



THE ETHICAL FASHION SOURCE

SOUTH KOREA: FUTURE HUB FOR SUSTAINABLE & ETHICAL FASHION

SARAH DITTY, EDITOR-IN-CHIEF
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ETHICAL FASHION FORUM

Image: SOURCE Innovation Award winner, Ultra

2013: SPOTLIGHT ON ETHICAL PRACTICES

Since the Rana Plaza disaster, ethical practices are paramount

Big business is getting serious about ethical sourcing: From M&S to H&M, Sustainable Apparel Coalition and SCAP (representing 1/3rd of the UK clothing market)

Global small business movement

Supplier industry movements

Fashion: The Future is Sustainable

“The ethical product market is set to reach **£76.7 billion** by 2016“(Key Note 2012)

1/3 of brands showing at London Fashion Week 2013 a sustainability focus (SOURCE Intelligence)

Organic cotton sales have grown **40%** annually since 2000. (SUDWIND)

Image: SOURCE Founding Partner Mantis World



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ETHICAL FASHION FORUM: GROWING A MOVEMENT

- Founded in 2005 with 20 Founding Business members
- 2006: United experts in the field and launched consultancy arm
- 2006 - 2009: Launched and partnered with College Project
- 2007 Launched the INNOVATION Awards to support new talent

Image: SOURCE member Ala Mairi




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ETHICAL FASHION FORUM: SUPPORTING THE SECTOR

- 2008-2010 Reached 1500 professionals through **Spotlight on Sourcing** training series
- 2009 – Launched online network, and first sourcing trade show
- 2011-12 Launched the SOURCE Platform and events
- 2012 First SOURCE Summit
- 2013 Supporting over 8,000 business members in 140 countries

Image: SOURCE member and sustainability pioneer, Camilla Wellton



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ETHICAL FASHION FORUM: WHAT IS THE SOURCE?

SOURCE is a ground-breaking online solution that makes it easy to source, produce, and do fashion business in the most sustainable way.

Including:

- SOURCE intelligence
- SOURCE Events
- SOURCE Database and printed directories
- SOURCE Network
- SOURCE Consult

Image: SOURCE Award winner Lalesso



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GOALS: SOCIAL AND ENVIRONMENTAL

- To improve livelihoods
- To open doors to the market and breakdown barriers to ethical, sustainable sourcing
- To reduce environmental footprint of the fashion industry
- To put the spotlight on best practice and foster collaboration
- To prove the business case for sustainability in fashion

Image: SOURCE member and partner, pioneering ethical manufacturer Mantis World.

SOURCE: FIGURES

- SOURCE has over 8,000 members in more than 140 countries.
- Up to 150,000 visits to the SOURCE web platform every month.
- Over 15,000 SOURCE Bulletin subscribers, 90% professionals.
- Over 50 partner networks: including leading industry bodies globally.
- Connected with over 50 universities and colleges worldwide.

A woman with her hair in a high bun, wearing a red and black patterned blazer over a black top and a matching patterned scarf. She is standing against a white wall with a black vertical line. The text 'THE ETHICAL FASHION SOURCE' is overlaid in the top left corner.

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THE SOURCE: ETHICAL MANDATE

- Minimum labour standards
- Adding value, Fair Trade and sustainable livelihoods
- Environmental standards
- Progressive practices
- Transparency
- Quality standards

Image: Fellowship 500 and SOURCE member Near Far, changing lives in Sierra Leone.

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Sustainable Fashion Business Consortium



SRILANKA APPAREL
GARMENTS WITHOUT GUILT



OTHER REGION-SPECIFIC INITIATIVES: LEARNING LESSONS

- Don't "re-invent the wheel" - Be joined up, collaborate!
- Start with what's achievable
- Build up the business case
- Measure your impact, robust data is crucial
- Engage people with a story to help galvanize support

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THE MARKET FOR LABELLED PRODUCTS:

- 400+ eco-labels or 'green' certification systems on the market (Source: Green Marketing)
- Estimates suggest there has been a 30% increase year on year for 'eco-labelled' products (Source: WFTO)
- 28% of consumers look to green certification seals or labels to confirm that a product adheres to claims (Source: Green Marketing)

Images: logos of some of the leading international social and environmental certification systems



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HOW TO CATALYSE A SUSTAINABLE FASHION MOVEMENT... SOME IDEAS

Image: Lalessa, changing lives through fashion in Kenya, **SOURCE Award Winner**

DEVELOP SECTOR USP:

- Develop a Korean garment sector initiative / tradeshow
- Examples: Ethical Clothing Australia and Sri Lanka's Garments Without Guilt
- Engage with partners- such as SOURCE and our partner network – to grow profile

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GALVANIZE INTEREST MOTIVATE & INSPIRE

- Open, industry-wide training
- Inspiring events, workshops, seminars
- Example: EFF ‘Spotlight on Sourcing’ series
- Grow the Korean “Ethical Fashion Network” – SOURCE can support this

Image: SOURCE member Samanuscha



PUT THE SPOTLIGHT ON **SUSTAINABILITY** PIONEERS

- Celebrate and share best practice across the sector
- Gain profile for Korean brands and suppliers, reach an international audience
- SOURCE Awards – special South Korea focus ?

Image: SOURCE member Ananda Pascual

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INSPIRING THE NEXT GENERATION OF FASHION GRADUATES

- Integrate sustainability into curricula to drive forward the industry and demonstrate South Korea as a leader
- Link up with leading universities, use the SOURCE platform to facilitate and to access training materials

Image: SOURCE member Atelier Laure Paschoud

Image: Getty



THE ETHICAL FASHION
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BRAND
PREVIEW
2014

4TH - 5TH FEBRUARY

THE GLOBAL
SHOWCASE FOR
SUSTAINABLE
FASHION:ONLINE

IMAGE: SOURCE MEMBER
LINDA MAI PHUNG



VISIT THE SOURCE OR JOIN
OUR **GLOBAL NETWORK**

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Image: Ethical supplier and SOURCE member Mehera Shaw