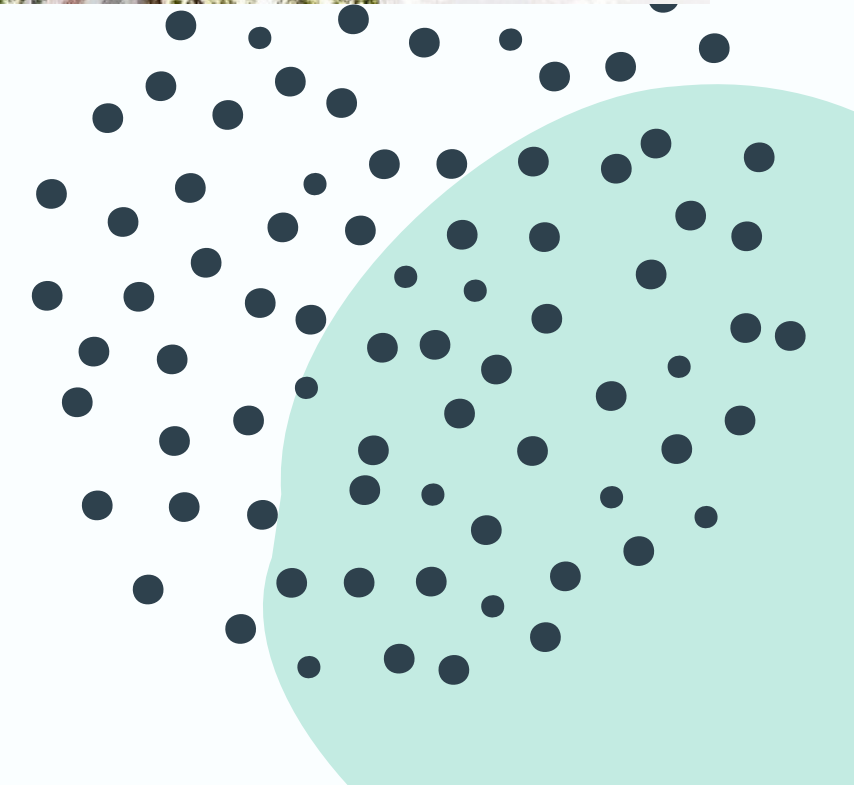


SUSTAINABLE FASHION MATTERZ

Organized by YES Milano

Presentation by Svetlana Shashkova
IG HungryFaces

**ECO
GREEN
SUSTAINABLE
HACKS**



Summary

DISCUSSION POINTS

Fashion Revolution

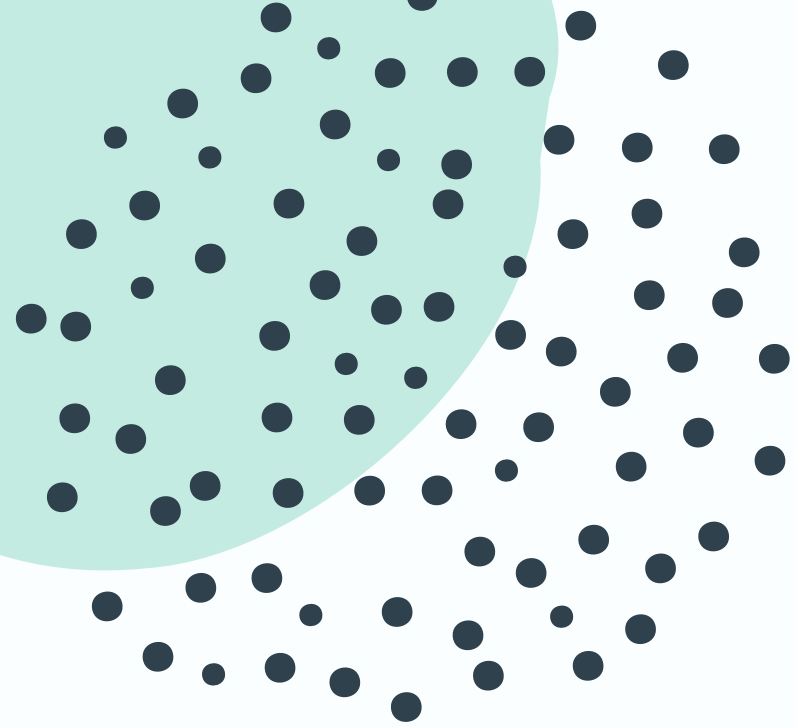
Basis of Sustainable Fashion

Popular Contradictions

Trends

Top Hacks for Today





EXPERIENCE

International Modelling, Influencer Marketing, Fashion Styling, Art Direction, Production organising.

