

# Re.Design. For a sustainable future.

The Textile & Fashion Hub's Sustainable Fashion Forum  
Friday 15 June, 2012

## Presenters & Panelists

Sponsored by

International Fibre Centre



### Trends in sustainable fashion and textiles

How can we *re-design* a sustainable future for our industry



**Jen Sherrin**  
WGSN

#### Jen Sherrin

WGSN is the leading online trend-analysis and research service providing creative and business intelligence for the apparel, style, design and retail industries. Providing Trend Forecasting industry intelligence and product direction reports, combined with training, best practices and processes to major international companies such as Arcadia, Pacific Brands, BBC Worldwide and Zara.

In February 2008, Jen was appointed WGSN National Sales Manager for Australia and New Zealand to oversee all new business development across Australasia. Since this time Jen has speedily built strong relationships with Australasian Designers, Marketers, Buyers and Merchandisers to successfully grow WGSN and raise its profile across all states of ANZ.

Jen worked as a WGSN Territory Manager in 2007 looking after the Middle East, Greece & Egypt, where she successfully expanded WGSN's market share and organised WGSN's first Fashion Seminar in collaboration with Dubai International Fashion Week.

Originally from the UK, Jen started her Fashion career in London and represented Pacific Textiles, a Far Eastern Fabric supplier to Marks & Spencer after securing a 1<sup>st</sup> class BA Hons Design Degree at the Glasgow School of Art.

Jen has excellent experience of the textile and fashion industry in both haute couture and core high street fashion business and has worked in Europe, Asia and Australasia including the UAE, Kuwait, Egypt, Greece, China, Hong Kong and the UK

### Designing for minimal waste

Let's *re-think* how we design and make a product.



**Holly McQuillan**  
Massey University,  
College of Creative Arts

#### Holly McQuillan

Holly is a Zero Waste Fashion Designer educator and researcher at Massey University, College of Creative Arts. She is credited with being one of the pioneers of Zero Waste Fashion design by the NY Times and has been profiled in The Domus, Fast Company and Ecouterre amongst many others.

Her research articulates her zero waste fashion practice and focuses on issues including digital fabrication, intellectual property law, sustainability and their links with risky design practice. She has exhibited in New York, Seoul, Chicago, Sydney and Wellington presenting various examples of zero waste garment design. She has engaged with leaders in industry and educational audiences in USA, Asia, Europe and New Zealand, with forthcoming presentations in Finland and Australia.

McQuillan's activities as a facilitator and creator of sustainable fashion practice, and the instigation of events such as The Cutting Circle and Yield: Making fashion without making waste, in Wellington and New York, serve to broaden the impact of zero waste design locally and internationally.



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**Ellie Mücke**  
MÜCKE

## Ellie Mücke

It was over 10 years ago, during her studies at RMIT, that Ellie Mücke's search for alternative approaches to fashion design practice began. Frustrated with unsustainable practice in the commercial fashion industry, Ellie formed the women's clothing and accessories label MÜCKE, in 2007.

Through re-configuring second-hand clothing, exploring interactive and collaborative design application and teaching, Ellie has developed a unique language in sustainable fashion design.

Her collections question and explore the ways in which we choose to wear cloth on the body. Her 'partial' garments and trans-seasonal style, express her desire for a future based on much slower paced fashion consumption.



**Monika Tywanek**  
Cylk

## Monika Tywanek

Monika is a designer at cylk, Australia's leading innovative fashion brand.

cylk has established itself as a pioneer of seamless knitting and sustainable yarn development. The brand has incorporated this into its minimalist luxe aesthetic.

The cylk silhouette is clean, modern and shapely. Using innovative seamless technology, the beautiful and timeless pieces conform to the body, while also enhancing the feminine form.

The brand has developed a cult following both locally and internationally because of its unique aesthetic and compelling story.

Minimalist. Innovative. Luxe.

## Sustainable design and materials

What can be done to **re-innovate** and keep businesses viable?



**Kate Fletcher**  
Reader in Sustainable Fashion  
London College of Fashion

## Kate Fletcher

Kate's work is both rooted in nature's principles and engaged with the cultural and creative forces of fashion and design. Over the last 15 years, her original thinking and progressive outlook has infused the field of fashion, textiles and sustainability with design thinking, and come to define it.

Kate is one of the founders of the 'slow fashion' movement and instigator of directional sustainability projects, including Local Wisdom which has engaged hundreds of people worldwide with the 'Craft of Use' and 'post-growth' fashion and was shortlisted for the Observer Ethical Awards in 2010. She is also founder of the design for sustainability consultancy Slow Fashion where she works with companies, educational establishments and non-governmental organisations to foster change towards sustainability.

Kate has over 50 scholarly and popular publications in the field. She is author of Sustainable Fashion and Textiles: Design Journeys (2008). Readers call it "inspiring," "the foundation for a radical new perspective" and "a bible" and it is in active use in commercial design studios and is the principal text in academic seminar rooms around the world. She is also co-author of Fashion and Sustainability: Design for Change (2012).

