footprint Production Centre:** for minorities with experience
- **Diversified Digital Printing and Production Centre:** high-tech digital printing
- **O2O Experimental Centre:** online and offline sales



Slow Fashion – Hong Kong Practices (Retailers)

1.4 EARTH.er

- Local Hong Kong retail brand
- Ethical/ Eco/ Green merchandises:
Use of eco-friendly materials and processes, minimize material use and wastage, functional & fashionable, fully express the local cultures.
- Collaboration with remote villages in South Asian countries.



Slow Fashion – Hong Kong Practices (Community Services)

Recycling / Upcycling/ Redesigning

St James' Settlement: Green Ladies

1. Consigners: second hand clothing for sale (donation to SJS, return to consigners)
2. Customers: more affordable prices
3. Society: working opportunity



三贏環保理念



時裝回收，令寄賣者得回饋

時裝每季換新，女士可以將有質素二手衫寄賣；一經賣出，寄賣者可獲取售價的三成作回饋，同時可以減少浪費。



時裝重用，改變消費習慣

Green Ladies是一個環保平台，推動舊衣潮著文化；市民亦可以用相宜價格選購優質產品，令社會資源可以循環再用，同時改變消費習慣令生活更環保。



創造就業及締造美好環境，整個社會得益

Green Ladies推動綠色文化，以環保及就業為目標，回收女士時裝，讓社會資源有效循環再用；同時聘用中年婦女擔任銷售員，提供培訓機會，發揮她們所長。

Slow Fashion – Hong Kong Practices (Community Services)

St James' Settlement:

Community Oriented Mutual Economy (「社區經濟互助計劃」)

1. Economic (經濟目標) : through the exchanges of goods and services among community members to optimise the use of resources;
2. Social (社會目標) : through enhancing communication among community members to build up network;
3. Cultural (文化目標) : through purchasing and exchanging goods and services to contemplate on the quality of daily consumption.



Slow Fashion – Hong Kong Practices (Community Services)

The Oxfam Shop

- Sells second-hand items donated by public (from clothing to home accessories)
- Operated by and gain support
- Sales income goes towards Oxfam's humanitarian projects



Source: <http://www.oxfam.org.hk/en/theoxfamshops.aspx>

The Salvation Army (recycling program)

- Organizational and personal donations
- Family stores
- Community donation of clothes and goods
- Recycling collaborations
- Community used clothes recycling bank scheme



Source: http://www.salvationarmy.org.hk/en/services/news_and_schemes

Slow Fashion – Hong Kong Practices (Services)

REDRESS

an environmental NGO working to reduce waste in the fashion industry. We work to do this in three ways:

1. Educating and nurturing emerging fashion designers
2. Inspiring and informing fashion consumers
3. Catalyzing and changing the fashion industry



THE ECOCHIC DESIGN
AWARD



CONSUMER
CAMPAIGNS



INDUSTRY
ENGAGEMENT

FoE(HK)'s COOL Living

樂活十宜 LOHAS 10 Do's

源頭減廢
循環再用
升級再造
適食 · 惜食
多菜少肉
善用空調
多用公交
步行 · 騎車
綠化 · 耕種
本土 · 公平交易

Refuse · Reduce
Recycle · Reuse (BYOB³)
Redesign · Repair
Order Less · Waste Less
Less Meat · More Vegetables
Turn Off · Turn Down Air-con
Drive Less · More Mass Transit
Hike · Bike
Urban Greening · Farming
Buy Locally · Care Globally





A movement towards Slow Fashion

- Current HK Slow Fashion Practices :
 - Service level: tailoring unique commodity (everlasting and life warranty)
 - Manufacturer level: Innovative technology (**RITA**)
 - Community level: recycling, upcycling and redesign





Business models for Slow Fashion to thrive in Hong Kong

What Products and Services?

Trendy

- Accessible
- “Affordable”

How?

Reimagine, Recreate, Reconstruct



FoE(HK) Upcoming Events – 3.22 Water Forum

日期 / Date: 22nd March 2016

時間 / Time: 08:30 - 17:30

地點 / Venue: 香港中文大學康本國際學術園地下2號演講廳 /
LT2, Ground Floor, Yasumoto International Academic Park, CUHK

免費入場
Free Admission

演講嘉賓 / Speakers:



董戰峰教授

環保部環境規劃院環境政策部副主任
Prof. Zhanfeng DONG, Chinese Academy for
Environmental Planning (CAEP),
Ministry of Environmental Protection



鄭文聰教授 榮譽勳章 太平紳士

香港工業總會主席
Ir Prof. Daniel M CHENG MH, JP,
Chairman of Federation of Hong Kong Industries



吳遜教授

香港科技大學社會科學系教授
Prof. Xun WU, Professor of Division
of Social Science, HKUST



謝英士先生

環境品質文教基金會董事長
Mr. Ying-shih HSIEH, Chairman of
the Environmental Quality Protection Foundation



水 論 壇
Water Forum
2 0 1 6



陳永勤教授

香港中文大學地理及資源管理學系教授
Prof. Yongqin CHEN, David, Professor of Geography
and Resource Management Department, CUHK



劉素女士
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THANK YOU