ACHIEVEMENTS

Collaborations with leading high end fashion brands and international magazines.

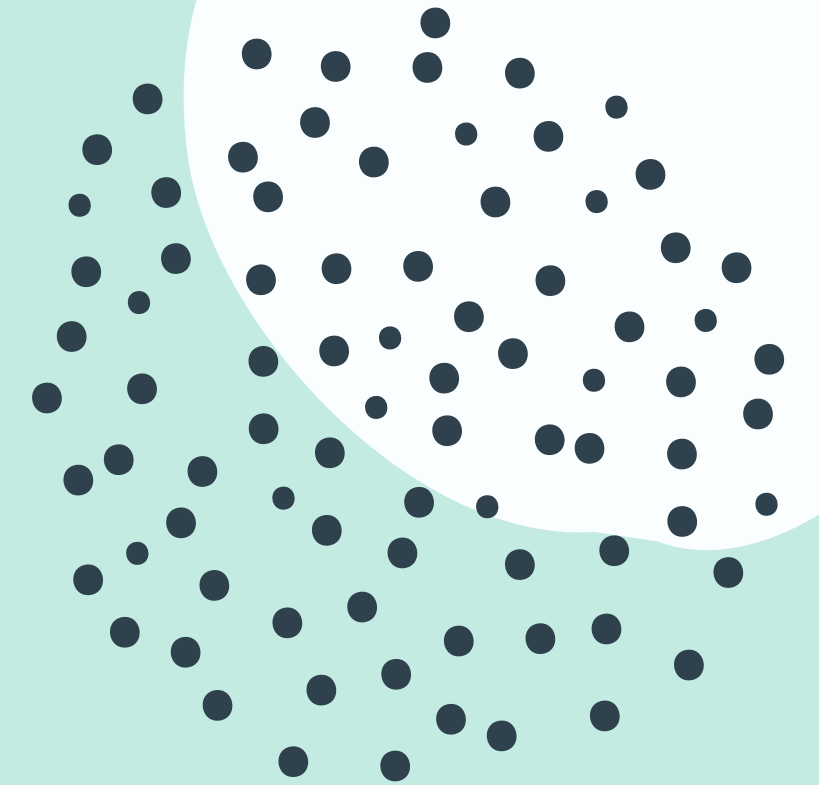
Founder of hungryfaces.me and co-founder of ViableFlower

