

THURSDAY 8TH SEPTEMBER 2016
SCHOOL OF DESIGN | UNIVERSITY OF LEEDS



WELCOME

THE EMPEROR'S NEW CLOTHES is an annual event which brings together the fashion and textiles community to discuss the multifaceted challenge of sustainability. It provides a space to discover forward-thinking ideas and initiatives, forge new connections, and have a frank debate about the scale and pace of change in the industry.

The conference is organised by researchers from the School of Design at the University of Leeds and hosts speakers and attendees from a diverse range of backgrounds: industry and academia, design and technology, micro enterprises and industrial giants.

Taking inspiration from the tale of The Emperor's New Clothes and the little boy who points out what no-one else dares to admit, the conference aims to offer an open platform for discussion. It enables participants to explore points of difference, challenge myths and preconceptions, and consider alternative approaches for a more sustainable fashion and textiles future.

The conference is the direct successor of the annual RITE Group conference, an event which was influential in driving the dialogue about sustainability to the fashion industry, media and government. This relaunch has seen the conference return to its roots at the School of Design in Leeds, a vibrant centre of excellence for research and education in fashion and textiles with a long and distinguished history. The School's research encompasses both creative and technical aspects of design and is supported by collaborations with industry, public and third-sector partners.

On registration for the conference, delegates were asked for five key words to describe their aspirations for a sustainable industry. The **WORDCLOUD** on the front cover is a collation of these keywords, as a visual representation with the font size reflecting frequency.



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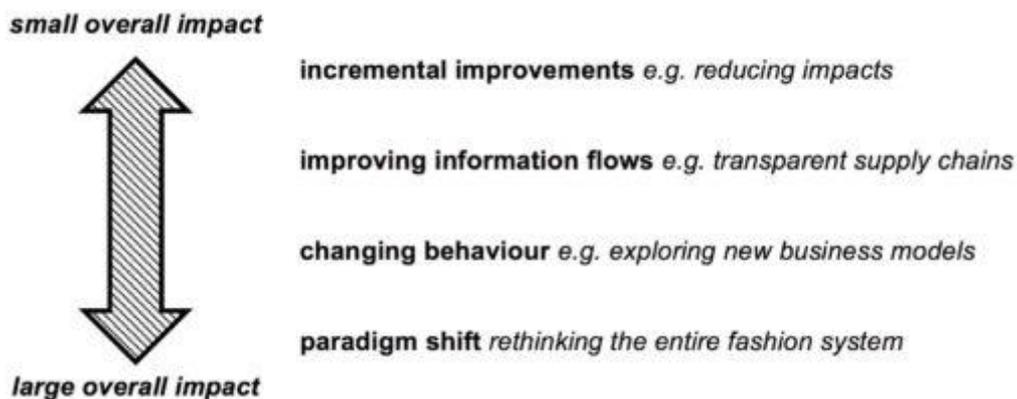


THIS YEAR'S THEME

Pursuing sustainability in relation to the multidimensional and globalised fashion system is an incredibly complex challenge, with stakeholders from diverse backgrounds exploring diverse approaches. If we want to have an open debate about the scale and pace of change in the industry, we need to find ways to consider and compare the effectiveness of these initiatives.

In 1999, systems thinker Donella Meadows produced a 12-point list of places to intervene within a system to bring about positive change, which she describes as leverage points. Meadows' work demonstrates that the ease and effectiveness of intervening within a system can vary, with action at some leverage points having a greater impact on the overall system than others. The concept of leverage points can be applied to the fashion and textile industry in order to discuss different approaches to sustainability.

This diagram represents a simplified view of the leverage points concept in terms of fashion and textiles. The examples included are just four of the many interventions that could be made:



Changes to the treatment of wastewater from a dye house, for example, is a relatively simple and realisable intervention. Creating new legislation which has a positive impact on society and the environment would have more impact, but is difficult to achieve. Similarly, encouraging wearers to think differently about the way in which they use their clothes could offer great benefits, yet shifting people's mindsets is far from straightforward. The most transformational change would involve a complete rethink of the fashion system.

The leverage points concept also helps us to think about the relationship between different initiatives. Can they be conducted in parallel? Can incremental changes provide a foothold to pursue more effective strategies, or do they distract us from the scale of the challenge?

We invite our speakers to consider and share with us the leverage points that they are working at to drive positive change within the fashion and textile industry. How does their work contribute to a more sustainable future? What more can be done, and by whom?

