

Fashion Values Challenge 2022



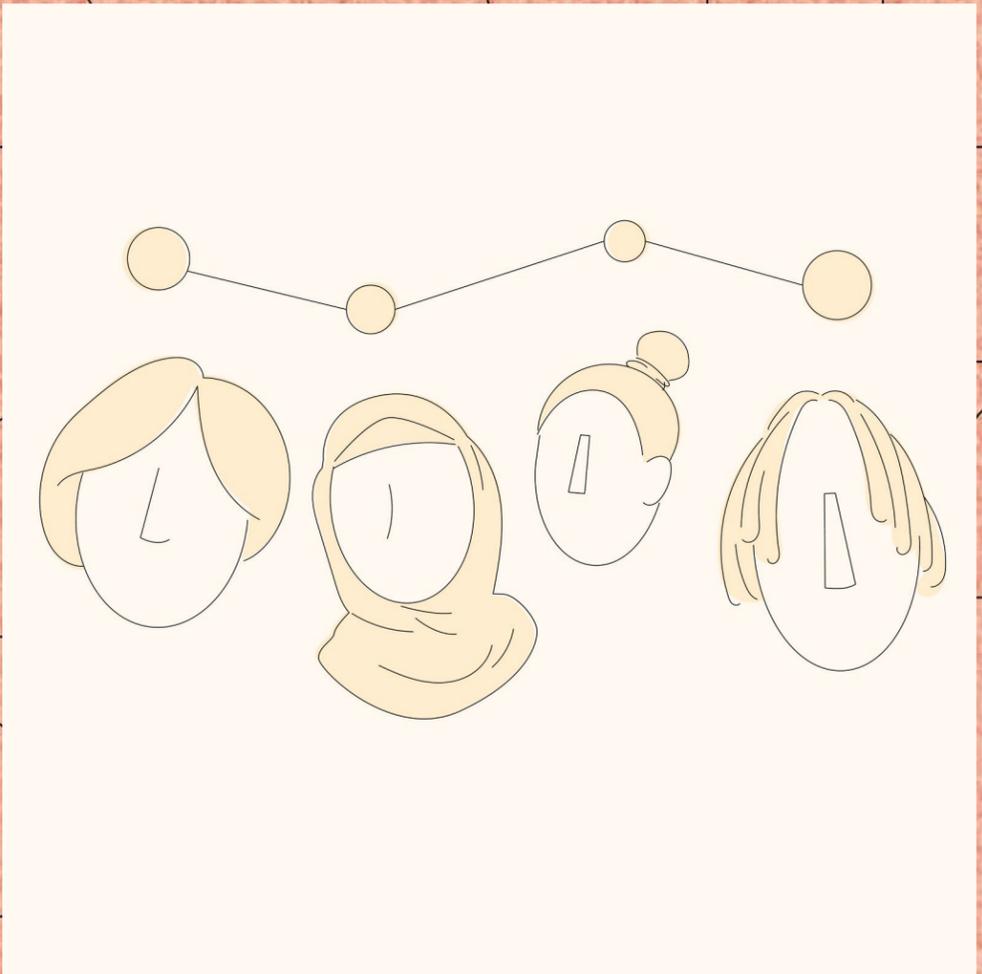
Information for Applicants

How can Fashion value Society?

The Fashion Values Challenge is a global call-out for transformational ideas. We are looking for innovations in products, services and systems across the fields of design, media and/or technology, that will enable the fashion industry to pave new ways to value society.

Fashion Values is an educational programme ideated and developed by Centre for Sustainable Fashion (CSF), London College of Fashion, University of the Arts London, in partnership with Kering, IBM, Vogue Business and Eyes on Talents. It aims to enable the next generation of fashion designers, strategists and communicators to create sustainably; to empower imagination, innovation and consciousness through sustainability leadership; and to make education and learning globally informed, interdisciplinary and accessible.