**MODEL, FASHION
STYLIST
AND
SUSTAINABILITY
ACTIVIST**

Svetlana Shashkova



A 21st Century World



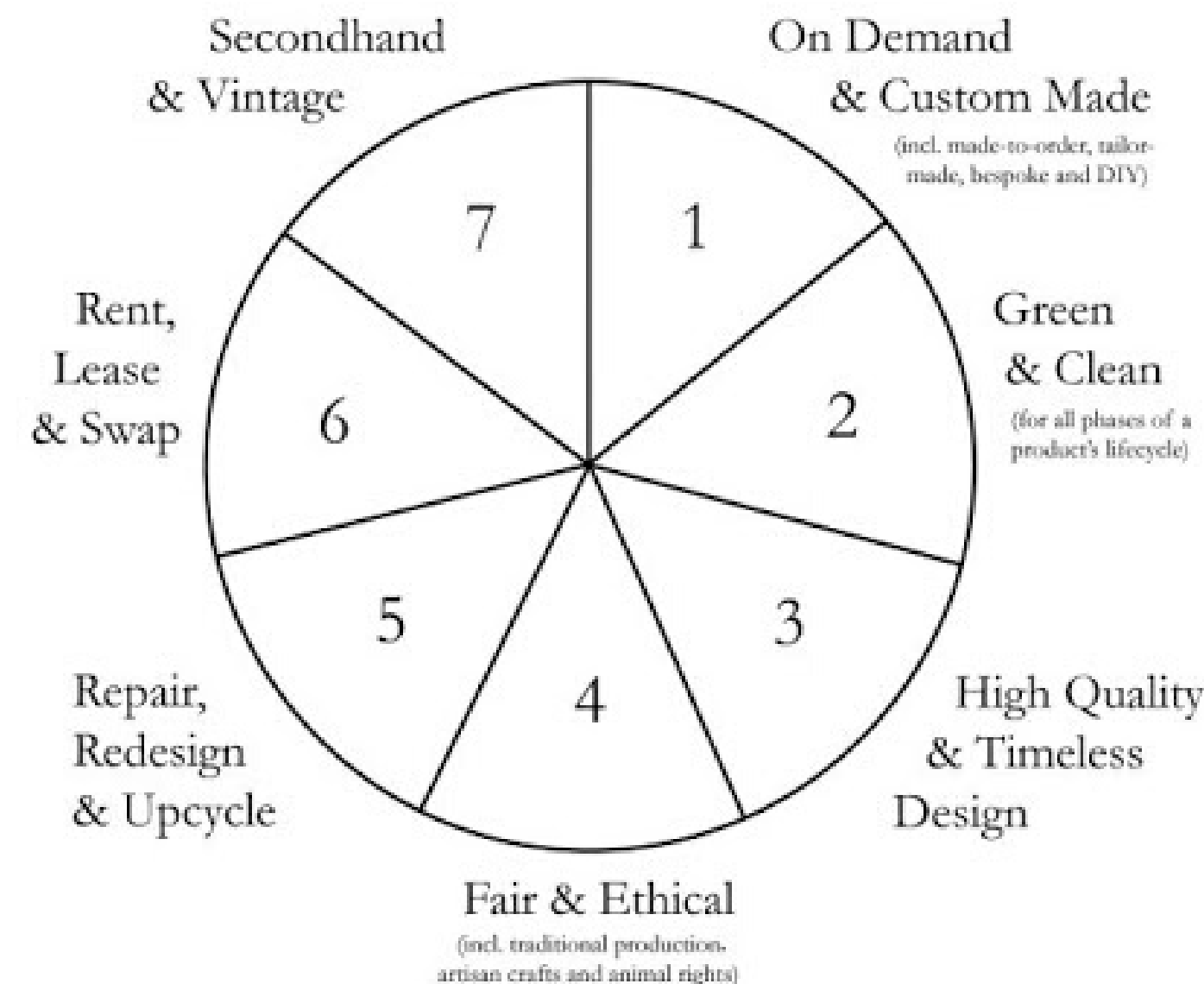
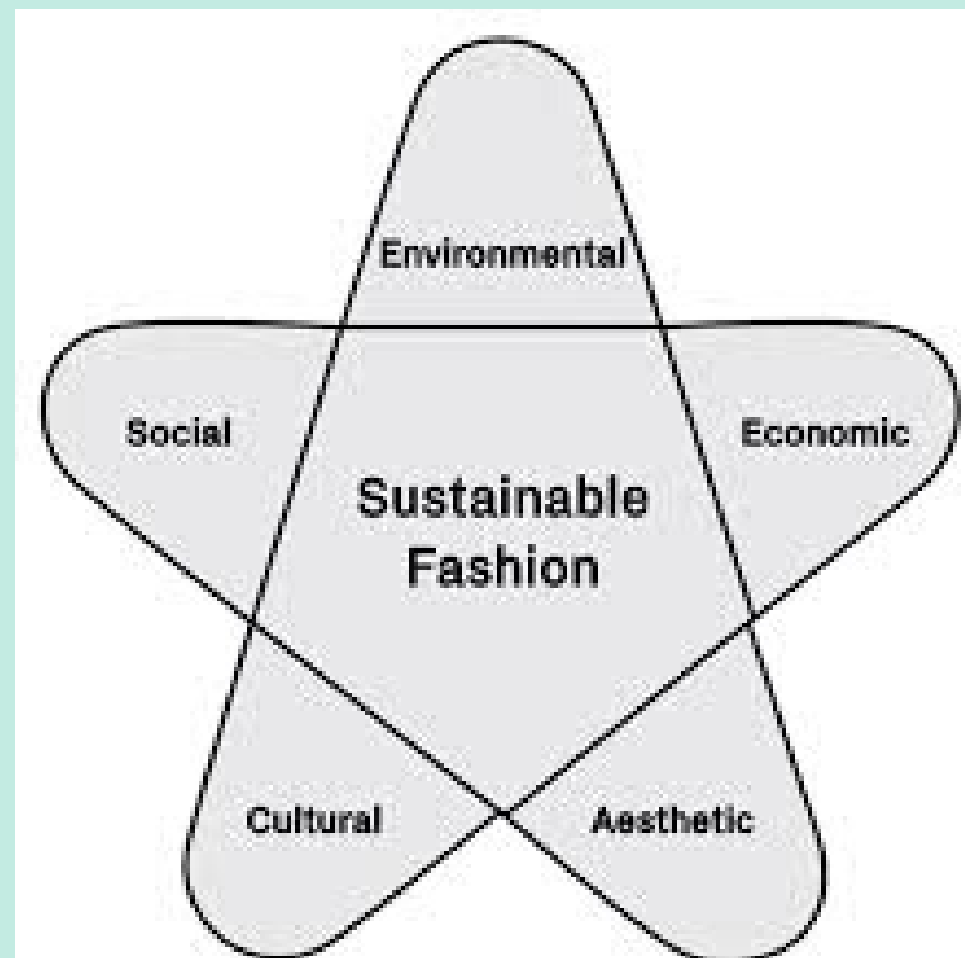
How many time you have asked yourself this question?

