



London College of Fashion

Michela Carraro /
*Finalist of Fashioning
the Future, 2008*

*Photography /
Sean Michael*

London College of Fashion (LCF) has a worldwide reputation as a leading provider of fashion education, research and consultancy. Established in 1906, our history and our ability to respond to changes in design practice in the fashion industry, have positioned us firmly as a leader in the global marketplace. Our London base and international outlook enriches everything we do and puts us in a powerful position to realise opportunities, both here and worldwide.

As part of University of the Arts London, Europe's leading university specialising in art, design, fashion, communications and the performing arts, LCF's students form part of a 20,000-strong creative community and are taught by experts from within the industry. Our specialist workshops, media suites, technological and manufacturing resources combine technology with specialist teaching make us the leading provider in fashion education.

The core of our work is founded on research and the development of ideas. With this in mind, our staff and students use fashion and cultural based practice to challenge social, political and ethical agendas.



**Centre for
Sustainable Fashion**
London College
of Fashion

University of the
Arts London * *
London College * *
of Fashion *
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Centre for Sustainable Fashion

The Centre for Sustainable Fashion (CSF) provokes, challenges and questions the fashion status quo. Through collaboration, we design transforming solutions that balance ecology, society and culture.

We use design as a stimulus to change culture, striving to develop and profile concepts for a future fashion industry. We are a nexus of research and innovation for fashion.

Fashion embodies possibility and this is a powerful tool. Choices made within our learning and business practices bring consequence to what we do and how we do it. We embrace the opportunities offered by better design, placing sustainability at its heart.

Working to achieve balance does not close doors, but rather empower our creative minds and foster change for a truly dynamic future.

CSF aims to embed sustainable design innovation in:

- > Research
- > Fashion curriculum development
- > Business development
- > Interdisciplinary, national and international projects
- > Collaboration within and outside of fashion
- > Political engagement

We also aim to build on our success through collaboration and support from selected partners in delivering a global design competition for current and recent fashion graduates which celebrates the use of sustainable design in fashion.

'The Centre for Sustainable Fashion offers a platform of expertise, insight and innovation that will affect change in the way that we work'.

Harold Tillman, Chairman British Fashion Council and LCF alumnus (1965)

'I was pleased about the opening of the London College of Fashion's Centre for Sustainable Fashion.'

Gordon Brown, Former Prime Minister

Fashioning the Future: The International Student Awards for Sustainability in Fashion 2011

Michela Carraro
*Finalist of Fashioning
the Future, 2008*

September 2010 – September 2011

Scope: International

*Photography /
Tomer Halfon*

Fashioning the Future is the leading international platform for celebrating innovation in sustainable fashion design, development and communication. It is open to students currently in tertiary education across the world, and those who have graduated in the last two years.

First launched in 2008, these Awards now link a host of fashion institutions worldwide and bring together a global community of creative thinkers, doers, designers, innovators and entrepreneurs, all aiming to help the fashion industry steer a course for the future.

Timeline:

Press launch

September 2010

Submissions

June 2011

Judging

July/August 2011

Exhibition and Awards Ceremony

September 2011 (in London)

'Sustainable fashion is all about great design, if it is not designed well no one will buy it so therefore it's not sustainable. As a believer in sustainable fashion for me to be an ambassador of London College of Fashion's Centre of Sustainable Fashion makes me truly honoured and proud. I believe it is the future of fashion, and to see the potential young designers creating such wonderful sustainable collections, well I just love being a part of that.'

Jo Wood, founder Jo Wood Organics & ambassador for the CSF



Communication and Commitment:

The Awards will be promoted across international fashion design networks to reach colleges, courses, students and graduates. The brief will enable courses and students to teach and respond to the sustainability agenda, inspiring innovative responses that challenge the way we perceive fashion. Through the CSF and LCF websites plus social media activities we will grow an online following featuring regular features, resources and tutorials from experts and inspirational thinkers from fashion and beyond.

Previous judges have included fashion broadcaster Caryn Franklin, designer and professor of fashion science Helen Storey, sustainable communications expert Solitaire Townsend, Observer journalist Lucy Siegle, Chairman of the British Fashion Council and Chairman of Jaeger and Aquascutum Harold Tillman, and Marks & Spencer supply chain expert Mark Sumner.

The shortlisted finalists will all have their work captured through film and photography. The results will be showcased through a major London exhibition and dedicated online gallery.

