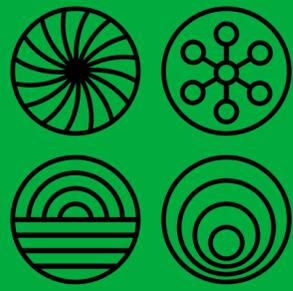


FOSTERING SUSTAINABLE PRACTICES

CASE STUDY:
SABINNA





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SABINNA

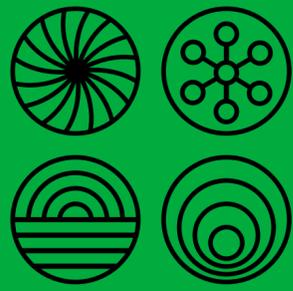
Founder/Owner Sabinna Rachimova
Type Female-led conscious lifestyle brand
Sector Womenswear
Established 2015
Location London
Size Micro
Website sabinna.com

"We're exploring sustainability beyond the product, focusing on the makers behind the scenes."

"A few years ago we added another layer to our business concept: Sustainability beyond the product. We offer sustainable products and conscious experiences, putting emphasis on the education aspects. I feel that we're now on the right path. Change is inevitable and important - maybe next year when you ask me again I'd be like: 'You know what? Something new came up'."

SABINNA





CASE STUDY: SABINNA

KEY TAKEAWAYS

Environmental concerns are evident in Sabinna's approach to materials, preventing waste and packaging, as well as in her studio's energy efficiency.

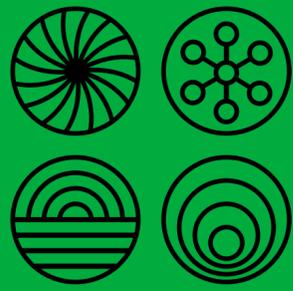
Sabinna's social conscience is evidenced in her close attention to the full supply chain, including makers of her hand knitwear, and ensuring ethically sound conditions in her factory-based manufacturers.

Sabinna is on a sustainability journey, learning and making changes all the time.

Her customer engagement activities are designed to increase appreciation of the skills that go into the making of clothing.

She is building a community of customers, actively listening and learning from feedback through multiple channels, all contributing to a loyal customer base.





OVERVIEW



Sabinna Rachimova chose fashion to explore female empowerment, transparency, love for the product and respect for the maker. She has strong skills in clothes making, having learnt to crochet, knit and sew from a young age. The brand offers conscious womenswear fashion with production both locally, in the UK, and in Europe (Portugal and Austria, Sabinna's family base).

Sabinna continuously works on ways to improve and be as transparently sustainable as possible. This includes a workspace that offers data on energy use and other impacts of business, her individual environmental footprint in waste, actively cutting carbon emissions in transport, and using green compostable packaging. The brand is now mainly a direct-to-consumer e-commerce business, with a limited and carefully considered involvement with wholesale.

Sabinna Rachimova has excellent knowledge of and engagement with her customer base, using multi-channel approaches to communicate with her customers. Examples include a shoppable Instagram site, pop-up shops, and making workshops that utilise the brand's fabric and yarn offcuts. Sabinna is also excited about trying innovative technological ways of improving the customer experience and to showcase fashion. She has collaborated on a number of virtual and augmented reality fashion projects with the Fashion Innovation Agency at London College of Fashion.

As a micro fashion business, Sabinna aims to be fully sustainable through all aspects of their operations, from materials and packaging choices, minimising and upcycling waste, resource efficiency in the studio, to ethics and transparency throughout the supply chain. As an important part of its mission, the brand is committed to educating customers through storytelling and living 'sustainability beyond the product'. The same is reflected in their community outreach work with local groups and foodbanks.

With the benefit of her experience of moving to London from abroad to study and building her network from scratch, Sabinna advises being open and authentic, not being afraid to ask for advice, help and expertise, and offering her own expertise in return.

"It's about selling the story behind the product - talking about the things that are hidden because we only see the final outcome. How can we show the customer what's behind that product or what the product is about? We showcase the process and explore the story through technology and innovative tools."

SABINNA

Centre for Sustainable Fashion
London College of Fashion, UAL
20 John Prince's St, London W1G 0BJ

sustainable-fashion.com

 [@sustfash](https://www.instagram.com/sustfash)

Project team:

Prof. Dilys Williams
Prof. Sandy Black
Prof. Fergus Lyon
Prof. Claudia Eckert
Prof. Agnes Rocamora
Dr. Mila Burcikova
Dr. Andrea Werner
Dr. Ian Vickers
Dr. Patrick Elf
Dr. Philippa Crommentuijn-Marsh
Monica Buchan-Ng

With special thanks to the many Fostering Sustainable Practices project partners, participants and Advisory Board members.

Design by: Studio LP

The Fostering Sustainable Practices project investigates creative practices in design-led fashion micro and small enterprises (MSEs) as an evidence base for change towards a more sustainable fashion industry. Project findings are underpinned by two-and-a-half years of work with more than forty fashion MSEs, who demonstrate sustainable prosperity in and through Fashion.

This collaborative research is led by Centre for Sustainable Fashion, a University of the Arts London research centre, based at London College of Fashion. Project partners are based at London College of Fashion, The Open University and Middlesex University's Centre for Enterprise and Economic Development Research (CEEDR; a partner in Surrey University's Centre for Understanding of Sustainable Prosperity).

Fostering Sustainable Practices is funded by the Arts and Humanities Research Council.

