

Sustainable Innovation 2021

Accelerating Sustainability in Fashion, Clothing, Sportswear & Accessories

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The Unheard Voices in Fashion Accelerating Sustainability

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The environmental, social and economic crisis show that advances in sustainability are insufficient. More and more counter-hegemonic discourses arise from different sources exposing the failures of the dominant system, and inspiring towards new horizons. However, why is the process of change so slow? How could we accelerate this process in order to achieve sustainability?

When analyzing the Fashion System, and specifically, the advances of the Fashion System on sustainability, it is observed that the changes are really slow and over-simplified, they stay in the periphery, prioritizing growth. The problem might be, people trying to adapt sustainability to the fashion system instead of resignifying the fashion system from the lens of sustainability. How can we change this approach? An approach based on multidisciplinary groups and skills at all levels; opening conversation and hearing the unheard voices in fashion (people living under vulnerable conditions, indigenous communities, among others) as starting point to accelerating sustainability in fashion. How could we expand horizons, and hear to the -silent voices- of the industry?

If we prioritize sustainability, and assume an attitude and a commitment, the system itself will change along with our values, beliefs and lifestyles. In order to become sustainable activists, we must expand our vision, a limited version of reality; and integrate other voices to enrich the system. The true innovation in the system will not only come from new technologies, but from integrating, listening to other voices. Forgotten voices, unheard voices -due to a system that has a very large bias- possess a cultural wealth, thought, creativity, and a potential that today is neglected. These voices could provide new, diverse perspectives that interconnected with those influential voices or those that somehow steer the direction of industry, academia, citizens and governments, could really be an acceleration path towards sustainability. Diversifying the voices, opening the system, and working in collaboration will be the key to unlock great potential. Precisely through these voices, we will incorporate different perspectives, share, truly understand and create a collaborative ecosystem, that will fix the imbalances and accelerate the process to sustainability. How could these voices be the path to sustainable development?