In a 21st century world this topic becoming more and more important. To support fair labour is the 1st sustainable step you can do.

Find out more at FashionRevolution.org

Basis of Sustainable Fashion

In a nutshell there are 5 important impacts that are making fashion sustainable: ethical, environmental, social, cultural and recycling or upcycling.



Popular contradictions

While being naked is the #1 most sustainable option we're #2

The word accustomed to describe the reduced cost or affordable clothing that's rapidly made to reply to the most recent trend frequently being worn only a couple of times prior to being discarded. The moral and ecological implications of this kind of clothing are very well recognised with valuable sources being wasted and workers within the logistics being mistreated to make sure inexpensive clothing that's rapidly created..





vegan fashion.

Being vegan is usually thought to a moral and sustainable lifestyle, not just lowering the suffering caused to creatures within the farming system but lowering the carbon footprint and pollution brought on by farming. It might therefore be a surprise with a that vegan fashion isn't always probably the most ethical and sustainable option.



Trends

RECYCLING AND UPCYCLING

Try to give a second life to your clothing

USING NATURAL FIBERS

Look for ingredients of every garment, buy clothing that last

MINIMASING CARBON

FOOTPRINT

Going to alternative energy consumption and transportation, minimasing polution and waste

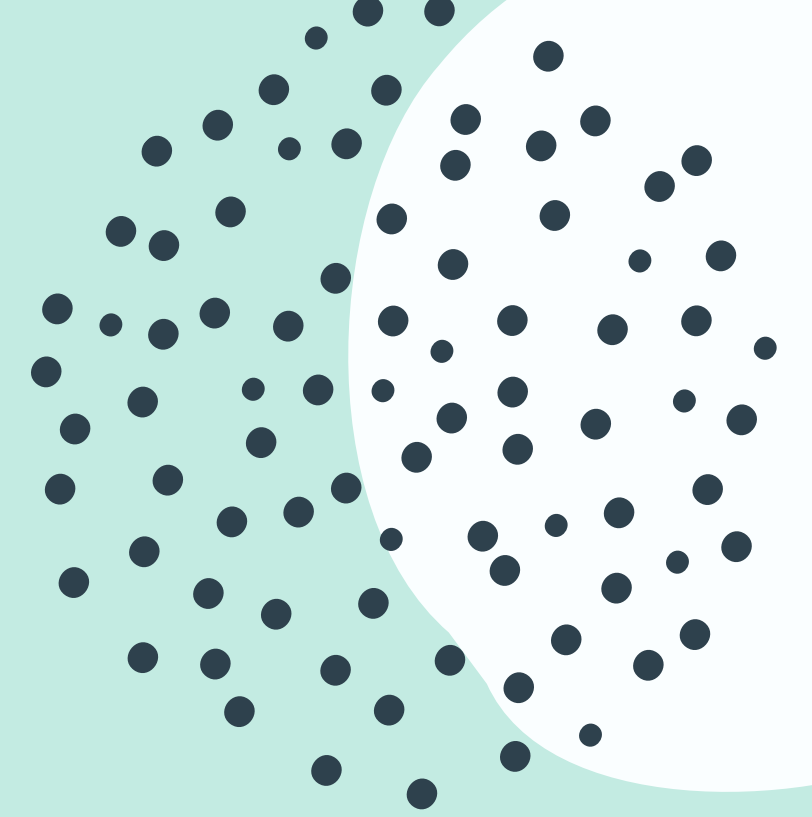
100%

YOUNGER GENERATIONS