Opportunities to support:

Presenting sponsor
c. £80k-£100k

Individual Award sponsors
£5k-£10k

Range of marketing opportunities available

Cecilia Ku
*Finalist of Fashioning
the Future, 2009*

*Photography /
Tomer Halfon*



Centre for Sustainable Fashion milestones to date:

May 2007

Green is the New Black – a week of debate and discussion at London College of Fashion involving industry pioneers, staff and students from around the world

August 2007

Shared Talent I in South Africa – a collaborative design workshop spearheaded by LCF

September 2007

Defra launches its Sustainable Clothing Roadmap with support from London College of Fashion

Dilys Williams appointed as Director of Sustainable Fashion

April 2008

CSF launches with publication of first report, Volume 1.0: Fashion & Sustainability – A Snapshot Analysis. Fashion broadcaster and commentator Caryn Franklin is announced as CSF Ambassador

June 2008

Fashioning the Future 2008 is launched - the first and only international student awards for sustainability in fashion

August 2008

Shared Talent II takes place in South Africa and Ghana in collaboration with Tabeisa

September 2008

Appointment of Dr Kate Fletcher as Reader in Sustainable Fashion

October 2008

Fashioning the Future Summit – 350 thinkers, doers and innovators are brought together to debate the future of the fashion industry. Volume 2.0: Fashioning the Future is published alongside the summit. The finalists of the Awards 2008 are profiled in a central London catwalk show and exhibition

April 2009

CSF's Business Support Programme launches supporting London's creative talent and profiling London as a world fashion capital

May 2009

Launch of Fashioning the Future Awards 2009

June 2009

Volume 3.0: Tactics for Change published by CSF – a framework for a sustainable fashion industry

Volume 4.0: Green Collar Graduates for the Fashion Industry published by CSF detailing UK employers' expectations and aspirations for fashion graduates

July 2009

Launch of Shared Talent III in India in collaboration with Defra, the Indian Government, Pearl Academy and LCF

September 2009

London Fashion Week Exhibition of the resulting collections designed by Shared Talent India project in collaboration with Monsoon, opened by chairman of the British Fashion Council, Harold Tillman and Monsoon chairman, Peter Simon

November 2009

Fashioning the Future 2009 winners announced at London's City Hall. A short film of the finalists' collections is premiered with the backing of the Mayor's Office

January 2010

The inaugural graduate showcase of MA Fashion & the Environment takes place at London's Southbank Centre as part of Cape Farewell's SHIFT – a climate conscious festival of culture

February 2010

CSF's second major presence at London Fashion Week – an exhibition profiling four London designers that have benefitted from business innovation at the CSF

'The future fashion is all of our responsibility: to look for the right product, endorse the right ideas, demand change and follow it through. [...] The role of the CSF in this long road has been paramount and in-depth: from nurturing to showcasing to campaigning, their influence is enormous, their effects tangible. [...] The CSF has the perfect approach to the fashion of the future: beautiful, intelligent and meaningful.'

Orsola de Castro, director of From Somewhere and co-curator of Estethica

'The Centre for Sustainable Fashion is a trailblazer, helping all of us to a better understanding of why the pursuit of sustainability must be on par with the pursuit of business building and design innovation.'

Caryn Franklin, fashion broadcaster and commentator, ambassador for the CSF

'I have seen the industry from both sides as it were, and am very aware of the need to start at the beginning, and teach our future designers, retailers and stylists what it means to be responsible, sustainable and ethical. The CSF is, as far as I know the only organisation doing just that, although I have no doubt that in the future, what these students are learning now, will become a core part of every fashion curriculum. The CSF has already made a difference, and in a very practical way, through their links with universities and colleges in developing countries. The fashion industry has no choice but to support this unique venture, as unsustainable fashion is just that.'

Jane Shepherdson, CEO Whistles

'We are at a time when everything will be reconsidered. In fact this is one of the most exciting times in design. No longer are we limited to just designing in one area, as we will now start to see, the power of ideas will come from the convergence of skills and knowledge. The Centre for Sustainable Fashion is both rigorous and open to these ways forward and they will inevitably lead a course that brings forth fascinating minds in design. A dialogue that runs between students, to professor, to professional. A challenge that not only looks to handle some of the conditions of the social and global circumstances but one that equally has an aesthetic demand. There is so much to take on board that will ultimately affect the way we all think, process and create. But great design can flourish in these complex times. The Centre for Sustainable Fashion will be at the forefront of this movement.'

Zowie Broach & Brian Kirkby, BOUDICCA

*Libby Simpson
Finalist of Fashioning
the Future, 2008*

*Photography /
Sean Michael*



Further Opportunities for Engagement with CSF

1. Fashioning the Future Awards
2. MA Fashion & the Environment (scholarships/bursaries)
3. PhDs & research
4. Design led business innovation
5. People led business innovation
6. Publications

For more information please contact:

Nina Stevenson

Centre for Sustainable Fashion Project Coordinator

n.stevenson@fashion.arts.ac.uk

+44 (0)20 7514 8898

www.sustainable-fashion.com