Kate is Reader in Sustainable Fashion at the Centre for Sustainable Fashion, London College of Fashion where she has a broad remit spanning enterprise, education and research. Her strategic leadership permeates the Centre's activities, including its role as co-secretariat to the All Party Parliamentary Group on Ethics and Sustainability in Fashion at the House of Lords, where she has guided its agenda towards the role of the user, local production and education and skills.

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**Natalie Dillon**  
3Fish

## Natalie Dillon

Natalie co-founded, with husband Marty, 3Fish, an ethical clothing company. 3Fish produce cutting edge sustainable merchandise ranges for a broad range of organisations the likes of John Butler Trio, Mambo (Europe), The Global Poverty Project, World Vision, Compassion, RMIT, and Latrobe University. 3Fish provides Fairtrade, Organic Cotton uniforms for The Body Shop Australia, Department of Sustainability and Environment and a swathe of hospitality icons like Little Creatures and The Agrarian Kitchen.

The 3Fish retail range of ethical clothing is now stocked in around 50 stockists around Australia. 3Fish presents a range of gorgeous and fabulously comfortable 100% Fairtrade certified organic cotton, carbon neutral wardrobe basics and seasonal pieces you can feel great about on every level.

3Fish recently took out the United Nations World Environment Day Award for Sustainability Leadership for SMEs, and a week later won the Victorian Premier's Sustainability Award for Small Business, having produced over 100,000 Fairtrade and organic cotton products, using organic dyes and inks, recycled packaging, and producing garments carbon neutral, saving an estimated 11.3 tonnes of toxic chemicals from being used.



**Alex Trimmer**  
Sosume

## Alex Trimmer

Alex is the founder of SOSUME and has been on the search for the most environmentally conscious fabrics since its inception.

Every effort and consideration is taken into account when fabrics are selected for SOSUME's designs, such as water usage, yield, pesticide usage, land usage along with strength, durability and longevity.

SOSUME manufactures all garments in Melbourne and sources fabrics from all over the world.

## Reducing impacts of chemicals and dyes

What can we do to *re-duce* the negative impact our industry has on the environment?



**Peter Johnson**  
Manager Product EHS Langweid  
& Product Stewardship, Basel  
Huntsman Advanced Materials

## Peter Johnson

For many years Peter has lead the Ciba technical team, providing support to the global textile printing industry. This included on site trials, problem solving, customer technical requests and creating promotional materials.

After many re-organisations and changes he joined the Product EHS group (Environment, Health and Safety), where his principal responsibility is product stewardship. This involves an integrated business process for indentifying, managing and minimising the EHS impacts at every stage of a product's life cycle. This is where Peter developed his and the company's interest in sustainability and related topics.

Peter has been based in Basel for the last 19 years, but spent nine months in 2011 in Singapore on a project for Huntsman for APAC region and all the divisions, in an effort to move product stewardship into the region.



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**Kelly Elkin**  
ALAS

## Kelly Elkin

Kelly is a designer, writer and ethical fashion advocate. Since graduating with a BFA in fashion in 2006, she packed her suitcase and embarked on a trip across the world. While overseas, Kelly was involved in many parts of the ethical fashion industry. Designing for local and international labels, she has had the diverse experience from stocking up-cycled wears in Topshop to creating one off pieces at London Fashion week.

Kelly's work has been featured in various publications such as French magazine WAD, Fashion Forecast UK and antipodean magazine Oyster. During this time she has also assisted, consulted and organised fashion events for organisations such as Made By, Ethical Fashion Forum and QLD fair trade collective.

After a diverse range of experiences overseas, Kelly returned to Australia to launch her award winning organic sleepwear label A.L.A.S. Not one to be idle, her desire to promote independent designers inspired her to create a blog called Transparent Seams, which features interviews from ethical designers from around the world. Her blog has led her to freelance for *Peppermint* and *Ecouterre*.



**Stuart McDiarmid**  
GuWen

## Stuart McDiarmid

After a practical background in textile processing and technical management positions in various sectors of the Australian textile industry, he joined the Australasian operations of an international dyestuff and chemical corporation. He subsequently relocated internationally, successfully carrying out management roles, whilst living and working in diverse global locations such as China, the Asia-Pacific region and the Americas

GuWen Business Resources was established in 2008 when, upon returning to Australia, Stuart saw the need for a dynamic consulting group to support the development of the textile and fashion sector, in the post-manufacturing era of the Australian textile industry.



**Kate Barry**  
TESTEX

## Kate Barry

A love of wool and textiles led Kate to the Melbourne College of Textiles to study Applied Science of Wool and Speciality Fibres. On completion, she entered into the wool trade as a junior wool buyer. Kate worked in the trade for about 11 years as a wool buyer for Japanese and Italian Topmakers, with a break in between for a working holiday in the UK.

After such a long time in the wool trade Kate was ready for a change so took on the role of fabric technologist / buyer at Country Road. It was during this time that she became interested in sustainability surrounding textiles and the need for it in our industry. This led Kate to her current role as Office Manager at Testex where she promotes the OEKO-TEX® Standards to the Australian industry.

