

The Five Goods

Fashion for Good will enable the breakthrough innovation and widespread adoption of good fashion practice: Good Materials, Good Economy, Good Energy, Good Water, and Good Lives. We call them the Five Goods.

The fashion industry contributes to water pollution and climate change, sends enormous amounts of waste to landfills and threatens the health and safety of the people who make clothes and the people who wear them.

But it doesn't have to be this way. Good fashion is not only possible, it is within reach – what the industry lacks are the resources, tools and incentives to put good fashion into relentless practice. Fashion for Good is here to change that.

Fashion for Good will guide the sector with a robust definition of 'good' that every single part of fashion's global supply chain can be inspired by and aspire to.

Good fashion is not fashion that simply looks good or is mostly good. It is good in five important ways:

- Good Materials – safe, healthy and designed for reuse and recycling
- Good Economy – growing, circular, shared and benefiting everyone
- Good Energy – renewable and clean
- Good Water – clean and available to all
- Good Lives – living and working conditions that are just, safe and dignified

By sharing 'The Five Goods' widely with practicality and wisdom, and by demonstrating that they can create good fashion that is more attractive, accessible and affordable than its opposite, Fashion for Good will guide the sector with an aspirational model that all can use; a genuine and accountable framework with the promise of social, economic and environmental prosperity.

Good Materials

**Good materials are safe, healthy, and
designed for reuse and recycling.**

**COTTON PRODUCTION IS NOW
RESPONSIBLE FOR 11% OF WORLDWIDE
PESTICIDE USE AND
24% OF TOTAL
INSECTICIDE USE.**

YALE ENVIRONMENT 360, 2016

**POLYESTER CAN TAKE UP TO
200 YEARS TO
BIODEGRADE.**

HEARTS, 2011

**THE MAKING OF ONE PAIR OF
LEATHER SHOES
RELEASES THE
SAME AMOUNT OF
CARBON DIOXIDE
AS A 38 KILOMETER
CAR TRIP.**

MIT, 2015

**CHEAP SYNTHETIC FIBERS EMIT
NITROGEN MONOXIDE GAS, WHICH IS
300 TIMES MORE
DAMAGING THAN
CARBON DIOXIDE.**

FORBES, 2015

**We can
solve this**

Founder of Ananas Anam, Dr. Carmen Hijosa, develops a unique world of sustainable textiles made from pineapple leaf fibers.



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Dr. Carmen Hijosa
Founder & CEO, Ananas Anam
London, UK

“If we make a product, we are responsible throughout the supply chain for the consequences of making this product.”

Why is it important to have an alternative to leather?

Because our process doesn't use any water. The leather industry is not clean. There are many in the industry that are doing everything they can to make leather into a sustainable product. However, most tanneries have no real regulations. They use nasty chemicals that are bad for workers, and that go into the water and air. Yet there is a huge demand for leather, not just in fashion, but also from the car and aeronautic industries. We do not want to take leather out of the market, but we like to give people alternatives.

How did you seek to innovate the textile industry?

The idea, at the beginning, was to search for an alternative to leather. While working very closely with weavers and farmers, I found a pineapple leaf fiber. This is made from the waste of the pineapple harvest, and is traditionally used in the Philippines to make a beautiful, hand-woven textile. Because of the qualities of these fibers—which are very fine, strong, and flexible—I thought maybe I could make a mesh, not unlike leather. This material I now call Piñatex.

Good Materials

Akshay Sethi of Ambercycle upcycles waste plastics into new materials using innovative biochemical technologies.



Akshay Sethi
Co-Founder, Ambercycle
San Francisco, USA

“Ambercycle's mission is to make society zero-waste.”

How does your process turn that problem into an opportunity?

We quickly realized that existing recycling processes aren't very good. So we invented a new one. For the textile industry, this means developing breakthrough biochemical technologies that make raw materials like PET using old clothing instead of petroleum. This is not only environmentally friendly, but also economically sensible. By making clean, high-quality PET from waste clothing, companies save significant costs on waste management fees, raw material procurement costs, and energy. Ambercycle aims to deliver a world in which natural resource consumption is dramatically reduced.

What inspired you to get involved with the textile industry?

Plastic pollution is a significant threat to humanity, and if we don't act quickly, we may be approaching consequences of catastrophic proportion. Polyester is a significant contributor to plastic pollution globally. It's everywhere. The textile industry uses more polyester than all other industries combined, and consumption is rapidly growing. As a society, we spend billions of dollars making PET plastic, only to dispose of it once we don't want it anymore. We're literally throwing away money.

