

TAGWALK & NO MORE PLASTIC

INITIATIVES IN FASHION TO REDUCE PLASTIC WASTE

AGENDA

- GLOSSARY
- A SELECTION OF ECO-CONSCIOUS INITIATIVES IN FASHION
- SOLUTIONS
- NO MORE PLASTIC



GLOSSARY

SUSTAINABLE TAG

THE TAG IS ADDED TO CLOTHING COMING FROM ORGANIC MATERIALS AND FABRICS, WITH A CERTIFIED ORGANIC COMPOSITION

UPCYCLE TAG

THE TAG IS ADDED TO CLOTHING COMING FROM OUT, OLD, USED, OR WASTE MATERIALS, ARCHIVES, OR SAMPLES

MICROPLASTIC

LESS THAN FIVE MILLIMETRES LONG, MICROPLASTICS ARE SMALL PLASTIC PIECES WHICH CAN BE HARMFUL TO OCEAN AND AQUATIC LIFE.

SYNTHETIC

THE WORLD OF PLASTICS ENCOMPASSES MORE THAN 30 DIFFERENT POLYMER TYPES (ACRYLIC, ELASTANE, MELAMINE, POLYESTER, POLYAMIDE, POLYÉTHYLÈNE...), WITH A BROAD RANGE OF PROPERTIES, FOR A MULTITUDE OF APPLICATIONS

NATURAL FIBRES

- MINERAL (ASBESTOS)
- ANIMAL BASED (PROTEIN): HAIR (WOOL, CASHMERE, ALPACA...) AND COCOON (SILK)
- PLANT BASED (CELLULOSIC) : BAST (BAMBOO, FLAX, HEMP...), SEED (COTTON, KAPOK), LEAF (ABACA, PINEAPPLE), HUSK (COCONUT)

INTRODUCTION

OVER THE PAST 70 YEARS, MORE THAN 8 BILLION TONS OF PLASTIC WORLDWIDE HAS BEEN LED TO PRODUCTION. IN THE LAST 20 YEARS, THERE HAS BEEN A GREAT INCREASE IN THE USE OF SYNTHETIC, PLASTIC-BASED FIBRES IN TEXTILES.

MORE RECENTLY, PLASTIC BECAME NOT ONLY A GLOBAL ISSUE, BUT ALSO A CONCERN IN THE FASHION INDUSTRY SPECIFICALLY. AS POLLUTION AND WASTE REACHED A CRITICAL PEAK OVER THE LAST DECADES, SUSTAINABILITY HAS BECOME A KEY STAKE IN FASHION.

PLASTIC, WATER WASTE AND OCEAN POLLUTION HAVE BEEN IDENTIFIED AS THE 3 MAJOR ISSUES TO FOCUS ON.

IN ORDER TO DRIVE A POSITIVE CHANGE, SOME BRANDS AND DESIGNERS HAVE MADE SIGNIFICANT EFFORTS TO REDUCE THEIR ENVIRONMENTAL IMPACT - BY RE-THINKING THEIR WAYS OF CREATING, USING NATURAL FIBERS, OR BUILDING A CIRCULAR ECONOMY.

AT THE OCCASION OF PLASTIC FREE JULY, TAGWALK AND NO MORE PLASTIC HAVE TEAMED UP TO CREATE THIS NEWSLETTER FOCUSING ON PLASTIC WASTE TO SEARCH FOR SOLUTIONS, COMBINING OUR DATA AND INSIGHTS.



THE SITUATION IN NUMBERS

**8
MILLION**

Metric tons of plastic end up in the ocean each year.

DATA SOURCE INTERNATIONAL UNION FOR CONSERVATION OF NATURE (IUCN)

**300
MILLION**

tons of plastic waste are produced every year (equivalent to the weight of the entire human population)

DATA SOURCE UNEP

100%

Of marine animals ingest microplastics.

DATA SOURCE NO MORE PLASTIC

**OVER
150
MILLION**

Tons of plastic in the ocean today.

DATA SOURCE STANFORD WOODS INSTITUTE FOR THE ENVIRONMENT

80%

Of the waste in our ocean comes from land sources and mainly from our disposable culture.

DATA SOURCE UK-BASED EUNOMIA RESEARCH & CONSULTING

**ONLY
9%**

Of the nine billion tons of plastic produced on Earth have been recycled.

