

LET'S TALK ABOUT



# **Slow Fashion:** Unboxing Degrowth in Fashion



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# ABOUT THIS EBOOK

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Welcome to "Slow Fashion: Uboxing Degrowth in Fashion"! This e-book aims to explore the transformative power of the slow fashion and degrowth movements.

In a world driven by consumerism and infinite growth, it's crucial to understand how our fashion choices impact the environment, the economy, and society. The fashion industry, with its rapid turnover and vast production, has significant repercussions on our planet and the people who inhabit it.

We aim to empower you with knowledge and practical steps to make more conscious, sustainable fashion choices. By embracing slow fashion and degrowth, we can collectively foster a fashion industry that values quality, fairness, and environmental stewardship.



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# INTRODUCTION TO THE SLOW FASHION MOVEMENT

Chapter 1







## 2013

In 2013, the world was shaken by the news of the Rana Plaza collapse, a catastrophe during which an eight-story building with five garment factories collapsed, killing 1,134 individuals and injuring over 2,500. The collapse was attributed to the building's sub-par conditions, which evidently showed unsafe conditions for workers.

The environmental repercussions of the fashion industry had been a matter of concern for industry insiders for some time, but it wasn't until the extensive media coverage of Rana Plaza, a preventable disaster, that a global conversation regarding the social consequences of fast fashion was sparked. This led the public and consumers to become aware of their complicity and their role in making a change for the better.

# 2018

The journey of the Slow Fashion Movement began in 2018 as a result of this outcry, when members of CollAction, a Dutch non-governmental organization (NGO), launched a campaign pledging not to acquire new clothes for three months. Originally meant for friends and colleagues, word spread through social media and a total of 2,500+ joined the first Slow Fashion Summer. Every year since, from July to September, thousands across the globe join the Slow Fashion Season as an encouragement to make more conscious choices for the benefit of the environment and people.







In 2020, the campaign reached an impressive 30,000 signees, signaling the global reach of the movement. Consequently, the campaign expanded later that year, establishing the Slow Fashion Movement as a global, volunteer-led group set to educate and empower consumers in their journey towards conscious fashion consumption.

## 2020



# 2021

In 2021, along with the fourth annual Slow Fashion Summer, SFM launched its second campaign, #KnowYourJeans, highlighting the impact of the denim industry on people and the planet.

Since then, many other campaigns and partnerships have followed, including #KnowYourShirt, #KnowYourLeather, in-person events, workshops, and educational initiatives.



# 2022

SFM reached another milestone in 2022 when it became a certified NGO with headquarters in the Netherlands. What began with 16 groups and 88 ambassadors in 2021 has grown into over 30 local groups worldwide and more than 150 ambassadors, covering all five continents.



Despite SFM's growth, our mission and values remain the same. We aim to inspire conversations among consumers to raise awareness about the challenges of the fashion system, pushing for a mindset change to embrace alternative ways to enjoy fashion, all while building an inspiring community of collective efforts towards a better future.

**SFM  
NOW**



**SLOW  
FASHION  
MOVEMENT**



**Introduction to the Slow Fashion Movement**

# INTRODUCTION TO THE DEGROWTH MOVEMENT

Chapter 2



9





If there's one fact about the current economic system, it's that growth, at all costs, isn't just achievable but desirable. As society uses economic growth as a synonym for progress, improvement of well-being and societal gains, we attach a positive view to indefinite growth for the pure sake of growing. However, **the connections between growing economies and improvements in life quality and environmental sustainability are, in fact, unclear, misleading, and most often, negatively related.**



# The Pillars of Infinite Economic Growth

There are three pillars that sustain the philosophy of infinite economic growth.

The first is the idea that profit drives production. **We've never been offered so many useless, unneeded, and poor-quality products**, produced in ever-growing batches that flood our daily lives with advertisements and a tantalizing desire for consumption. Meanwhile, profit margins for companies surpass astronomical levels, as the social, economic, and environmental costs are often placed on the back of those living on the outskirts of the world. Here, the logic of endless accumulation of wealth unscrupulously matches a perverse plan to produce, produce, and produce more.



The second pillar is that consumerism is a direct consequence of income increase. Enhancements in average household incomes are common as countries enlarge their gross domestic productions (GDPs), or in other words, as they grow economically. Consuming superfluous goods then becomes the new normal, leading to overconsumption and an overproduction to match it. Growth on its own cannot survive without a purchasing society, which is one step away from becoming a throw-away society. Since products are cheap, in all the dirty meanings of the word, and demand little to no effort to be bought, they also have little to no perceived value to the consumer.





This leads us to the final backbone that sustains the culture of unprecedented economic growth: the use of GDP as a silver-bullet indicator for improvement.

