

MISTRA Future Fashion

About the project

The objective of the MISTRA Future Fashion Project is to promote systemic change of the Swedish fashion industry that leads to sustainable development of the industry and wider society, while at the same time strengthening the competitiveness of this industry. Specific expected outcomes of this trans-disciplinary research programme include a) recommendations/strategies for different stakeholders how to bring about systemic changes in the fashion industry; b) educational and feedback material for designers regarding design tools; c) shortened time to market introduction of novel textile fibres that are more sustainable than current alternatives; d) some major environmental problems within textile processing industry and use phase of textiles will be solved; e) textile recycling leading to high-value products through dissolution and spinning of new fibres of virgin quality, f) toolbox of communication strategies according to identified target groups; g) suggested framework of policy instruments leading to more sustainable fashion.

MISTRA Future Fashion is led by SP Technical Research Institute of Sweden. Moreover, MISTRA Future Fashion has participation of a wide range of institutions, including Chalmers University of Technology, Copenhagen Business School, College of Crafts, Arts and Design (Konstfack), Innventia, Malmö University, Stockholm School of Economics, Swerea IVF, and the University of the Arts London. In addition, the project also has participation of a number of industrial parties.

MISTRA Future Fashion is divided into 8 research projects.

- Project 1: Changing markets & business models
- Project 2: Clarifying sustainable fashion
- Project 3: Interconnected design thinking and processes for sustainable textiles and fashion
- Project 4: Moving towards eco-efficient textile materials and processes
- Project 5: Reuse, recycling and End of life issues
- Project 6: Fashion for the public sector
- Project 7: Sustainable consumption and consumer behaviour
- Project 8: Policy instruments

In the following, more detail about research project 1 is provided.

Project 1: Changing markets & business models: Towards sustainable innovation in the fashion industry

The objective of this research project is to identify, develop, and disseminate knowledge about new market and business models for sustainable fashion. The project builds on insights and involvement of the scientific

community, industry experts, policy makers, non-governmental organizations, and fashion companies. Concerted action is needed to foster a tipping point for sustainable fashion since no single actor has the capital and power to restructure the entire fashion industry. Therefore, the study of new market and business models have to look beyond the individual company and take into account the factors within the institutional environment that play a role in transforming the fashion industry.

The stages in the project are outlined in Figure 1. First, the project maps the national and international institutional framework for sustainable fashion in order to identify gaps between the current institutional framework and a normative ideal of sustainable fashion. Second, the project studies how fashion companies view themselves and the important constituencies in order to establish a stakeholder network for the fashion industry. Third, the project undertakes an opinion leader study in order to understand what lead actors consider as the main barriers and potentials for sustainable fashion. Fourth, the project conducts case studies of best practice companies within the field of sustainable fashion. Fifth, the results from the previous phases will be the point of departure for a large-scale scenario building and action planning workshop involving stakeholders from companies, public authorities, and civil society organizations. Sixth, the project team synthesizes the main lessons learned from the individual project components into a set of strategies for the fashion industry, public authorities, and civil society organizations.

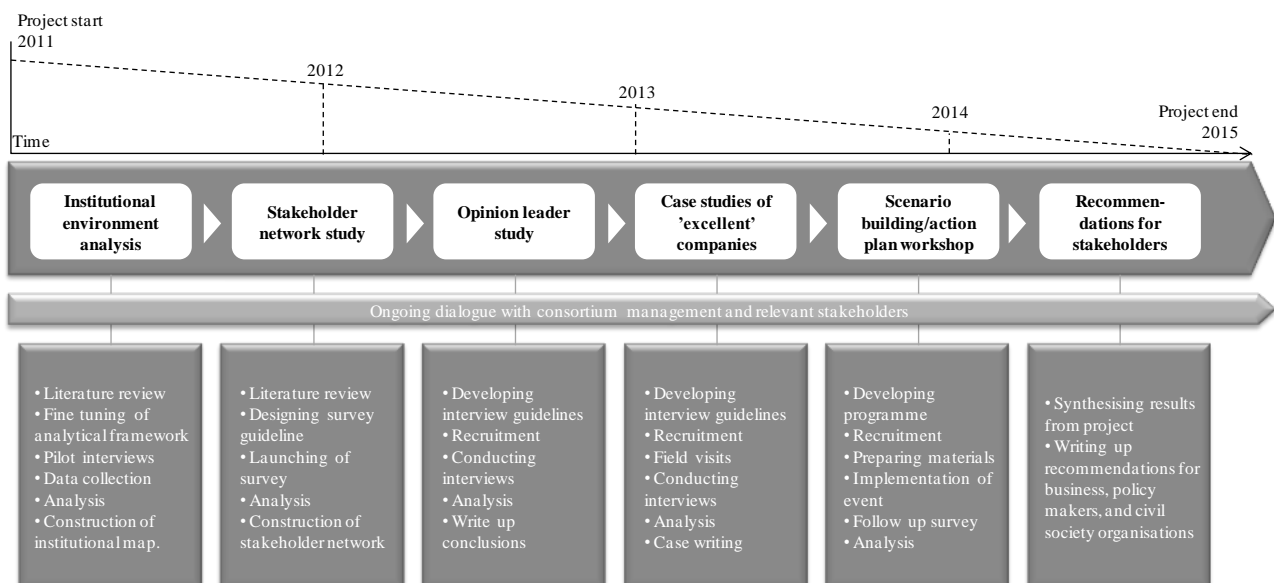


Figure 1: Key project activities for project 1

Key Deliverables – Project 1

- *Report: The Swedish Fashion Map.* The findings from the initial study of the institutional environment for the Swedish fashion industry as well as the stakeholder network analysis will be communicated in a report presenting the current structure of the Swedish fashion network and the interdependencies between the individual actors (Year 1-2).

- *Report: The Next Fashion Generation.* The opinion leader survey as well as the ‘excellent’ case studies will serve as inspiration for a report on the futures for the fashion industry. The report will be an important input to the preparation of the subsequent scenario-building and action plan workshops (Year 2).
- *Scenario-building/Action-plan Workshop.* The project team will plan and implement a multi-stakeholder scenario building/action plan workshop. The project team will produce a summary report from the event (Year 4).
- *Academic journal articles.* The project team will produce a series of academic papers for publications in international journals, e.g. Academy of Management Review, Harvard Business Review, and Scandinavian Journal of Management. In addition, the project team will disseminate the findings more broadly through magazines, newsletters etc. (Year 1-4).
- *Teaching cases.* The experiences from the case studies of excellent companies will be used as input to the development of cases that can be used in the teaching at higher learning education (design schools, business schools and universities) (Year 3-4).
- *PhD dissertation.* A doctoral student will be linked to the project. The dissertation will be based on acquired knowledge from the research project (Year 4).
- *Final report.* The project team prepares a final report on new market and business models for the Swedish fashion industry. The report will include recommendations for how businesses and policy makers can induce systemic changes in the fashion industry (Year 4).