**A good economy is growing, circular,
shared, and benefitting everyone.**

LINEAR CONSUMPTION IS THE
PROCESS OF TAKE-MAKE-DISPOSE. AS
THE VOLUMES OF CONSUMER
DEMAND AND MANUFACTURING WASTE
CONTINUE TO RISE,

**LINEAR
CONSUMPTION IS
REACHING ITS
LIMITS.**

WORLD ECONOMIC FORUM, 2013

MORE THAN 80 BILLION PIECES OF
CLOTHING ARE PRODUCED
WORLDWIDE EACH YEAR. OF
THESE PIECES,

**75% WILL END UP IN
LANDFILLS.**

GREENPEACE, 2016

OF THE NEARLY 400 BILLION SQUARE
METERS OF TEXTILES PRODUCED
EACH YEAR,

**60 BILLION SQUARE
METERS**

**WILL BE LEFT ON THE CUTTING ROOM
FLOOR.**

GREENPEACE, 2016

GLOBAL AVERAGE WAGES IN THE
CLOTHING INDUSTRY ARE

35% LOWER
THAN THE AVERAGE WAGE IN THE
MANUFACTURING INDUSTRY.

INTERNATIONAL LABOUR ORGANIZATION, 2014

**We can
change that**

**Good
Economy**

Bert van Son's MUD Jeans builds sustainable fashion lines using customers' leased and returned clothing.

**Good
Economy**



Bert van Son
Founder and CEO, MUD Jeans
Almere, The Netherlands

“We are extremely transparent in what we do and that helps us a lot with the new generation of customers who find that important.”

What challenge did you see in the fashion industry, and how did you decide to address it?

When we started MUD Jeans in 2012, the goal was to create a circular economy in the fashion industry by making sure all the goods we put into the market came back to us, and that we recycled them. We came up with the idea to either give customers a discount when they brought back any brand of used jeans, or give them the ability to lease a pair of jeans from us for a monthly fee.

What does a healthy economy for the fashion industry look like?

It's not necessary to have a new fashion line or clothing collection every two weeks. We try to do things in a more reasonable way, by making collections that are 'pan seasonal,' meaning you can use them throughout the year. But moreover, when you're designing for the future, you're also designing a product that can be easily recycled, and you're reusing the raw materials in an intelligent way.

“Big business should partner with social enterprises, and come up with small pilots for success.”

How can the fashion industry improve economic conditions in developing countries?

Move women up the value chain. Not only should they stitch, they should be in charge of choosing operations and supervising others. That's the kind of paradigm shift we talk about at Industree. We have built two producer-owned companies. These are like co-ops—100 percent owned by producers and professionally managed—but we have transparency into all of their financial transactions. We believe that the self-owned value chain is a very strong form of social sustainability, is globally compliant, and should stay 100 percent in the formal sector.

Industree founder Neelam Chhiber connects India's independent artisans to global economic opportunities.



**Neelam Chhiber
Co-Founder, IndusTree
Bangalore, India**

What are the economic challenges facing the fashion industry in India?

Most economies that move from undeveloped to developed usually grow on the backbone of fashion production, because it's labor intensive and has a huge market demand. Yet only 10 percent of India's exports are fashion. We are missing opportunities in the global fashion market because the creative industries in India typically manufacture for their own consumption. Apparel manufacturing is left to the private sector to set up, which is not happening at the scale required.

**Good
Economy**

Good energy is renewable and clean.

IT TAKES 145 MILLION TONNES
**OF COAL TO
PRODUCE A YEAR'S
SUPPLY OF FIBER.**

© ECOTEXTILES, 2013

OVER 70 MILLION TREES ARE LOGGED
EVERY YEAR

**AND TURNED INTO
FABRICS LIKE
RAYON, VISCOSE,
AND MODAL.**

FORBES, 2015

FASHION IS THE SOURCE OF 10% OF
GLOBAL CARBON EMISSIONS,
MAKING IT

**THE SECOND
DIRTIEST INDUSTRY
IN THE WORLD.**

THE FAIR FASHION CENTER, 2016

POLYESTER AND OTHER SYNTHETIC
MATERIALS REQUIRE

**10 TO 25 TIMES AS
MUCH ENERGY**

TO PRODUCE AS NATURAL FIBERS.

© ECOTEXTILES, 2013

**We can
do better**

**Good
Energy**

Wolfgang Grupp and the team at Trigema produce biodegradable t-shirts using solar-powered and water-efficient methods.



Wolfgang Grupp
Sales, Trigema
Burladingen, Germany

What's different about how your company uses energy?

Whether it's in our office spaces, in our shops, or in production as a whole, our first goal is always to use the least amount of water and electricity. With the water supply, we look to minimize the water or reuse it. We use a combined heat system, which means the steam created is used to produce the hot water we need. We use solar power in production, as well as in all our buildings, where possible.

How do you use this energy as a force for good?

