



FINULENT SOLUTIONS
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Issue 15

THE
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Runway

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SUSTAINABLE

Fashion



Sustainable fashion embodies ethically crafted and eco-friendly clothing, striving to minimize the environmental footprint from raw material production to end-of-life disposal. It goes beyond eco-friendliness, emphasizing consideration for the well-being of the individuals behind garment production.

Sustainable fashion encompasses a wide range of approaches to reducing the environmental and social impact of the fashion industry.

Here are some of the main types:

Eco-conscious materials They're finding ways to make green products cheaper, so we can all use them without breaking the bank.

Ethical sourcing and production promotes ethical sourcing practices, ensuring that materials are obtained from responsible suppliers who maintain fair labor standards, safe working conditions, and respect for local communities.

Vegan and cruelty-free fashion avoids animal products and ensures that animals are not harmed or subjected to pain in the production of garments or accessories.

Upcycled fashion transforms discarded or unwanted materials, such as old clothing, industrial scraps, or post-consumer waste, into new and innovative products.

Transparent supply chains advocate for transparency throughout the supply chain, allowing consumers to trace the origin of materials, manufacturing processes, and labor practices.



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Green materials in fashion, also called sustainable materials, have a reduced environmental impact compared to conventional ones. Typically sourced from renewable resources, they use less water and energy in production, resulting in less waste.

Here are some examples of green materials used in fashion:

Apple Leather

Apple leather, or AppleSkin, represents a sustainable vegan substitute for animal leather, pioneered by Alberto Volcan. This bio-material is crafted from apple pulp and peels leftover from apple juice and food production. These by-products, rich in cellulose, offer an ideal base for creating new fabrics.

Econyl

Econyl is a regenerated nylon fiber made from nylon fishing nets, discarded fabrics, and industrial plastic. Developed by Aquafil, an Italian synthetic fiber specialist, Econyl is a sustainable alternative to conventional nylon, derived from petroleum and associated with a notable environmental impact.

GREEN MATERIALS
in fashion





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Here are some examples of green materials used in fashion:

Spinnova Fabric

Spinnova Fabric is an innovative textile fiber produced from wood pulp, free from harmful chemicals or solvents. Developed by the Finnish company Spinnova, this sustainable alternative introduces a fresh perspective on textile fibers, setting itself apart from traditional choices such as cotton, polyester, and viscose.

Parblex

Parblex is a biodegradable and recyclable bioplastic derived from non-food-grade potato waste, created by Chip[s] Board, a London-based company committed to reducing the environmental impact of fashion and design. This sustainable alternative to traditional plastics offers durability and aesthetic appeal, making it an excellent choice for items like buttons and eyeglass frames. Its biodegradability and recyclability meet the growing demand for sustainable fashion accessories.



Sustainable

Patagonia

Patagonia, a sustainability pioneer in fashion, adopted recycled materials early on. In 1993, their Synchronia fleece jacket, crafted entirely from recycled polyester sourced from plastic bottles, marked a milestone in environmental responsibility. Prioritizing transparency, they enable consumers to trace materials and manufacturing processes. Embracing a circular economy, they aim to prolong garment life and minimize waste through programs like Worn Wear, influencing the fashion industry and inspiring widespread adoption of recycled materials.