Meadows, D. 1999. *Leverage Points. Places to Intervene in a System*. Hartland, VT: The Sustainability Institute. Available at <http://donellameadows.org/archives/leverage-points-places-to-intervene-in-a-system/>





CONFERENCE SCHEDULE

09.00	<i>Registration and refreshments</i>
09.30	Welcome
09.40	Keynote: Professor Kate Fletcher , Professor of Sustainability, Design, Fashion, Centre for Sustainable Fashion, London College of Fashion
10.20	Professor William Young , Professor of Sustainability and Business, Co-Director of the Sustainability Research Institute, University of Leeds
10.50	<i>Break</i>
11.10	Debbie Luffman , Product Director, Finisterre
11.40	Dr Parik Goswami , Associate Professor and Director of Research and Innovation at School of Design, University of Leeds
12.10	Q&A
12.30	<i>Lunch</i>
13.30	PechaKucha : Philippa Hill, University of Leeds; Chetna D. Prajapati, De Montfort University; Holger Schallehn, Reutlingen University; Katelyn Toth-Fejel, London College of Fashion; Jade Whitson-Smith, University of Huddersfield; Angharad McLaren & Helen Hill, Nottingham Trent University
14.30	Nik Engineer , Global Partners Lead, Ellen MacArthur Foundation
15.00	<i>Break</i>
15.30	Dr Alison Gwilt , Reader in Fashion and Sustainability, Sheffield Hallam University
16.00	Emma Hamilton-Foster , Environmental Sustainability Manager, Primark
16.30	Q&A
16.50	<i>Conference close</i>

FEEDBACK

We hope you find the conference informative and enjoyable. Delegate feedback is very important to the organising team and we ask you to complete this evaluation survey

<https://leeds.onlinesurveys.ac.uk/enc2016>

Any further queries or feedback should be emailed to enc@leeds.ac.uk



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ABOUT THE SPEAKERS

Keynote: Professor Kate Fletcher, Centre for Sustainable Fashion

Kate Fletcher's work is both rooted in nature's principles and engaged with the cultural and creative forces of fashion and design. Over the last two decades, 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 Professor of Sustainability, Design and Fashion at London College of Fashion where she has a broad remit spanning enterprise, education and research. She has over 50 scholarly and popular publications in the field.

Exploring big change by starting small, Kate will talk about two movements for change: the 'craft of use' as a way to glimpse fashion beyond consumerism; and localism, as seen through her current work *Fashion Ecologies*.

Professor William Young, Professor of Sustainability and Business, Co-Director of the Sustainability Research Institute, University of Leeds

William's research is focused on consumer behaviour around sustainability issues. He will be talking about the mainstreaming of sustainability issues in consumer attitudes along with some behaviours and how retailers and consumer-citizens are filling the void being left by slow government action. He will use case studies from his research such as green behaviour inventions with Asda's customers. William will also show how big data can help us understand consumer behaviour better and linking to the environmental impacts using examples from his work at the ESRC Consumer Data Research Centre.

Debbie Luffman, Product Director, Finisterre

Finisterre is a Cornwall based clothing brand, born from needs of hardy British surfers, Finisterre designs functional and sustainable product with a strong sense of style for those who share a love of the sea. Debbie has worked at Finisterre for 8 years after previously working as a designer in high street fashion brands. As Product Director she is involved in all aspects of Finisterre product from design, fabric development, supplier sourcing through to buying.

Debbie will explain how Finisterre approaches the realities of making the best product with the least environmental impact, through unravelling the supply chain and engaging with the modern conscious consumer.



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Dr Parik Goswami, Associate Professor and Director of Research and Innovation at School of Design, University of Leeds

Dr Goswami heads the Fibre and Fabric Functionalisation Research Group at the University of Leeds. His domains of research are product development using flexible materials and application of chemistry for functionalising textiles. Dr Goswami manages a large profile of research concerned with fibre/polymer science, textile finishing and plasma technology, nonwovens, medical textiles (implantable materials, non-implantable materials), sustainable materials (fundamentally understanding the properties of new materials), textile chemistry, and fibre reinforced composites. He is a Member of SDC's (Society of Dyers and Colourists) Education, Qualifications and Accreditation Board (EQAB) and was a member of EDANA's Board Working Group on Sustainability.

Dr Goswami's presentation will highlight sustainability within the technical textiles sector and he will use case studies from his research.

Nik Engineer, Global Partners Lead, Ellen MacArthur Foundation

Nik leads the Ellen MacArthur Foundation's relationships with its Global Partners, each of whom are pathfinders within their respective industries, exploring the potential of the circular economy as a source of value creation. Prior to joining the Foundation, Nik worked as a management consultant helping organisations clarify purpose and improve performance in the areas of commercial development, operations and talent. He was most recently a Director of Global Client Strategy at Korn Ferry, one of the world's leading talent advisory organisations.

Nik will provide an overview of the circular economy and outline the opportunity for the fashion and textile industry to inspire a generation within a new model of growth and prosperity in the digital age.