Although the correlation seems somewhat correct on paper, many scholars agree that there's no clear influence of GDP on social and environmental gains. This is because GDP only measures production and consumption, without acknowledging the planet and the people living on it. Many discussions are happening worldwide regarding the replacement of GDP as a direct measurement of national progress. The proposed solutions also include factors like happiness (GNH), social well-being (SPI), environmental impact (Ecological Footprint), and human development (HDI).

The pursuit of infinite economic growth can no longer be morally defended, as it threatens the well-being of both current and future human and non-human populations. Degrowth surges as a revolution, a concrete yet utopian solution for the growth conundrum. For decades, scholars and economists have been vehemently defending the idea of striving for more than growth, but for sufficiency, for a better social metabolism, and ultimately for less.



# The Types of Degrowth

According to Parrique (2019), degrowth can be classified into three types: degrowth as decline, degrowth as emancipation, and degrowth as utopia.

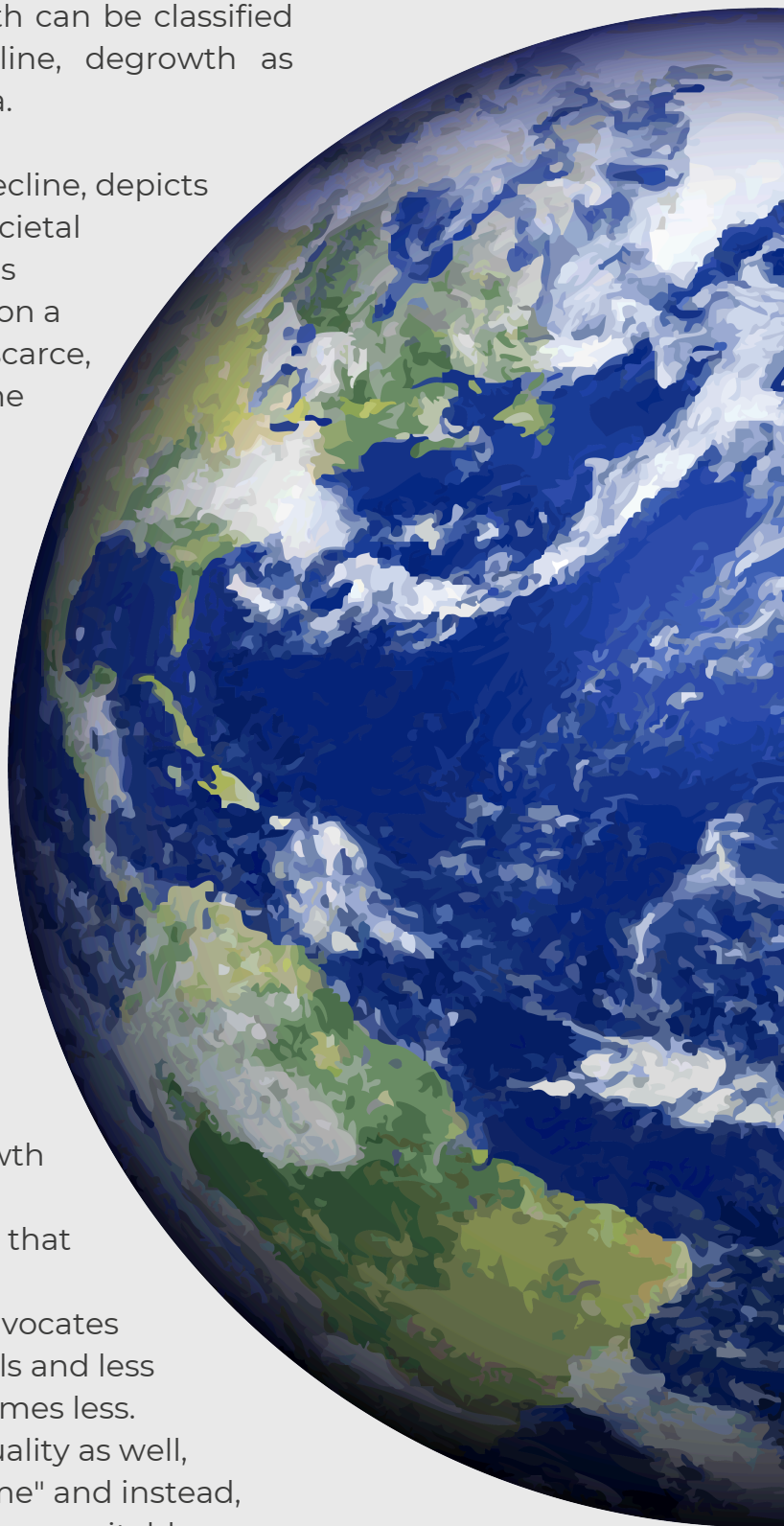
**1** The first type, degrowth as decline, depicts the urgency of decreasing societal metabolism. It implies that it's impossible to grow infinitely on a planet with finite, and often scarce, resources. It's rather easy to see that the limits of our planet are not being respected, both from a point of view of extraction and from the perspective of pollution.