DATA SOURCE UNEP

PLASTIC IN THE TEXTILE INDUSTRY

**OVER
60%**

Of clothing is now made from petroleum-based plastic fibres like nylon, polyester, and spandex. Once plastic is turned into clothing, even if the clothing is made from recycled plastic, it can't be recycled again.

DATA SOURCE EEA, 2019; ETC/WMGE, 2019B

**BETWEEN
0.2 - 0.5
MILLION**

Tons of micro-plastic fibres from textiles enter the marine environment each year.

DATA SOURCE ELLEN MACARTHUR FOUNDATION, 2017; EUNOMIA, 2016

**342
MILLION**

Of petroleum is used annually to produce plastic-based fibres for textiles in the fashion industry

DATA SOURCE EEA AND ETC/WMG

35%

Of primary micro-plastics entering the ocean are released through the washing of synthetic textiles.

DATA SOURCE OECD, 2020

**42
MILLION**

Tons of plastic textile waste were generated globally, making textiles the 3rd largest contributor to plastic waste generation - accounting for 14% of all plastic waste. DATA SOURCE GEYER ET AL., 2017

CONSUMER OPINIONS ON PLASTIC

SURVEYS DONE ON TAGWALK, NO MORE PLASTIC, LINDSEY WIXSON AND JULIE PELIPAS' (NO MORE PLASTIC'S AMBASSADORS) INSTAGRAM ACCOUNTS.

4250

NUMBER OF PANNEL USERS WHO ANSWERED THE SURVEY

DO YOU EXPECT FASHION TO BE 100% PLASTIC-FREE?

YES

79%

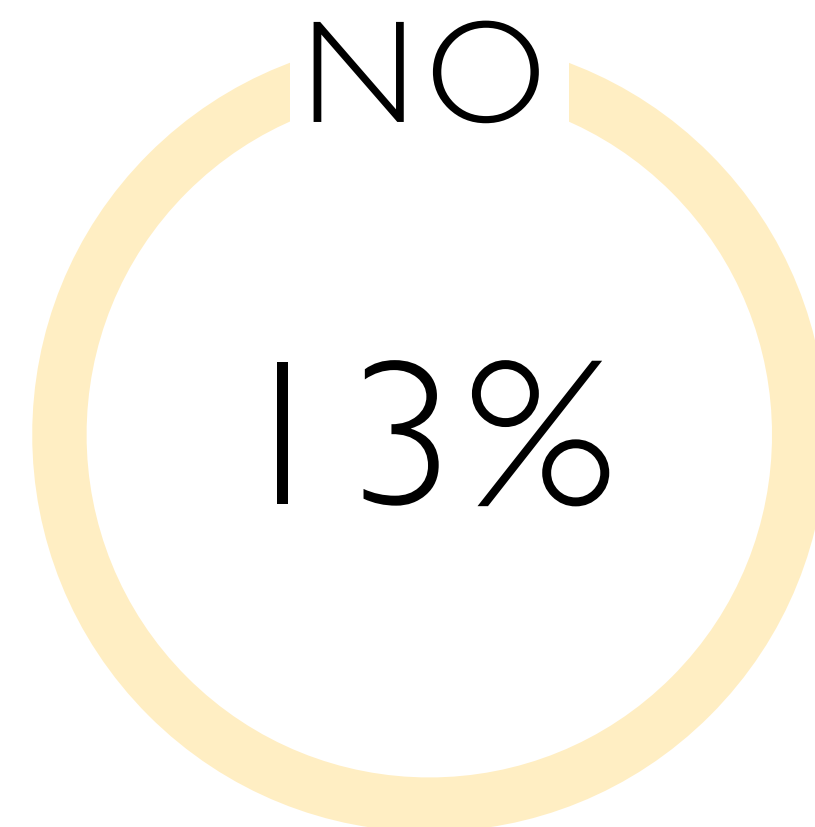
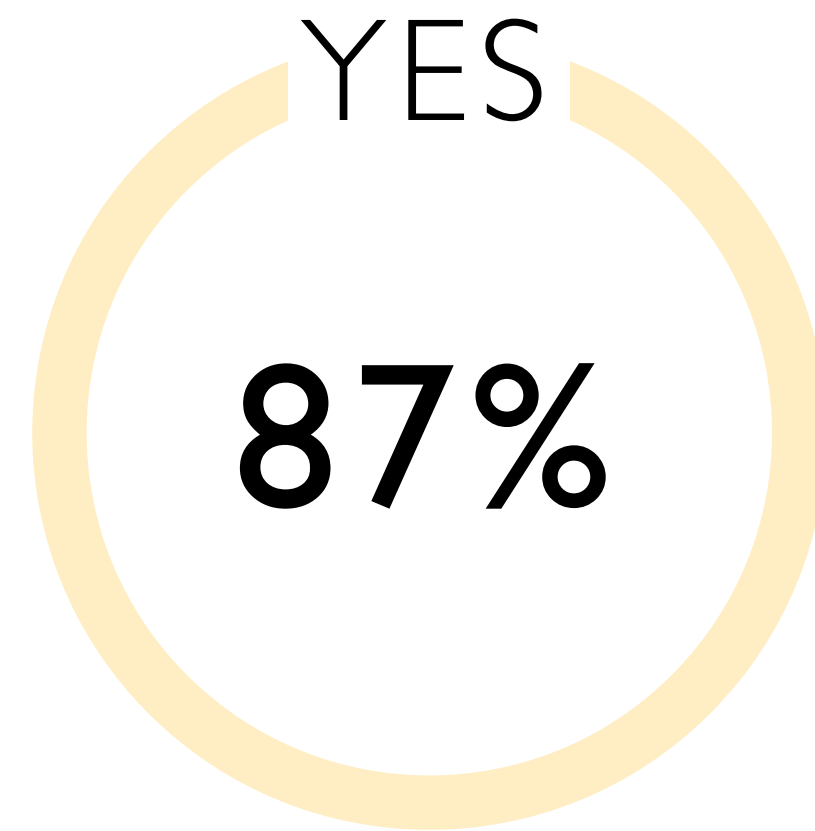
NO