INCREASINGLY STATE THAT
THEY WILL PAY MORE FOR
PRODUCTS THAT HAVE THE
LEAST NEGATIVE IMPACT ON
THE ENVIROMENT



RECYCLE
YOUR
CLOTHES

Top Hacks for Today



READ AND LEARN

There are a lot of information you may find today by only surfing online

ACT AND SHARE

Make your 1st step at the time in order to be more sustainable, conscious and responsible.

JOIN OUR COMMUNITY

Stay up to date with Fashion Revolution and Viable Flower for more insights

COMMON OBJECTIVE

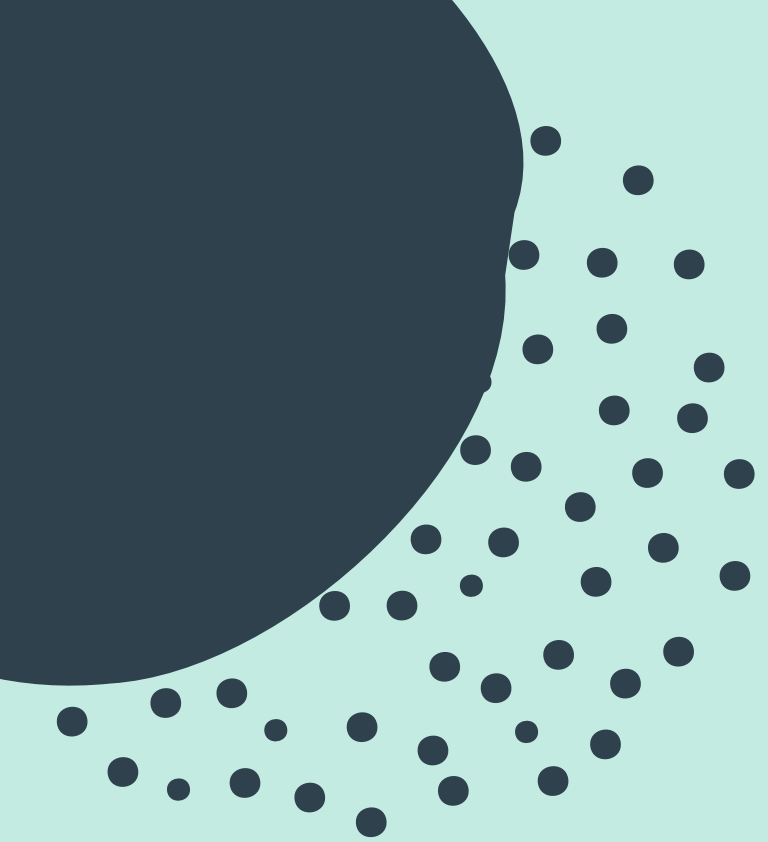
Learn about latest industry news and develop your sustainable intelligent business network for the fashion industry. Their technology matches members with the connections and resources they need to succeed - and makes it easier for them to work in the most sustainable way.

ECO AGE

Founded by Livia Firth a big supporter of Green Fashion and Enviroment. She aims to raise the profile of sustainability and social welfare by encouraging celebrities to wear ethical designs at high profile events and catapulting sustainable style into the spotlight. Organiser of Green Fashion Carpet. Currently providing sustainability consultancy and communication for brands

BUYCOTT

An Internet-based platform and smart-phone application that reads the Universal Product Codes (UPC) barcode on a product, and suggests whether a consumer should buy or avoid that product based on how well it aligns with the consumer's values and principles.



**EVERY JOURNEY STARTS
FROM A SINGLE STEP
MAKE YOURS 1ST STEP A
BIT GREENER.**

FINAL WORDS





SUSTAINABLE
FASHION
MATTERZ

Thank You