**OUT OF THE 9 IDENTIFIED PLANETARY BOUNDARIES, WE'VE CROSSED THE LIMITS OF 6,**

namely atmospheric CO<sub>2</sub> (climate change), biodiversity loss, disruption of nitrogen and phosphorus cycles, land use change (deforestation and urbanization of forests), freshwater pollution and depletion, and novel substances like plastics and chemicals in soil, water, and air.

This calls for fast and precise action, and that's the context in which degrowth contributes the most, by establishing economic growth as one of the causes that jeopardizes environmental integrity.

To summarize, degrowth as decline advocates for a society that uses less raw materials and less energy, produces less, and thus, consumes less. Beyond that, degrowth emphasizes quality as well, abandoning the idea of "less of the same" and instead, pleading for sustainable products and an equitable economic system for this and future generations.







The second interpretation of degrowth identifies the inherent need for an emancipation, a shift in mindset that leaves behind the concept of growth as an economic aim.

# 2

As Parrique (2019) mentions, degrowth can only happen when the collective ideas of progress, improvement, and growth are decolonized and rebuilt with justice, democracy, and intention by a plurality of actors within the economic system. Additionally, it serves to point out inequalities that stem from indefinite growth, with benefits restricted to a select few, while large masses bear the social and environmental burdens. Degrowth as emancipation places people at the centre of the discussion and incentivizes civil re-education, community-led initiatives, and decentralized management of resources. To sum up,

**DEGROWTH AS DECLINE CAN ONLY HAPPEN IF  
DEGROWTH AS EMANCIPATION HAPPENS FIRST.**

Finally, degrowth as utopia establishes the aims of a degrowth society: not just a reduction of the biophysical fluxes throughout society, but also a boost of qualitative indicators like justice, frugality, conviviality, well-being, equality, human-centered decision-making, democracy and last but not least:

**“a good life for all within planetary boundaries”**

- (Foramitti et al., 2019).

# Here are 15 universal principles of degrowth

- established by Parrique (2019):

## **Resource sovereignty: Be a steward of nature.**

Those making decisions about resource extraction should be the communities most directly impacted by these decisions, who are knowledgeable about ecosystems, and who assume the responsibility of stewards towards nature.

## **Sustainability: Never deteriorate supporting ecosystems.**

The economy's throughput should remain within the regenerative capacities of renewable natural resources, within the stocks of non-renewable resources that one has morally allowed oneself to consume, and within the assimilative capacities of nature.

## **Circularity: Waste not, want not.**

The flow of energy and materials within the economy should remain as circular as possible, with the goal of minimizing the extraction of virgin resources and the excretion of unrecyclable and unassimilable waste.

## **Socially useful production: What isn't needed shouldn't be made.**

Being only a means to an end, production should satisfy needs and contribute to well-being.



## **5 Small, not-for-profit cooperatives: People and planet, not profit.**

All businesses should be centered around the pursuit of a social benefit (including ecological missions), be small enough to allow direct democratic governance, and take the form of a cooperative.

## **6 Proximity: Produce local, consume local.**

The shorter the distance between producers and consumers, the better.

## **7 Convivial tools: Technology as a tool, not a master.**

Technology should be fit for a purpose determined outside of itself. It should be democratically manageable, controllable, reversible, and easily intelligible.

## **8 Post work: Work less, play more.**

The ultimate purpose of economic organization is to liberate time for non-economic purposes. The time and effort dedicated to activities of provision should be determined autonomously, constitute only a small part of social life, and take place in decent settings, both regarding the condition of work and its finality.

## **9 Value sovereignty: Wealth is nothing but stories.**

The process of economic valuation should always be informed by social and moral values. What is considered “valuable” can vary from one context to the next, with different values being fundamentally incommensurable with each other.

# 10

## **Commons: Decide together.**

Strategic resources should be managed as commons.



# 11

## **Gratuity: Communities instead of commodities.**

The provision of goods, services, and amenities determinant for the satisfaction of needs should remain outside of the market domain and be organized politically.

## **Sharing: Sufficiency for all, excess for none.**

Any surplus should be treated with caution because it bears the possibility of inequality. When in doubt, liquidate the surplus in a way that benefits the worse off.

# 12



## **Voluntary simplicity: Outwardly simple, inwardly rich.**

People should regain autonomy over their needs and wants and reflect on the consequences of their consumption. They should pursue non-materialistic sources of satisfaction and meaning and adapt their relationship with possessions accordingly.