Dr Alison Gwilt, Reader in Fashion and Sustainability, Sheffield Hallam University

As a fashion design researcher, author and consultant Alison explores and promotes a range of innovative design methods and approaches that enable the fashion and textiles community, from educators, to producers, and consumers, to adopt more sustainable and ethical practices. Her work focuses on the use of positive/sustainable design interventions that challenge the current production and consumption paradigm. Alison's books include '*Shaping Sustainable Fashion*' (2011), '*A Practical Guide to Sustainable Fashion*' (2014) and '*Fashion Design for Living*' (2015).

In this talk Alison explores user-centered approaches to fashion that enable designers to consider and respond to people, their lived experiences, and actual and everyday problems or scenarios.



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Emma Hamilton-Foster, Environmental Sustainability Manager, Primark

Emma Hamilton-Foster is Environmental Sustainability Manager at Primark, having spent the previous 10 years running environmental initiatives in businesses including Burberry and BHP Billiton.

Emma works as part of Primark's Ethical Trade and Environmental Sustainability team – a team of 75+ people working on the ground in key sourcing countries to ensure products sold by Primark are made with respect for workers' rights and the environment. As part of her role, Emma manages the implementation of Primark's environmental sustainability programme, working closely with NGOs, trades unions, other brands and partners across its supply chain.

Emma will share Primark's experience of working in collaborative partnerships to deliver effective change for women in developing countries. She will draw on Primark's work with female smallholders in Gujarat, India, to help them introduce sustainable farming methods, improve their cotton yields and increase their incomes.



PECHAKUCHA

A PechaKucha session will provide a platform for researchers to present current work in the area of sustainable fashion and textiles.

PechaKucha (pronounced "peh-cha-ku-cha") presentations are a rapid-fire performance of 20 image-rich slides. Each slide shows for exactly 20 seconds before automatically moving to the next. Total presentation time is 6 minutes, 40 seconds.

Philippa Hill, PhD student, University of Leeds

Can we have it all? A balance between functionality and sustainability

Chemistry use in textiles has enabled a plethora of functional finishes and performance textiles. Multifaceted functional textiles are continuously sought to satisfy increasing demands in terms of performance, user health, safety and protection. A developing challenge is to strike a balance between performance and sustainable chemistry use: Do alternative chemistries provide sufficient functionality? Or does chemistry use provide 'better things for better living'?

A critical point in the textile industry's chemical use is the continuing discussion regarding chemistry to impart repellency. Can a re-examination of the product's use and re-evaluation of the necessary functionality resolve the ongoing quest to find alternative chemistry, with equivalent functionality to that of fluoropolymer chemistry? This postgraduate research focuses on consumer use of repellent apparel questioning their role in sustainability and influence on chemistry use. In repellent apparel, can there be a balance between functionality and sustainable chemistry use?

Chetna D. Prajapati, PhD student, De Montfort University with Edward Smith, Faith Kane and Jinsong Shen (De Montfort University and Loughborough University)

Biotechnology for textile coloration and surface pattern

Biotechnology for textile coloration and surface pattern proposes enzymes (bio-catalysts) as innovative textile design tools. Current textile coloration methods and techniques employed to create surface patterning, specifically dyeing and printing systems are known to have a negative impact on the environment caused by resource intensive production processes.

The use of enzyme technologies offers an attractive alternative to conventional processes, with potential economic and environmental benefits. The research presented demonstrates the ability of two specific enzymes, laccase and protease, as creative tools to transform simple compounds into textile colorants, or achieve innovative decorative surface effects through controlled application, respectively. Processes developed claim important advantages of simple processing methods which use milder operating conditions, eliminate additional chemical use and reduce energy consumption.



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Holger Schallehn, Research Fellow, Reutlingen University, Germany

Why the emperor doesn't need new clothes anymore: Sustainable ways of fashion consumption

Product-Service Systems in textile industry contain alternative ways of fashion consumption like renting or second-hand of clothing and may reduce resource use in the textile industry. However, these ways of consumption are not widely implemented. Many types of Product-Service systems are based on used products. Understanding of consumer acceptance of used clothing could help to improve Product-service system offerings. The Purpose of my current research is to identify key factors, which influence consumer acceptance of used clothes. Results indicate that a variety of possibilities exist to advance Product-service systems, and thus, may improve sustainability in textile business.

Katelyn Toth-Fejel, Research Assistant, Centre for Sustainable Fashion, London College of Fashion

Setting a course: Charting sustainability actions in fashion education and its related industries

In fashion, there is growing consensus that movement towards sustainability can only be realised by a bold reconfiguring of its fundamental structures. This and a rapidly evolving knowledge base present unique challenges for industry-academia partnerships. In this shifting space, not enough is known about current sustainability perspectives or activities taking place in each area.

This study compares fashion sustainability actions from perspectives in industry and academia. This is accomplished through interviews of individuals working in fashion and sustainability, including industry professionals, teachers and postgraduate students. The study draws on an existing partnership between Centre for Sustainable Fashion at the London College of Fashion and luxury fashion group, Kering, led by Professor Dilys Williams with Katelyn Toth-Fejel as project team member.

