

FUTURE FOCUS

LABS

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‘The University of Exeter is at the forefront of research around Sustainable Clothing, this will be a fantastic opportunity to hear how you could use the research in your business model to help connect to consumers regarding this growing trend’.

– Hollie Kirk – University of Exeter

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LAB DATES

Saturday 18th May
2019

University of Exeter,
Tremough Campus,
Cornwall

OVERVIEW OF TOPIC

Sustainable Clothing Journeys

Are you looking to make your fashion or textile related business more sustainable? Through an exciting opportunity you will get to hear the findings and feedback from University of Exeter, Cornwall campus research project called S4S Designing a Sensibility for Sustainable Clothing. This interactive lab will help you understand how consumers feel, think and act about sustainable fashion. Combined with learning about the next steps in sustainability, we will cover the Circular economy and you will be equipped to launch or change to a sustainable fashion brand. The day will include a sustainable fashion show and SWISH. An opportunity to speak to academics and research participants about the project, and how it could be used in your own marketing strategy.

WHAT WILL BE COVERED?

The day session will cover the below topics;

THINK: What do consumers think are the ethical and environmental implications of their clothing choices. What do consumers think are the most ethical and environmentally-friendly choice. What do consumers think will happen to their clothes at the end of their life-cycle.

FEEL: Do customers feel empathy with exploited garment workers as well as those living in environments polluted by toxic waste from the production of clothing.

Do consumers feel that 'eco' and ethical is cool

Do consumers feel empowered to make changes.

ACT: Will consumers act by buying less clothing.

Will consumers act by buying more clothing from ethical clothing brands, second hand, pre-loved, vintage clothes or rent clothes.

Will consumers act by washing their clothes less or use environmentally safe washing substances.

OUTCOMES

Learn how current University of Exeter research on sustainable clothing could help you market your local and ethical practices to different audiences.

Learn from other businesses in Cornwall how they have successfully marketed a sustainable brand.

Learn about the Cornwall supply chain in clothing and textiles, making connections and contacts.

Get your ticket here



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