## **Relational goods: Less stuff, more relationships.**

People should consume with, and not against, each other. Consumption should focus on the ends (feelings, friendship, love, etc.) and not on the means (products).

## **Joie de vivre: If I can't dance, I don't want to be part of your economy.**

There is no wealth but life (Ruskin). Economic organization should be a means to guaranteeing joie de vivre, and life should be lived by enjoying the abundance of nature and culture.





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# DEGROWTH IN FASHION

Chapter 3

Since the beginning of the Industrial Revolution, the fashion industry has been at the forefront of economic growth. From raw materials to fibre, to yarn, to fabric, and finally to garment, fashion involves a plethora of interconnected supply chains and resources spread worldwide, immensely contributing to national economies through the production, transformation, and consumption of goods. Today, **fashion remains one of the most profitable industries globally**, mainly because it affects almost every human being in society. Clothing has evolved from mere protection against the elements, as in prehistoric times, to a powerful form of self-expression and personal identity.

Unsurprisingly, with the commoditization of economies — the mass production of unspecialized goods with little regard for their origin — fashion has been deeply impacted. The rise of fast fashion, and more recently, ultra-fast fashion brands, epitomizes the pursuit of growth for its own sake. This has led to an excessive, profit-focused mode of production and an overconsumption model.



**The social and environmental impacts of the fashion industry threaten the well-being of current and future generations.** Additionally, they reinforce a modern form of colonization. The majority of raw materials are extracted in the Global South (e.g., cotton farming in China and India, polyester production in China, leather production in Brazil), most apparel manufacturing occurs in the Global South (e.g., Bangladesh, Vietnam, and China), and much of the waste ends up in the Global South (e.g., Ghana, Chile, and Congo). Meanwhile, the shareholders and profits are predominantly in the Global North.

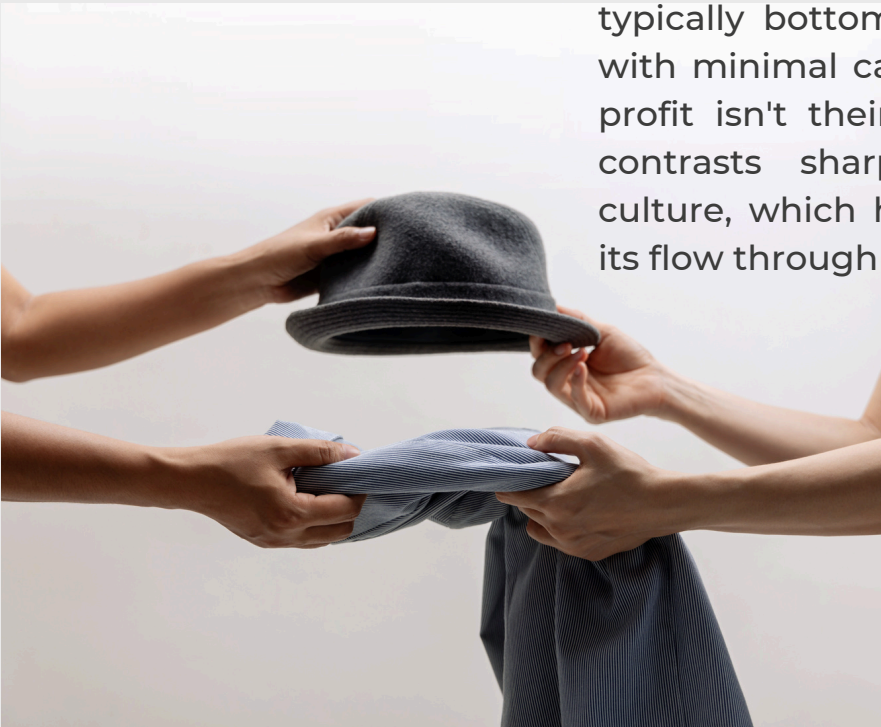
This gigantic throughput of **fashion** each year is unsustainable in the long run, making this industry **one of the worst when it comes to environmental emissions**, not to mention **social practices**. This indicates **fashion could significantly benefit from a degrowth economy, which promotes a slower lifestyle and more conscious consumption patterns**. Degrowth could represent a new dawn for fashion, one that accounts for people and the planet, rather than just the profit-driven madness seen today.

## Collaborative Consumption

One approach for integrating fashion into a degrowth economy is through **collaborative fashion consumption** initiatives. According to van Tol-Ravensbergen (2019), these initiatives involve consumers accessing existing garments through alternative **means** rather than purchasing new ones. This includes acquiring individual ownership through **gifting, swapping, and buying second-hand**, or utilizing fashion products owned by others through **sharing, lending, renting, or leasing**.