We provide our customers with Cradle to Cradle 100 percent recyclable shirts. We use bio cotton for these shirts, which is cotton that grows naturally and is not treated with chemicals. Every material used in these shirts, whether it's the dyeing substances or the sewing yarn, is not harmful for the environment. In theory, when you are finished with your shirt you can bury it in your garden, and after nine months it's gone. It's biologically sustainable.

“We've been a family business since 1919. We have a responsibility to our employees, to our children, and our children's children.”

Dr. Markus Müller and the staff of Johann Müller AG burn waste wood to power their Cradle to Cradle textile dyeing processes.

**Good
Energy**



Dr. Markus Müller
CEO and Owner, Johann Müller AG
Strengelbach, Switzerland

What is your biggest energy challenge?

In textile production, the most energy is used during dyeing. We need a lot of water for soaking material, heating dye baths, and hot-water textile rinsing. We use approximately one liter of oil per kilogram of textile dyed. The price for energy in Europe is also very high, and we have to use every cent we can to economize. We can't afford to make environmentally friendly textiles that also cost a lot, so we need cheaper energy options.

“It is a good feeling to do something which is good for you and good for the environment at the same time.”

How did you change your processes to produce cleaner energy?

Waste wood is a cheap resource, and it's available in huge amounts from pallets and old construction. If we didn't burn it, it would be burned at a waste plant. So we made changes to our production processes and our filtration systems, and every day a truck delivers this waste wood, which we shred and burn in our boiler. We wouldn't use it if it was environmentally problematic and, thankfully, this method is ecological and economical.

How does your company use and create clean energy?

Cotton Blossom is a first generation, family company. From day one, our main vision was that we would never do anything that was unsustainable or harmful to nature. There are many mechanisms in place at our company to make maximum use of energy and water. Most of our energy is from our own windmills, and we give excess energy back to the grid. We reuse the water from our dye house, and even reuse the heat from our boiling water.

“Sustainability is about how you can use what you buy to its fullest, and enjoy it to its fullest.”

How do you harness this clean energy for good fashion?

We have started the Cradle to Cradle program, which I am very proud about because I know exactly how my garment is going to react with people and the earth at any point in time. What I would really like to do is make all of my manufacturing from Cotton Blossom Cradle to Cradle, so that I know every garment I make has not left a mark on any body or the environment. Today, all of our products are 100 percent organic.

Philomena John of Cotton Blossom uses a completely green energy process to produce 100 percent organic products.



Philomena John
Director, Cotton Blossom
Tirupur, India

Good
Energy

Good water is clean and available to all.

PLASTIC MICROFIBERS SHED FROM
OUR SYNTHETIC CLOTHING INTO THE
WATER SUPPLY ACCOUNT FOR

**85% OF THE
HUMAN-MADE
MATERIAL**

FOUND ALONG OCEAN SHORES,
THREATENING MARINE WILDLIFE AND
ENDING UP IN OUR FOOD SUPPLY.

THE GUARDIAN, 2016

IT TAKES

**2,700 LITERS OF
WATER**

TO PRODUCE THE COTTON NEEDED
FOR ONE T-SHIRT—THE EQUIVALENT
OF WHAT AN AVERAGE PERSON
DRINKS IN THREE YEARS.

WORLD WILDLIFE FUND, 2015

THE FASHION INDUSTRY IS
RESPONSIBLE FOR

**20% OF INDUSTRIAL
WATER WASTE.**

THE FAIR FASHION CENTER, 2016

ANNUALLY, CHINA'S TEXTILE
INDUSTRY EXPELS ABOUT

**2.5 TRILLION LITERS
OF WASTEWATER**

INTO ITS RIVERS.

YALE ENVIRONMENT 360, 2014

**We can
solve this**

**Good
Water**

Good Water

Madhu Anand of eCO2Dye helps revolutionize the textile industry through a waterless dyeing process.



Madhu Anand
Vice President, eCO2Dye
Allentown, USA

What is unique about your dyeing process?

We are preserving water in the sense we don't use water, like the rest of the textile industry does. In our dyeing method, temperature and pressure turn carbon dioxide gas into a supercritical fluid. In this state, carbon dioxide behaves very much like water. Dye is then dissolved in the carbon dioxide, like it would be dissolved in water. As you release pressure in the system, the carbon dioxide turns back into a gas and unused dye drops out of the solution, leaving just the carbon dioxide. We have very little loss of carbon dioxide in this process, so we can use it again and again.

“The textile goes in dry and comes out dry.”

How does this method promote Good Water?

Since our process doesn't use any water, this allows us to wean the marketplace off of using water for textile dyeing. This results in at least a 50% reduction in energy use. Also, we don't generate any contaminated water like the rest of the textile industry. We use only dye in the carbon dioxide—the rest of the chemicals are no longer needed, which results in a more than 60% reduction in chemicals used in textile dyeing.

