

GUIDELines | CRD*



It's a Girl
FASHION MAGAZINE

SUSTAINABLE SOLUTIONS DESIGN ASSOCIATION 1994-2003

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SUSTAINABLE SOLUTION DESIGN ASSOCIATION'S ENVIRONMENTAL CODE OF CONDUCT:



- to work with materials from environmentally certified producers - or materials produced by already known producers - who work in accordance with environmentally safe processes.
- to avoid fabrics of mixed varieties (considering the disposal phase) except from fabrics providing longer wear and abrasion resistance or undergoing a similar degradation phase.
- to avoid fabrics which have been subjected. To undue additional treatment with chemicals.
- to use high-quality fabrics. To include ethics which are at par with the environment and design.

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SUSTAINABLE SOLUTION DESIGN ASSOCIATION'S CODE OF DESIGN:



- to design garments of a classic and the latest cut.
- to base designs on previous years' models.
- to add value to the design through embroideries and details of good craftsmanship.
- to combine the materials to obtain lightness and consistency between the materials.
- to reuse excess materials as insertions in different models.
- to find solutions - to avoid interlining materials - or to use environmentally friendly fabrics as interlining materials.

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GUIDELINES 2001

GUIDELINES
A HANDBOOK ON THE ENVIRONMENT FOR THE TEXTILE AND FASHION INDUSTRY

SUSTAINABLE SOLUTION DESIGN ASSOCIATION

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CENTER FOR RESPONSIBLE DESIGN

CRD / Center for Responsible Design is a **KNOWLEDGE** center at KEA design/business, Copenhagen School of Design and Technology.

CRD aims to promote the development of knowledge on **SUSTAINABILITY AND CSR WITHIN THE FASHION AND LIFESTYLE INDUSTRY.**

We **ADDRESS** to small and medium businesses, students, educators, organizations and public institutions.

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GUIDELINES II IS FOUNDED BY:

CENTER FOR RESPONSIBLE DESIGN and

The Danish trade organization **"DANISH FASHION AND TEXTILE"** by Christian Frederik Madsen's Foundation

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TIME

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TIME

TRANSPARENCY

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FUTURE SCENARIOS
THE FUTURE OF THE EARTH
CONSUMERS /
CONSUMERISM

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**ANTHONY
KLEANTHOUS**
SENIOR POLICY ADVISER, WWF;
FOUNDER OF HERE TOMORROW;
TRUSTEE OF SUSTAIN;
SENIOR POLICY ADVISER,
SUSTAINABLE BUSINESS AND
ECONOMICS AT WWF-UK

"LET THEM EAT CAKE",
WWF-UK, 2005
"DEEPER LUXURY",
WWF-UK, 2007

"I would like the
companies to ask themselves a
question:
If everyone in the world would
use my products - would the
world survive?
If not CHANGE your product!"

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"I think the responsibility lies
with the big respected brands to
show the way.
They have the power to influence
people's aspiration and behaviour
by providing sustainable choices
through their design and
marketing campaigns.
Brands have the responsibility to
promote sustainable consumption
and by making better quality that
lasts longer".



Anne lise kjær
FOUNDER AND DIRECTOR
KJÆR GLOBAL
KJÆR GLOBAL IS THE LEADING
INTERNATIONAL TREND FORECASTING
AGENCY HELPING PEOPLE NAVIGATE
THE FUTURE.

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HUMMEL

Company Carma is a new danish concept in danish management literature.

"This is why we as companies and humans have to consider every choice we make has an impact somewhere. To humans, nature and yourself. This is why the carma concept is so important as an individual, as CEO and as a company". Christian Stadil, hummel

PANTAGONIA

"I think once resources get to be too expensive, then it will shift. When you think of the stone age, when we made everything out of stone... the stone age didn't end because we ran out of stones. The stone age ended because other efficiencies were gained with other raw materials". Director of environmental / Jill Dumaine

+ **MARCS AND SPENCER, KAREN LUNDBO, HANNE SAHL + MORE TO COME**

"The designer can not change anything in the production, if the top management is not involved". (Karen Lundbo, Denmark)

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CONTENTS:

- The philosophical approach
- History on sustainability and CSR
- Approaches to sustainable Value Chain and activities
- Cases, including visual mapping
- Life cycle approaches
- Ethics
- Standards, certification and declarations of intent
- Fibre and fabrics

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CASES

AYMARA
FINISTERRE
KUYICHI
JACKPOT
PROVIDER
TERRA PLANA
KATHARINE HAMNETT

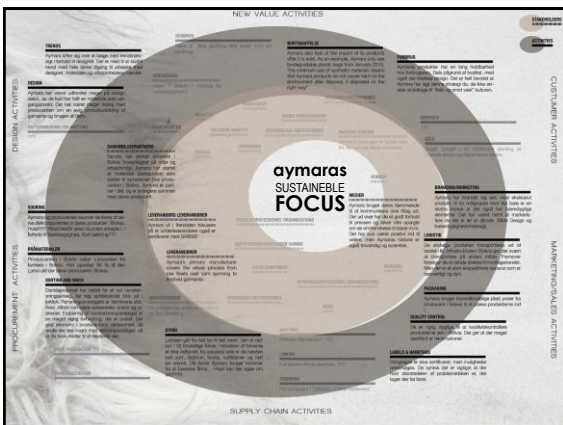
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aymara

Bolivia made



AYMARA



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GUIDELINES II FOCUS ON:

MOTIVATION FROM WITHIN
INTERACTION RESPONSIBILITIES
MUTUAL LEARNING EXPERIENCES
COOPERATION RELATIONS
INNOVATION PRODUCTS, PROCESSES, SYSTEMS AND SERVICES