Collaborative consumption offers several advantages. Primarily, these initiatives are typically bottom-up, community-led efforts with minimal capital involvement, meaning profit isn't their main goal. This approach contrasts sharply with the 'growthism' culture, which heavily relies on capital and its flow through society.





These alternative consumption methods also play a crucial role in extending the lifespan of garments. For clothing, the physical lifespan—its endurance and physical integrity—is often not the most relevant aspect. **While well-made clothes with good materials will last longer**, the psychological lifespan, or the perceived desirability and relevance of a garment, also influences how long it'll be kept in use by the same or different users. **Extending both the physical and psychological lifespans of apparel can significantly benefit the planet by conserving resources and freeing consumers from the notion of disposable clothing.** This shift challenges the fast fashion model, which thrives on creating a constant need for new, typically poorly made products. It also aligns with principles of circularity, promoting the idea that products should be used at their highest value for as long as possible.



Collaborative fashion consumption also challenges the concept of ownership. By exploring business models like renting and leasing, brands are encouraged to invest in longer-lasting, higher-quality products and implement take-back schemes to ensure proper treatment at the end of a product's life. For example, MUD Jeans, a Dutch company, leases jeans and offers financial incentives for clients to return used products. Another example is clothing libraries, such as the Dutch startup Lena, which lends clothes on a subscription basis, allowing customers to experience new clothing without purchasing it. These systems maximize the number of uses per lifecycle by properly caring for and repairing items as needed.

As van Tol-Ravensbergen (2019) emphasizes, the degrowth movement can help collaborative fashion brands promote sustainable and just behaviour. The transition to a degrowth society underscores the need for conscious consumption, prioritizing quality over quantity, and recognizing that the current fashion industry model must be replaced by alternatives focused on well-being and ecological stability.







**Degrowth** is more than just a political or economic idea; it's a lifestyle transformation, pushing for less production and more sustainable consumption to enhance well-being. In the context of fashion, degrowth **challenges the industry's obsession with endless production, promoting a more sustainable and equitable approach to fashion design and production.**

In Chapter 2 we explored the general principles of the Degrowth movement. Now, let's outline **specific rules that fashion designers can apply within the fashion industry:**

## SUSTAINABLE MATERIALS

Degrowth encourages the use of sustainable materials in fashion design, such as organic cotton, hemp, recycled fabrics and more... Fashion designers can research and incorporate these materials into their collections to reduce the environmental impact of their designs.



## SLOW FASHION

Degrowth advocates for a shift towards slow fashion, which promotes quality over quantity and encourages consumers to buy less and choose timeless, durable pieces. Fashion designers can adopt a slow fashion approach by creating timeless, durable pieces and employ ethical production practices.



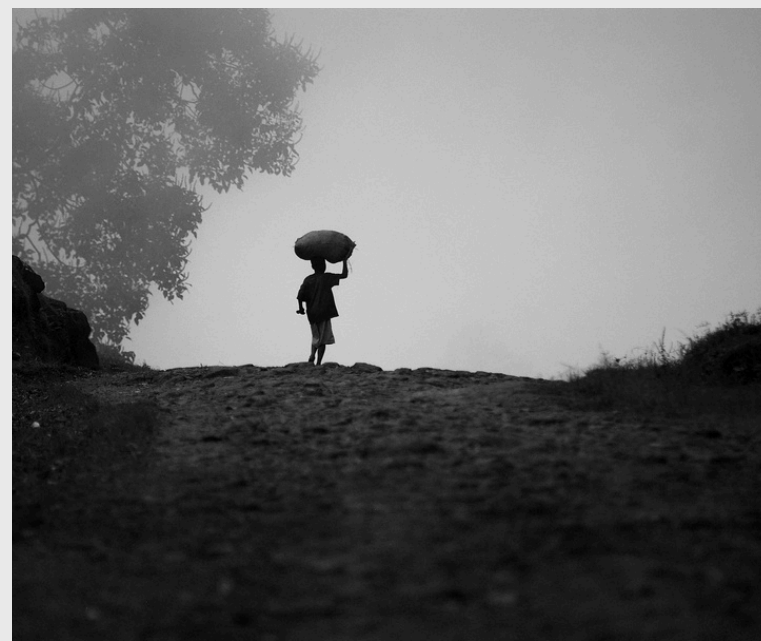


## LOCAL PRODUCTION

Degrowth emphasizes the importance of local production and consumption to reduce the carbon footprint linked to fashion products. Fashion designers can research local manufacturing facilities and suppliers to support their communities and reduce transportation emissions.

## CIRCULAR ECONOMY

Degrowth promotes a circular economy model where resources are reused, recycled, and regenerated to minimize waste and environmental impact. Fashion designers can implement circular design principles into their collections, making products more sustainable and environmentally friendly.



