

## **Sustainable Innovation 2021**

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## **“Fibre Follows Food”: a Cross-Industry Application of Collective Trademarks for the Salento Fashion Economy to Thrive**

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In the limelight thanks to Dior’s Craft-Focused Cruise 2020 fashion show, Salento is characterized by a diverse production system, with a high density of specialized clusters and excellence hubs.

The fashion and food industries have historically been two of the strongest drivers of its economy. Nowadays, their destiny is largely intertwined with their positioning in global value chains, a context in which the quality and sustainability of products appear as winning factors for competitiveness.

In both industries, a renewed link with the territory, traditional craftsmanship, raw materials and local know-how appear as key factors for success, not only in terms of economic performance but also for environmental and social sustainability.

Drawing on a series of case studies and interviews, this paper is an evidence-based inquiry into the positive “territory effect” on the sustainable growth of the wine and fashion industry in Salento. In order to improve market differentiation and product placement, the authors argue that implementing a collective mark, embedding sustainable practices and values, may be considered a suitable proposal for fostering sustainable consumption and production patterns, in line with SDG 12. Quality labels associated with environmental and social standards can provide benefits in terms of enhanced corporate responsibility image which, coupled with the positive goodwill and reputation embodied in collective property rights, can induce a new start of local take-off.