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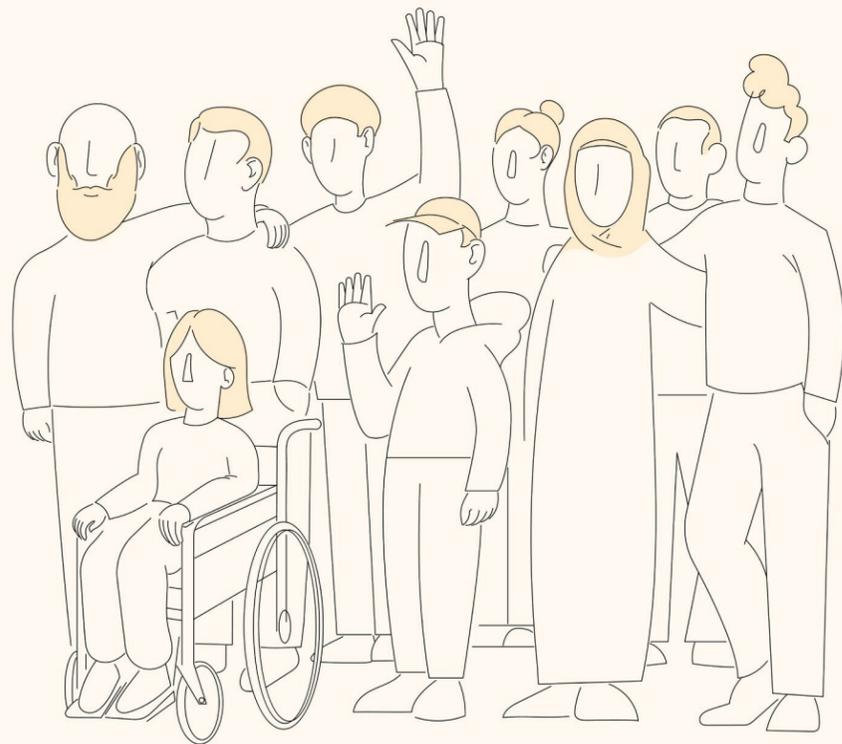


Context: A Just Transition

We need to pave new ways for fashion to value society – ways to support fulfilling and flourishing relationships between ourselves and the material culture that we wear, ways grounded in values of care, empathy, equity, collaboration and creativity.

The future of the global fashion industry is dependent on sustainability strategies to foster social change. Social sustainability refers to the ability of a community to interact and collaborate in ways that create and exemplify social cohesion; it considers places, communities and organisations, both formal and informal, and their resources, opportunities; and it involves agency of diverse participants.

A group of Fashion and Society advocates from diverse disciplinary, locational, professional and personal perspectives came together at a Roundtable event in 2022 to define what Society needs from fashion. The resulting brief asks change-makers from all over the world to respond to industry challenges that, if answered, would be instrumental in upholding social justice in and through fashion.



“The fashion industry needs to assess, not just the environmental impact of a particular fibre, but also needs to look into the cultural, social and economic impact that a certain fibre has in really marginalised communities.” – Quote from the Fashion Values Society Roundtable

The Challenge Brief

We invite you to share your responses to the question:

“How can Fashion value Society?”

This Challenge calls for applicants to demonstrate how their idea will help to shift the fashion industry towards a future grounded in human and planetary health: one that contributes to social justice rather than perpetuating injustices for people and nature. We ask applicants to consider how fashion can become part of the solution rather than part of the problem.

How will your idea contribute to a fundamental shift from a fashion system that is socially unjust and negligent to both society and nature, to one that is grounded on values of care, empathy, equality, collaboration, and creativity? We are searching for compassionate, hopeful, connective, pivotal, empathetic, and holistic ideas.

The Challenge brief is open, we are seeking transformational ideas applied to the fields of design, media and technology. Applicants may propose an idea that focuses on one discipline, or includes multiple disciplines.

Social justice is often seen in terms of equality, equity, rights, diversity or inclusion. It is about the distribution of power, resources, advantages and access that benefit some people and marginalise others.

Why do you think fashion’s contribution to societies needs rethinking?

How is the dominant fashion system perpetuating injustice and exploitation?

What does equity in fashion mean to you?

How might you design fashion products, systems and services that uphold social justice and create the conditions for equality, equity, rights, diversity and inclusion?



The Challenge Brief

We seek responses from a range of fashion practices and disciplines under the fields of design, media and technology.

Submissions could include, but are not limited to:

- Dismantling systems
- Slow fashion
- Social compliance programmes
- Challenging fashion hierarchies
- Accessibility to 'sustainable' consumption
- Supporting legislative or policy change
- Resource use; climate victims vs those responsible
- Gender dynamics
- Fashion production as a valuable skill
- Finding new ways of living
- Livelihoods in the wake of post-capitalism

*“Society and fashion... have a mutual symbiotic relationship
and one reflects the other.”*

– Quote from the Fashion Values Society Roundtable

Design Focus



Brief focus: Design

Are you a designer of fashion products, services or systems? We are looking for design approaches that uphold social justice and create the conditions for equality, equity, rights, diversity and inclusion in and through fashion.