## ETHICAL PRACTICES

Degrowth advocates for fair labour practices and ethical treatment of workers in the fashion industry. Fashion designers should collaborate with ethical suppliers and manufacturers to ensure their designs are produced in a socially responsible manner.

**By incorporating degrowth principles into their design process, fashion designers can play a crucial role in promoting sustainability and creating a more equitable and environmentally friendly fashion industry.**





# CONSUMERISM

# &



# MATERIALISM

Chapter 5





# "INVENTION IS THE MOTHER OF NECESSITY."

-Thorstein Veblen

This reflects the idea that fashion trends are often driven by invented needs rather than genuine necessities.

In today's consumer culture, only a few industries are as influential towards individuals as fashion is. From the busy streets of New York to the high-fashion runways of Paris, fashion strongly impacts our desires and self-identities. However, behind the glamour, there are serious environmental and social issues linked to consumerism and materialism.



## The Allure of Consumerism

Consumerism in fashion isn't just about buying clothes; it's a social and economic phenomenon driven by our desire for novelty, status, and identity expression. The fashion industry thrives on a rapid trends turnover, compelling consumers to constantly update their wardrobes. Fast fashion brands, in particular, have perfected the art of delivering runway-inspired designs to stores in a matter of weeks, feeding a never-ending cycle of consumption.

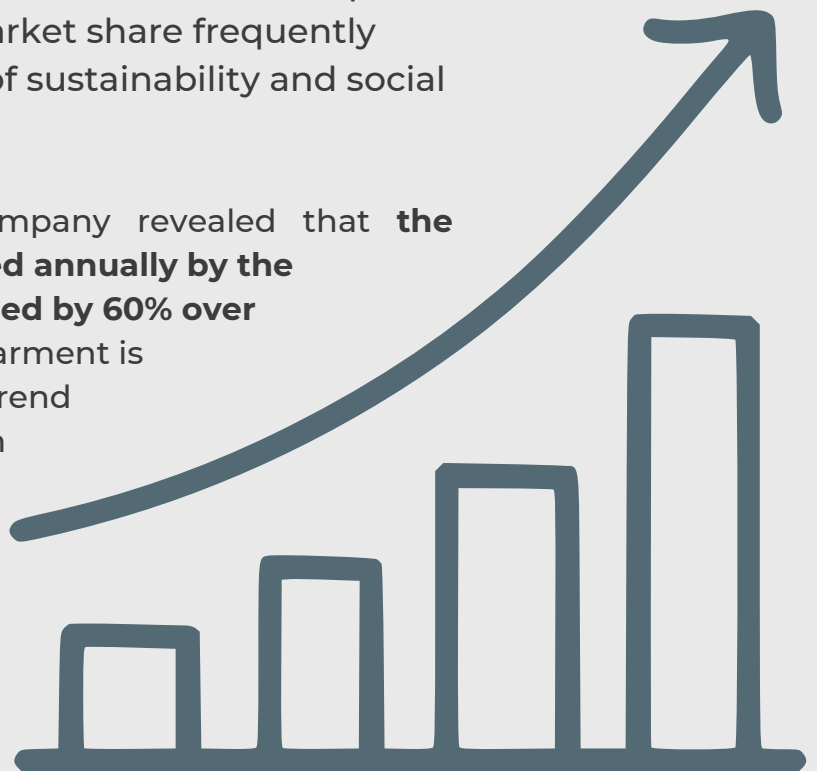
According to a report by the Ellen MacArthur Foundation, the **equivalent of one garbage truck of textiles is wasted every second globally**. This staggering statistic underscores the throwaway culture fostered by consumerism in fashion, where garments are often discarded after just a few wears, contributing to overflowing landfills and environmental degradation.



## The Materialist Mindset

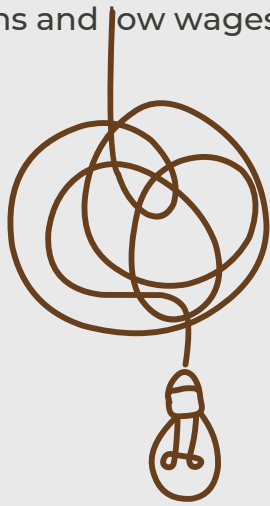
Materialism, the philosophy that places a high value on material possessions and consumption, is deeply embedded in the fashion industry. For consumers, owning the latest designer label or trend signifies success and social status. This desire for material wealth goes beyond personal wardrobes to fashion companies, where profit margins and market share frequently overshadow considerations of sustainability and social responsibility.