As a result, it finds examples of how present day perspectives and actions compare across varied stakeholders. It describes key themes for future work between industry and academic partners.

Jade Whitson-Smith, Lecturer, University of Huddersfield

Do we need to change minds to change garment use behaviour?

Consumer engagement is often promoted as a solution to the environmental and social issues associated with garment consumption. But, how much does a consumer's attitude influence their behaviour? My research into consumer garment use behavior suggests that other factors, such as context, personal capabilities and garment characteristics, have a greater influence on behaviour. Lehner, Mont & Heiskanen (2015) propose that 'in order to change behaviour we do not always need to change minds'. The impact of consumer garment use could be reduced in other ways, such as influencing behaviour through social marketing or product design. However, without engaging the consumer in issues of sustainability are we allowing them to forsake the dialogue on sustainable fashion?

This PechaKucha aims to explore the role of consumer engagement in the future of sustainable fashion.



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Angharad McLaren, Lecturer, and Helen Hill, Lecturer, Nottingham Trent University

Exploring Design & Testing for Clothing Longevity

Every year, 350,000 tonnes of clothing is added to UK landfill. Extending average clothing lifetimes is the most effective strategy in reducing the overall environmental impact of the clothing industry. Generally, consumer behaviour favours low price, lower quality, fast turnaround clothing and many items are unworn because they no longer fit or have become outdated. Nevertheless, consumers find it frustrating when garments fail to meet expected lifetimes.

Designing products for longer lifetimes has become a UK Government policy objective and part of the SCAP 2020 Commitment, alongside supporting consumers to reduce their footprint.

Nottingham Trent University researchers worked with industry partners to identify the knowledge, skills, processes and infrastructure necessary to adopt design for clothing longevity, and exposed the technical, behavioural and strategic obstacles to doing so. These complexities, challenges and barriers will be presented, outlining a tool kit designed to help companies tailor their own longevity strategies.

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TRAVEL INFORMATION

This year's conference will take place within the **Stage@Leeds** on the University of Leeds campus, on Thursday 8th September.

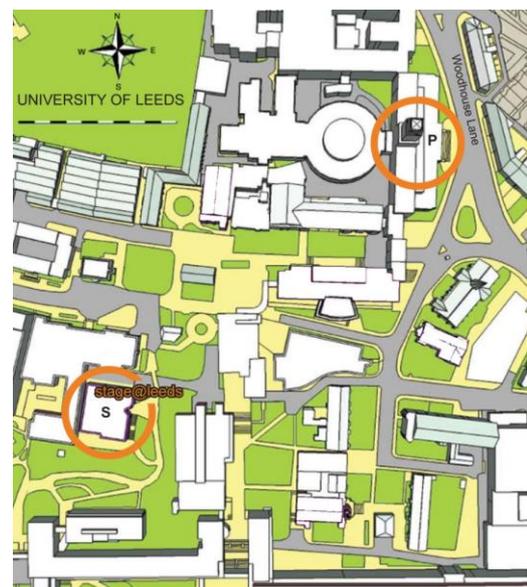
The iconic Parkinson building, on Woodhouse Lane, is the main entrance to the University campus. The Stage@Leeds is situated behind the University Union's building. The recommended route is to walk through the arches to the left of the Parkinson Building, head left away from the redbrick buildings towards the University's Union building. Take the path to the left of the Union building across a footpath bridge and the Stage@Leeds will be on your right.



Getting to the University

Travelling by train: Leeds Train station links regularly to all major UK cities. You can get from the station to the campus on foot, by taxi or by bus. A taxi ride will take about 10 minutes, costing approximately £5.

From the train station on foot: The University campus is a 20 minute walk from the train station. The map below will help you find our way. Leave the station through the exit facing the main concourse. Turn left past the bus stops and walk down towards City Square. Keeping City Square on your left, walk straight up Park Row. At the top of the road turn right onto The Headrow, passing The Light shopping centre on your left. After The Light turn left onto Woodhouse Lane to continue uphill. Keep going, passing Morrisons, Leeds Beckett and the Dry Dock boat pub heading for the large white clock tower. This is the Parkinson building.



From the train station by bus: We advise you to take bus number 1 which departs from Infirmary Street. The bus runs approximately every 10 minutes and the journey takes 10 minutes. You should get off the bus just outside the Parkinson Building.

Travelling by car: If you are using satellite navigation our address details for the main entrance to our site are:

University of Leeds, Woodhouse Lane. Leeds, LS2 9JT

Parking is not available on campus, apart from visitors who are blue badge holders, but there are a range of alternative car parks nearby.

Further information is given on the conference website:
<http://emperorsnewclothes.leeds.ac.uk/travel/>



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