Textown worker Krisno Kumar Das improves the water supply in cooperation with the Partnership for Cleaner Textile.



Krisno Kumar Das
Dyeing Machine Operator, Textown
Ashulia, Bangladesh

How does your work help to create good water?

I operate the dyeing machines in the Textown Textiles factory. This means I take care of the complete dyeing process, from the grey fabric, to handing off wet fabric to the finishing section. Because Textown is now a PaCT factory, we focus on resource efficiency while maintaining quality. We reduce water on many rinsing processes, avoid some rinsing altogether, and reuse the water for washing. We're also using new, water-efficient chemicals that require less water in the washing process.

“If I can do this small part, then I can help the overall climate and environment.”

How does becoming more water-efficient help your life as a garment worker?

When we spend less time rinsing during the dyeing process, we not only use less water and energy but we can also do more production work over the same amount of time. When we increase overall efficiency, this helps the factory become more profitable. If the company makes more money, then that helps me at the end of the year when I'm looking to get a bonus or other financial benefits I hope to achieve. Using less water and energy also helps the next generation become more sustainable. If we use a lot more resources now, there will be little left for the next generation.

**Good
Water**

**Living and working conditions are just, safe,
and dignified.**

**DOCUMENTED
EVIDENCE REVEALS
THE EXISTENCE OF
CHILD LABOR**

**IN VAST NUMBERS AT ALL LEVELS OF
THE SUPPLY CHAIN, YET NO PRECISE
NUMBERS EXIST.**

CENTRE FOR RESEARCH ON MULTINATIONAL
CORPORATIONS, 2014

**A MAJORITY OF COTTON IN
UZBEKISTAN AND TURKMENISTAN—
THE FIFTH AND SEVENTH LARGEST
WORLD SUPPLIERS—IS**

**CULTIVATED AND
HARVESTED BY
STATE-SPONSORED
FORCED LABOR.**

THE COTTON CAMPAIGN, 2013

**THREE OUT OF EVERY FOUR
GARMENT WORKERS ARE FEMALE,
AND MANY OF THEM EXPERIENCE
SOME SORT OF**

**VERBAL, PHYSICAL,
OR PSYCHOLOGICAL
ABUSE FROM THEIR MANAGERS.**

FAIR WEAR FOUNDATION, 2013

**UNTOLD MILLIONS OF GARMENT
WORKERS ARE INFORMAL EMPLOYEES
UNRECOGNIZED BY LAW. IN
ONE STUDY,**

**9 OUT OF 10
WORKING CHILDREN**

**IN BANGLADESH SAID THEY BECAME
INVOLVED WITH INFORMAL GARMENT
PRODUCTION TO SUPPORT THEIR
FAMILIES.**

ICF & US DEPT OF LABOR, 2012

**We can
fix that**

**Good
Lives**

Ayesha Barenblat's company, Remake, uses the power of storytelling to connect consumers with makers in the garment industry.



Ayesha Barenblat
Founder, Remake
San Francisco, USA

What if we could connect with the women who made our clothes before we bought them?

How can we as consumers change the way garment workers are treated in the fashion industry?

“An average article of clothing takes 100 pairs of human hands to make. All of those people's hopes and dreams are represented in your closet.”

The only time we ever see the young women who make our clothes represented in the media is when an awful tragedy happens. When we're constantly hit with bad news about people far away who don't look like us, we start to develop apathy. I believe by letting women tell their story in a more direct and textured way, consumers can see themselves in the maker's narrative.

Every time we buy something that is fast fashion, it's a direct vote to keep the women who make that fashion in a cycle of poverty and exploitation. When we buy better, we're voting to give them a break in life.

Why is it important to take care of workers?

The labor force is a very important part of any country. If organizations lose skilled labor, it's difficult for companies or industries to survive. We want to retain skilled workers within industries by providing them support and encouragement.

“We want to partner with investors and factories as a way to create awareness, not pressure or force them into agreements.”

How is Stand Up Movement Lanka different from a traditional labor union?

Labor unions fight for rights, but sometimes they neglect the personal and social needs of workers. Stand Up Movement wants to address the issues that workers face in their day-to-day lives. Membership is 100 percent voluntary, and it's a focused support system. There's a loan scheme for members, if they want financial assistance. We give donations in the case of a death in the family. We provide legal aid and vocational training. Those are the tangible benefits, but the intangible benefit is that Stand Up is a support group where people can meet, share ideas, and solve issues together.

Ashila Niroshini Dandeniya of Stand Up Movement Lanka provides a support system for skilled workers in Sri Lanka's Free Trade Zone.



Ashila Niroshini Dandeniya
Founder, Stand Up Movement
Lanka
Katunayake, Sri Lanka

**Good
Lives**