A study by McKinsey & Company revealed that **the number of garments purchased annually by the average consumer has increased by 60% over the past 15 years**, while each garment is now kept for half as long. This trend not only shows the acceleration of consumption but also the decreasing lifespan of fashion products in consumers' eyes.



## Understanding the Impact

The relentless pace of consumerism and materialism in fashion isn't just a personal issue; it's a global problem that impacts the environment and social structures. Fast fashion's rapid production cycle leads to massive resource consumption and waste generation. From water-intensive cotton farming to the chemical dyeing processes, the environmental toll is enormous. Moreover, fast fashion often relies on cheap labour in developing countries, where workers face poor working conditions and low wages.



## Critiquing Consumerism and Materialism

Critics argue that consumerism and materialism are deeply embedded in societal norms and values, making meaningful change in the fashion industry difficult. Additionally, the globalized nature of fashion production, with its complex supply chains, presents significant barriers to sustainable and ethical practices.

However, recent development suggests a growing awareness among consumers regarding the environmental and social impacts of their fashion choices. According to a survey by Fashion Revolution, **75% of consumers believe that fashion brands should do more to improve their environmental and ethical practices.** This shift in consumer sentiment proposes the potential for transformative change within the industry, driven by informed consumer choices and advocacy for greater transparency.

**"CONSUMER CULTURE IS RELENTLESSLY SELLING US THE IDEA THAT WE ARE NOT ENOUGH, THAT WE NEED TO BUY MORE."**

-Naomi Klein

Klein explicitly critiques how consumerism, including in fashion, drives materialistic desires.



# CHALLENGES & CRITIQUES



Chapter 6



In the face of relentless consumption, a growing movement within the fashion industry advocates for degrowth. Chapter 4 explored how fashion designers can embrace principles of degrowth through various ways. However, its application to the fashion sector brings up several critical challenges and critiques that need careful consideration, which questions its feasibility and impact on economic structures.



Let's look at some of the challenges and critiques.

## Distinguishing Between Overproduction and Sustainable Production

Degrowth advocates often miss the crucial difference between the unsustainable overproduction of cheap, low-quality clothes and the sustainable production of durable, high-quality clothing. The global working class depends on affordable clothing. If degrowth reduces clothing production too much, it could limit access to these affordable garments.



This poses a significant challenge for lower-income communities that rely on the availability of low-cost clothing options. Nesterova (2022) points out the importance of focusing degrowth in fashion on "less production and less consumerism" by transitioning from fast fashion to slow fashion.

This shift emphasizes quality over quantity and encourages consumers to buy less but better, leading to a more sustainable and equitable fashion industry.





## Ignoring Potential for Sustainable Growth

While degrowth theorists argue that continuous growth in fashion leads to environmental disaster, they often overlook the potential for sustainable growth within the industry. **Areas such as repair services, rental models, and circular production systems can extend the lifetime of garments and reduce resource use without needing to produce more.** Embracing these models can lead to sustainability that fits with degrowth principles while still supporting economic activity and innovation. Fletcher and Tham's (2019) Earth Logic Plan urges a cultural shift towards sustainable practices, not just focusing on using sustainable textiles. This plan advocates for a holistic transformation of the fashion system, encouraging practices that foster long-term sustainability and reduced environmental impact.



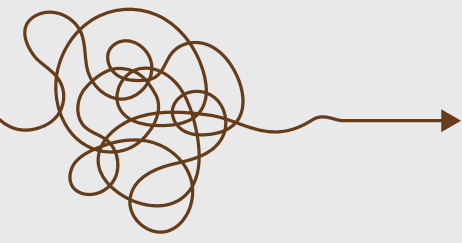
## Impact on Garment Workers in the Global South

Some degrowth proponents call for a global reduction in textile production, which poses significant risks for garment workers in the Global South. These workers, often in low-wage, labor-intensive jobs, could face worse poverty if production declines. Such a reduction could also hinder progress towards the UN Sustainable Development Goals, particularly those focused on ensuring decent work and economic growth. Paulson (2022) argues that a degrowth economy could actually "put power back in the hands of countries dependent on the international fashion industry" allowing them to sustain their economies in ways that benefit their citizens. However, this would require careful planning and international cooperation to avoid unintended negative impacts.

## Quality of Life and Workers' Rights

Degrowth often aims for a "satisfactory" quality of life for most, which may not align with the goal of achieving the highest possible wellbeing for all fashion workers. This approach can overlook the universal human right to a living wage and good working conditions. Ensuring that all workers in the fashion industry receive fair pay and work in decent conditions should be a key part of any degrowth strategy. Hoskins (2023) emphasizes that a just transition in fashion must be done "without sacrificing Global South countries and workers" advocating for policies that ensure fair labor practices and protect the rights of all workers involved in the fashion supply chain.