Submissions could include, but are not limited to:

- Inclusive and equitable products
- Sustainable practices within small businesses
- Building collaboration to improve workplace conditions and lives of garment workers
- Scaling up change within larger institutions
- Initiatives, policies and procedures that mandate equity and diversity for all
- Addressing disconnections between groups, makers, wearers
- Ways to value fashion production as valuable skill
- Exploring different value systems and quantifiable measures of value
- Collaboration between producers and consumers
- The decarbonisation agenda
- Ways to scale up sustainable practices across fashion
- Making change in communities
- Decentralising and decolonising
- Awareness of the social impacts of environmentally driven decision-making
- Empowering workers / supply chain makers

“It starts with actively listening and understanding what fashion design means for various people... only then can we try to come up with solutions, conversations, or dialogues on how technology or any other thing can play a role in these different groups.”

“Just because something can be counted, doesn’t mean it counts’. We search for quantifiable measurements, but it’s more about the qualitative. It’s more about the stories and values.”

“Our garments have a lot to say about the state of the world, they could improve the world, and can be really empowering and give a lot of solidarity to society”

– Quotes from the Fashion Values Society Roundtable

Media Focus



Brief focus: Media

Are you a communicator or media specialist for fashion? We are looking for new narratives, storytellers and communication methods that uphold social justice and create the conditions for equality, equity, rights, diversity and inclusion in and through fashion.

Submissions could include, but are not limited to:

- Promoting broader representation and wider perspectives of ideals
- Reinforcing the positive self esteem of wearers
- Advocating to make changes in local and/or global policies around labour rights, equality, diversity, inclusion, social justice or decent livelihoods
- Fashion activism and challenging the status quo
- Education - priming the next generation of designers
- Fashion education accessibility
- Addressing greenwashing, and lack of appropriate language
- Sustainability terms understandable and digestible
- Communication of complex social issues
- Demystifying fashion
- Impact of social media on fashion
- Encouraging behavioural shifts
- Communicating provenance and empowering consumer decision-making

“Stories have an impact because they help us understand and navigate the world. We need to make sure that we’re telling diverse stories, stories that really have an impact on the change we want to make.”

“...Ultimately, I think a lot of great knowledge from be it policymakers or research powerhouses... may be lost in translation. “

“How can we actually get to have common access to all the knowledge. I think that will be quite key for citizen empowerment.”

– Quotes from the Fashion Values Society Roundtable

Technology Focus



Brief focus: Technology

Are you using fashion technology to imagine new products, services and systems for fashion? We are looking for approaches that harness technological innovation to uphold social justice and create the conditions for equality, equity, rights, diversity and inclusion in and through fashion.

Submissions could include, but are not limited to:

- Model technologies for workers to communicate issues/complaints
- Improvement to transparency in supply chain
- Addressing lack of standardisation
- Access and responsible utilization of data
- Decentralising and making data inclusive
- Life cycle tracking
- Communicate and engagement with wearers
- Provenance
- Fashion in digital spaces
- Ways to measure, track, critically analyse, understand and/or report on fashion's impact on Society
- Applications of innovative technologies, sciences and tools to fashion and sustainability
- Digital or immaterial fashion practices
- Society-centric approaches to the production, consumption and cycling of fashion products

“When we talk about sustainability, we are usually talking about the needs of the future generation... There’s so much information out there that it’s hard for consumers to process everything and come to a real understanding of it all. I think, in general, we, as a society, are undergoing this deluge of consumerism and information. It’s hard for us to look at other parts of the world and think how to clean it up.”

“We must stop trying to use a template for everything, and be more holistic about solving these problems. Bring humanity back into how the solution is found.”

– Quotes from the Fashion Values Society Roundtable

Judging Criteria

The Challenge brief is open to professionals, students and design enthusiasts around the world.

- Applicants must be aged 18 years or over.
- Group applications are accepted.

The following judging criteria will be used to select the ten finalists and two winning ideas:

Relevance

- The ability to engage with, analyse, research and respond to the Challenge key question.
- A clear demonstration of how the idea will benefit its users / audiences / stakeholders.
- A clear understanding of the Fashion Values online resources.

Originality

- The ability to conceive and develop original ideas in response to the brief.
- A creative approach to sustainability from the perspective of fashion design, media and/or technology.