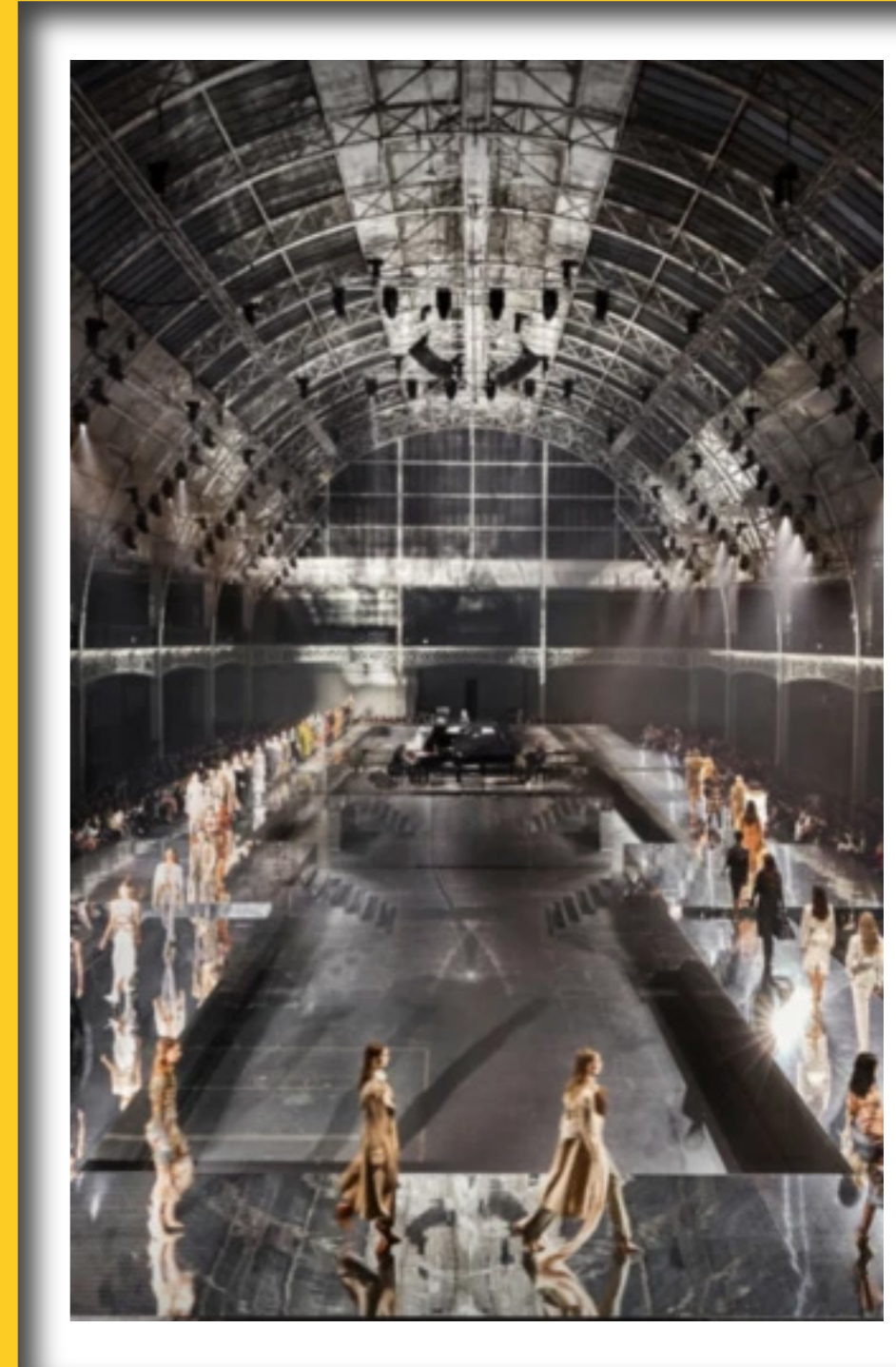
Nike

In 1994, Nike launched the 'Reuse-A-Shoe program,' turning old shoes into new products like Nike Grind courts and playground surfaces. This showcases Nike's circular economy approach, prolonging material life cycles and reducing waste. Committed to transparency, they disclose detailed information about materials and processes, embracing a circular economy through initiatives like the Nike Grind program. Nike's profound influence in the sportswear industry raises awareness and inspires widespread adoption of sustainable practices.

Fashion Shows

Burberry

Burberry's Autumn/Winter 2020 runway shows were leading the industry in carbon neutralization. Instead of gifts, they collaborated with the PUR (Promoting Unity and Responsibility) Project to plant trees in bushfire affected areas on behalf of guests. To tackle environmental impact, Burberry set up a Regeneration Fund backing carbon insetting projects within its supply chain. These initiatives foster climate resilience, biodiversity, ecosystem restoration, and support for local producers.



Copenhagen

Copenhagen Fashion Week, held in August 2023, marked a major stride in the fashion industry's sustainability journey. It pioneered a comprehensive sustainability policy, obliging all brands to meet a set of 18 sustainability criteria. By mandating sustainability principles, Copenhagen Fashion Week conveyed that sustainability is integral to the fashion industry's future.

CARBON NEUTRAL



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Fashion Shows



Gucci

Gucci's Fall/Winter 2023 show, held in September 2023 reaffirmed its leadership sustainably. Partnering with South Pole, Gucci measured and offset the show's carbon footprint, aligning with its broader goal of reducing environmental impact by 50% by 2030. The collection showcased Gucci's sustainability focus, featuring garments crafted from recycled materials, organic cotton, and eco-friendly dyes. In a commitment beyond fashion, Gucci partnered with the Wildlife Conservation Society to support Amazon rainforest conservation.

FINUShots



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in textile manufacturing**

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