## Risks of Unplanned Degrowth

Historical instances of unplanned degrowth, such as economic recessions, have led to increased unemployment and instability within the fashion industry. Planned degrowth must include a detailed plan for transitioning to a more sustainable model while maintaining employment levels. This requires strategic planning and investment in new areas of growth that align with degrowth principles, such as repair, rental, and circular production, to ensure a smooth transition that supports both workers and the environment. Giannouli (2022) argues that degrowth in fashion must consider questions of "how" and "where" something is produced and consumed, and the effects on communities and environments. This thorough approach seeks to minimize negative impacts on employment and local economies while fostering sustainable practices.



# CONCLUSION

It's clear that the fashion industry is at a crucial crossroads. Traditional models of fast fashion and endless growth are no longer viable. The environmental and social challenges require a new approach.

The principles of slow fashion and degrowth provide a roadmap for this transformation. Slow fashion promotes quality over quantity, ethical production, and a mindful approach to consumption. Degrowth challenges us to rethink the very foundations of our economic system, advocating for reduced production and consumption while emphasizing sustainability and social equity.

Our vision for the future is a fashion industry that values quality, sustainability, and fairness. It's an industry where workers are treated with dignity and paid fairly, where the environment is respected, and where fashion continues to be a source of joy and self-expression without compromising our collective well-being.

Real change requires collective effort. Designers, consumers, policymakers, and activists must work together to build a fashion industry that prioritizes people and the planet. By adopting sustainable materials, ethical practices, and innovative models like repair services and circular production, we can create a fashion system that supports both economic activity and environmental well-being.

All of us consumers hold immense power. By choosing to buy less, buy better, and support ethical brands, we can drive demand for more sustainable and just practices in the fashion industry. Educate ourselves, raise awareness, and advocate for greater transparency and accountability from fashion companies.

Let's take these insights and put them into practice. Support slow fashion initiatives, advocate for degrowth principles, and make conscious choices in your fashion journey. Together, we can build a more sustainable, equitable, and inspiring fashion future.

Thank you for joining us on this journey towards a better, more sustainable fashion industry. Let's make fashion a force for good and an instrument of positive change.

**SLOW  
FASHION  
MOVEMENT**

*Thank You*





# BEHIND THE SCENES

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## PEDRO

WRITER

Pedro Ferreira is a fashion revolutionary, acting in the intersection between technology, innovation, and sustainability. His expertise is in the environmental performance of fashion materials, predominantly focused on footwear. Currently, Pedro works full time as a Life Cycle Assessment specialist in Norway. In his free time, Pedro learns how to sew, so he can wear the revolution he promotes.

## ROCIO

WRITER

Rocio is a versatile textile and graphic designer with over 10 years of experience in the industry. Her expertise lies in design and colour, aiding clients in realising their visions while suggesting innovative designs to enhance their collections. She is also an activist for climate change and improve the conditions of workers at factories and reducing the environmental impact using new ways of production.



## PUJA

WRITER

Puja is a corporate trainer with over 15 years of experience, and a key board member of the Slow Fashion Movement, driving its expansion to 35 countries. She has led the global ambassador program and outreach efforts for the "Know Your" educational campaign and has been a core team member of the Slow Fashion Season campaign for five years, while she leads the community organisation for Remake's South Asia hub and volunteering for International Degrowth Network.

## SAMBHAVI

WRITER

Sambhavi is a passionate advocate for sustainable development, focusing on climate change and community development. With a master's degree in International Development Practice from Monash University, she dedicates to promoting ethical fashion practices and raising awareness about the environmental and social impacts of the fashion industry.





## POPPY

WRITER

Born and raised in Caracas, Venezuela, Poppy is currently majoring in Fashion Anthropology, where she studies the role of fashion and costume in the evolution of humankind, focusing on developing narratives that examine the relationships between fashion, culture, and society and the identities that overlap within. She aspires to further the inclusion of social sustainability and social justice into fashion through academia and industry, bridging the gap in between both.



EDITOR

## PAULA

Paula is one of the Global Fundraising Coordinators of the Slow Fashion Movement. Born and raised in Northern Brazil, she has always had a close contact with nature. With a background in psychology and education, she is currently pivoting to a career in sustainable fashion.

## ANGIE

EDITOR & DESIGNER

Lived in many corners of the world, but always Slovakian by heart, Angie is forever a nature lover and world explorer. She believes in the magic of mindful choices that not only elevate personal style but also make a positive impact on our planet. Beyond just fashion, Angie is enthusiastic about promoting sustainability in all aspects of our daily lives.



DESIGNER

## FELIX

Felix is one of the Social Media Creators of Slow Fashion Movement. Born and raised in Malaysia. He is passionate about environmental sustainability and sustainable fashion.

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