Creative Thinking

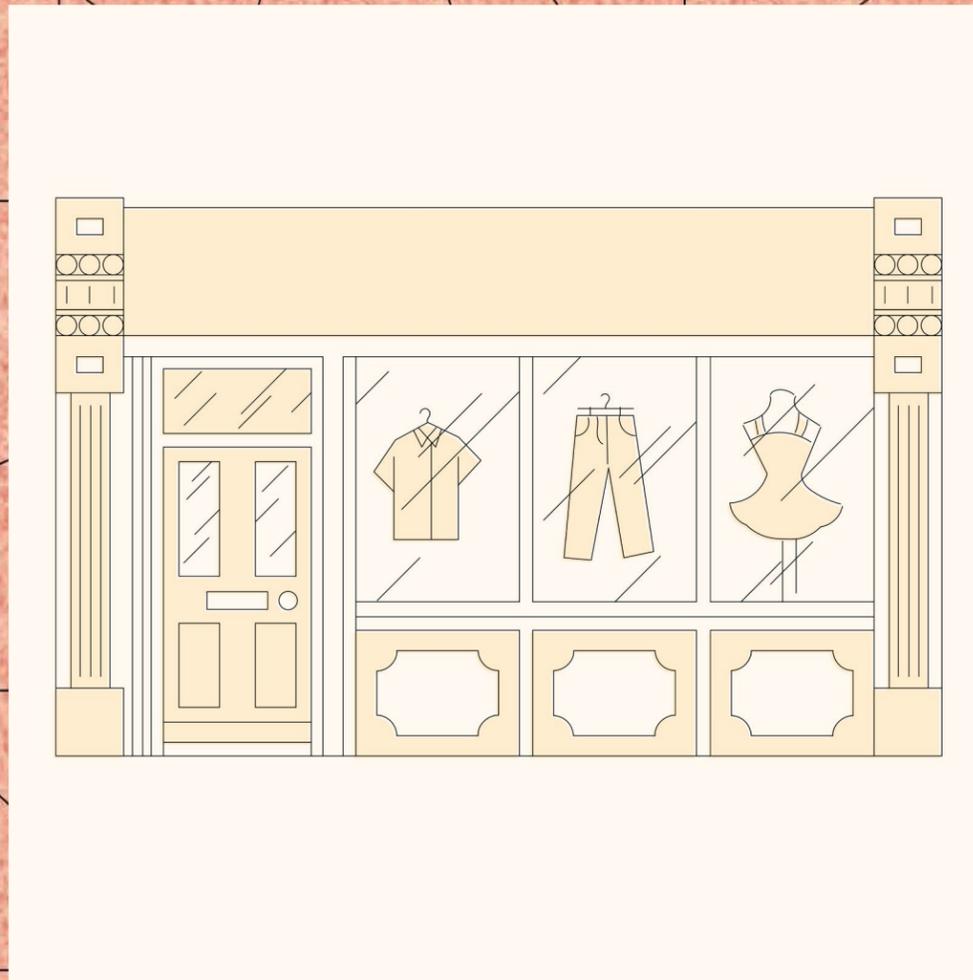
- Engagement in critical thinking to apply a concept to a feasible outcome.

Feasibility

- Demonstration of design thinking: applying a concept through to a feasible outcome.
- Demonstration of the feasibility of the idea: how it would be brought to life, what stakeholders would be involved, and how it will enable change for the industry.
- Clear communication of the idea.

Sustainability impact and thinking

- A holistic understanding of fashion and sustainability across ecological, economic, cultural and social perspectives.
- Demonstration of the sustainability impact of the idea: how it will change fashion's relationship with Society.



The [Fashion Values](#) programme provides tools and resources (including [Voices](#), [Methods](#) and [online courses](#)) for innovators to develop change-making ideas. We ask that you use these to catalyse a new idea, or refine an existing one. Demonstrating alignment with the Fashion Values tools in your application will give you a competitive advantage.

Student Submission Requirements

Student and recent graduate applicants to the Challenge must submit the following via the [Eyes on Talents website](#).

About you

1. Personal details
2. Short applicant bio
3. Social media/website link
4. Your personal profile and motivations in applying to the Challenge
5. Your current educational institution

About your project

1. Title of your project
2. Description of the idea (up to 100 words)
3. A detailed description of your idea (up to 500 words)
4. Project stage: Concept stage; sketch; ready to prototype; working prototype; other.
5. Have you been nominated to apply by your institution?

Further attachments

1. Visualization of the solution (minimum 2, maximum 6):
Visuals (images and/or video) of your idea, such as diagrams, mock-ups, or photographs of prototype/proof of concept of the idea, if applicable.

Please refer to the [Eyes on Talents website](#) page on what is expected from participants for each of these points.

