



'TALE ME ABOUT YOUR FIBERS': AN EXPLORATORY STUDY OF THE FASHION REVOLUTION WEEK FRANCE



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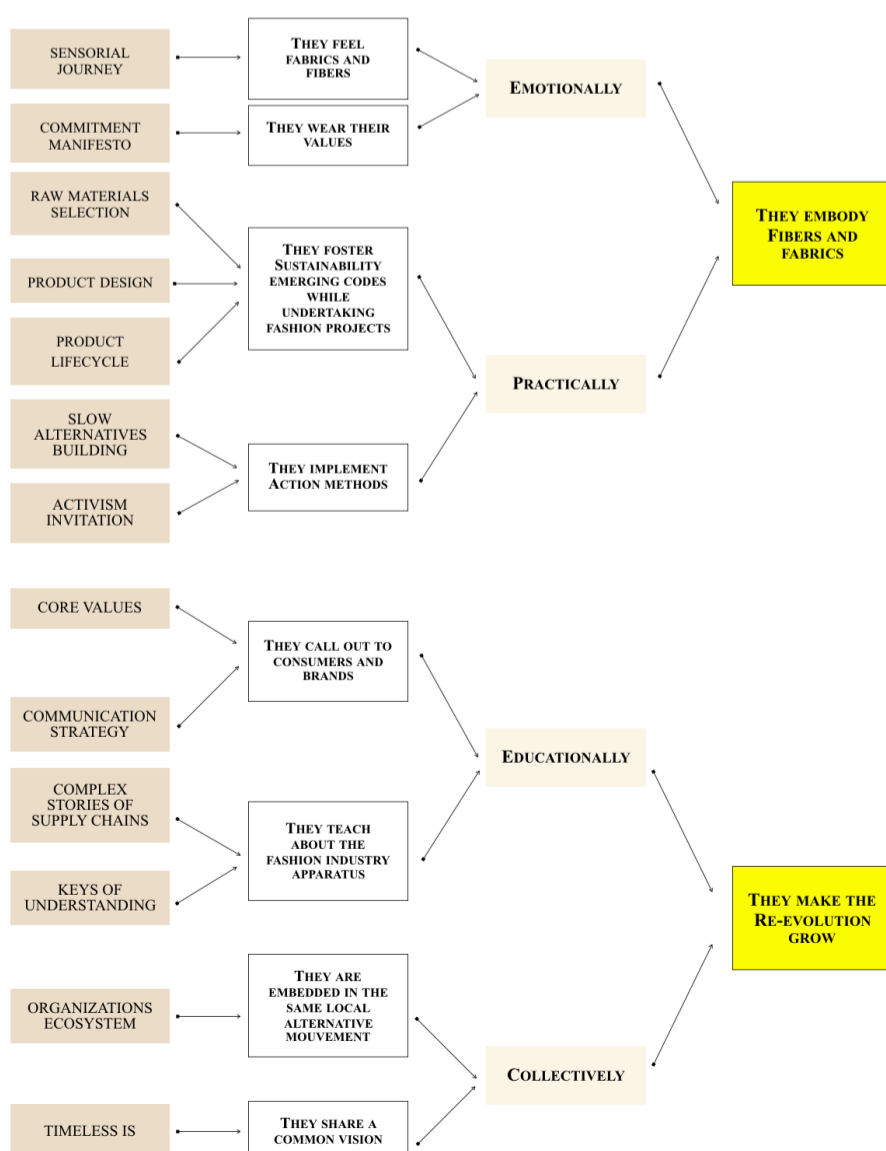
INITIAL MOTIVE:

- Since the 1980s, the fast fashion industry has been stimulating a cultural shift that conceals the roots of the prior and more sustainable clothing production systems.
- Mainstream consumers lack awareness about the fashion industry mechanisms and sustainability seems unattractive to them.

THEORY:

- The alternative principles of slow fashion for sustainable clothing production systems
- Stronger product-user relationships through empathic design processes
- The forms of activism related to the fashion industry

RESULTS:



RESEARCH AIM:

- Explore the ways that activists resist fast fashion and educate their audience.
- Aggregate the various activists' fibers (i.e. approaches) and weave the fabric of their collective fight to restore the roots of a sustainable fashion production system.

METHODS:

- Qualitative case study: the French Fashion Revolution Week
- Grounded theory
- Five semi-structured interviews of activists
- Triangulation with archival data

CONCLUSIONS FOR SUSTAINABILITY:

- Fashion activists pave the way for the re-evolution by supporting a transition towards non-industrial, slow and creative clothing production systems.
- Activists prioritize peaceful and calm methods to empower their audience and guide it towards functional product design.
- Activists implement recreational processes to encourage consumers to become users that keep building a strong emotional connection with their garments and make them last.