Industry Submission Requirements

Industry applicants to the Challenge must submit the following via the [Eyes on Talents website](#).

About you

1. Personal details
2. Short applicant bio
3. Social media/website link
4. Your personal profile and motivations in applying to the Challenge
5. Your educational background

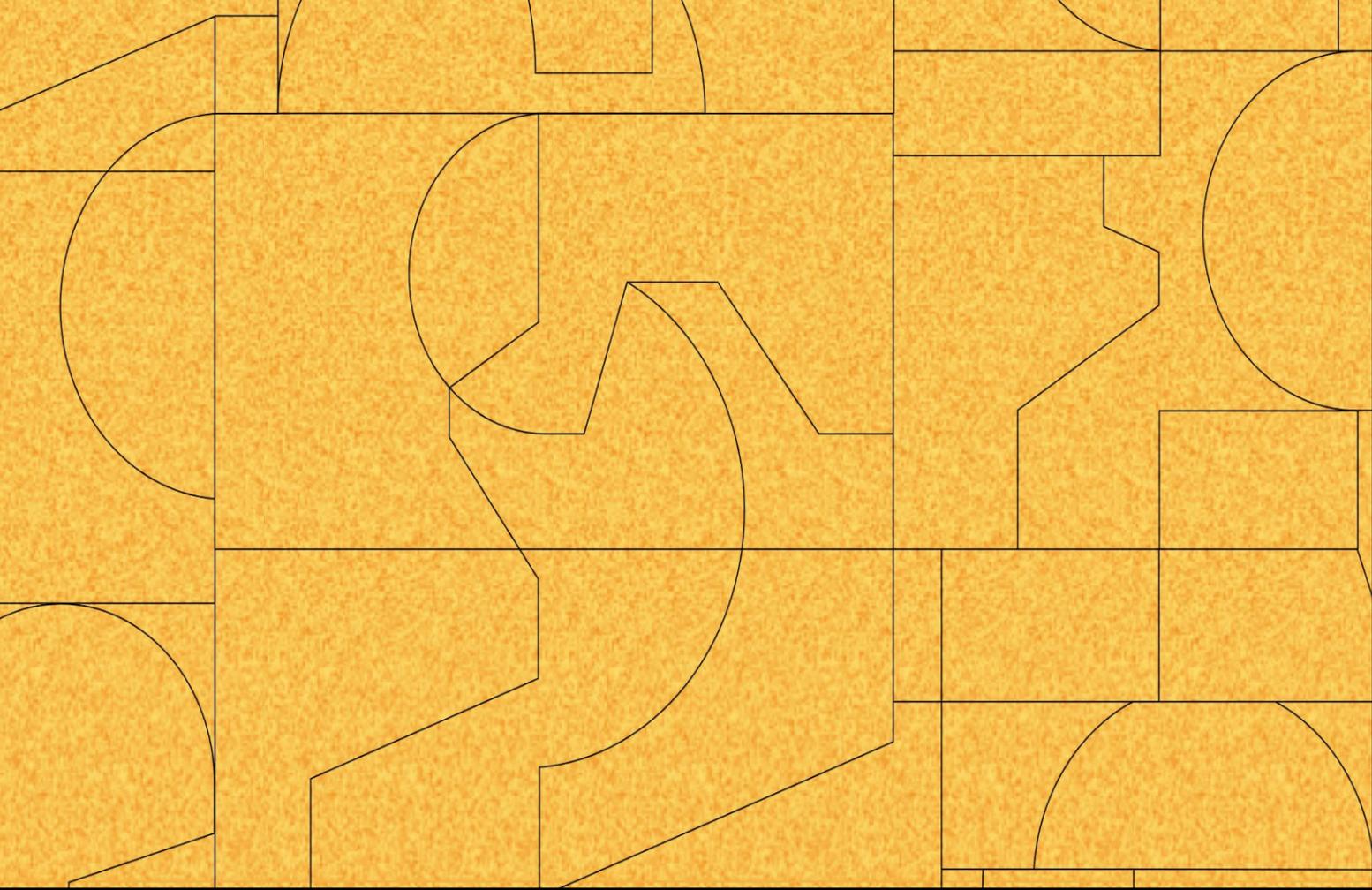
About your project

1. Title of your business
2. Description of your business (up to 100 words)
3. A detailed description of your business (up to 500 words)
4. Business stage: Early development; trialled and tested, with supporting data on its success to date.
5. Please describe the businesses most recent significant breakthrough or achievement?
6. Have you been nominated to apply?

Further attachments

1. Supporting files (up to 6):
Visuals (images and/or video) relevant to your application, such as product shots.

Please refer to the [Eyes on Talents website](#) page on what is expected from participants for each of these points.



Applying Design Thinking

The Challenge brief is an opportunity to apply the learnings from [Fashion Values: Society](#); CSF's four-week online course enabling learners to examine the relationship between fashion and society, using fashion activism to challenge social injustice. One of the key frameworks included in the course is design thinking: ways to think critically in order to apply a concept to a feasible outcome.

Design thinking is not limited to 'fashion design': it can be applied across all parts of the fashion system, from business to technology to communications.

Step 1. Empathise

Time to listen, learn and reflect. Draw on the resources shared and undertake an exercise to empathise with Society.

Step 2. Define

Focusing on a provocation and what you have learned so far, you will define and personalise the task you wish to explore.

Step 3. Ideate

Time to kickstart your creative thinking and come up with ideas and concepts to respond to your task. Your responses will not be limited in focus, scale or audience. They might be new fashion products, systems or services. They may relate to design, communication or business skills. You will be encouraged to think radically and expansively to imagine new approaches and practices.

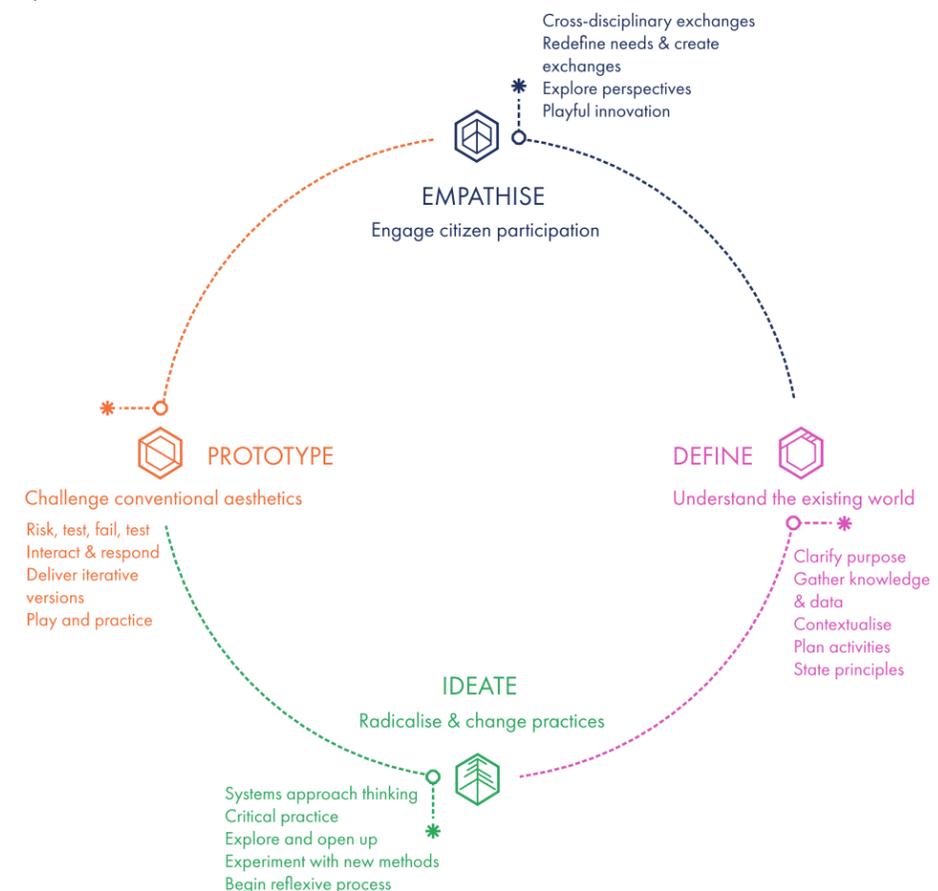
Then, through a review process, you will narrow down your ideas to just one for further exploration.

Step 4. Prototype

By prototyping your idea you will bring it to life, enabling you to test it. This will show you how to make adjustments and improvements to your concept that could bring it closer to a reality.

Here you will also consider next steps for communicating your vision to enable a change in practice or thinking.

Throughout the process, you will develop your own agency, and understand how to act on your knowledge, experiences and ideas to enable action. The Challenge welcomes responses that have followed this framework to develop their idea ready for application.



Fashion Values

Join us

In partnership with Kering, IBM, Vogue
Business and Eyes on Talents

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