21%

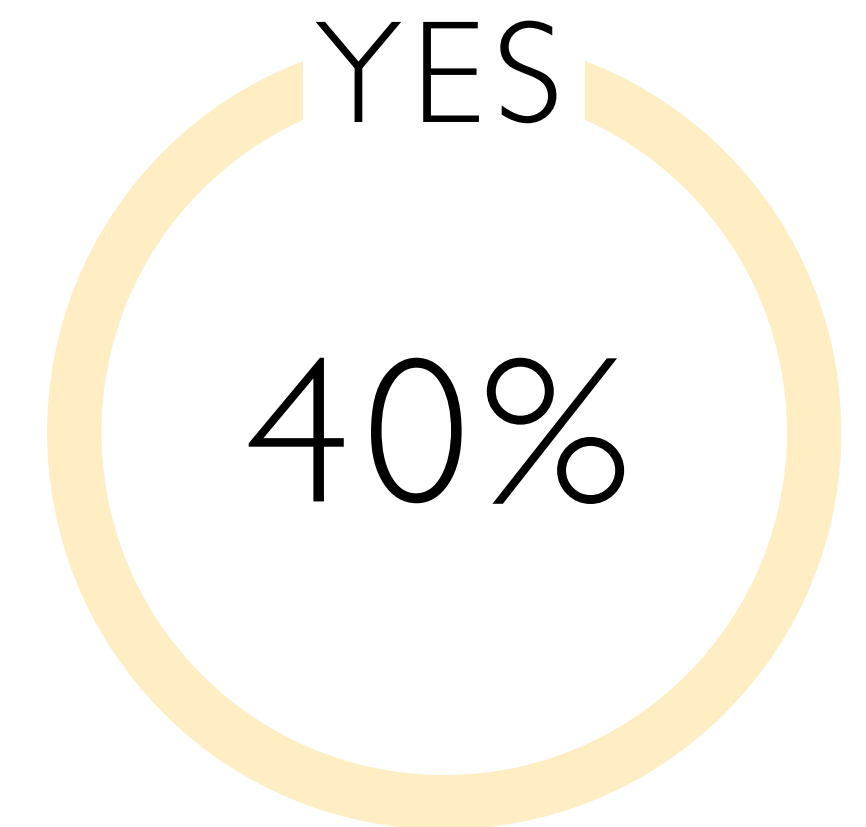
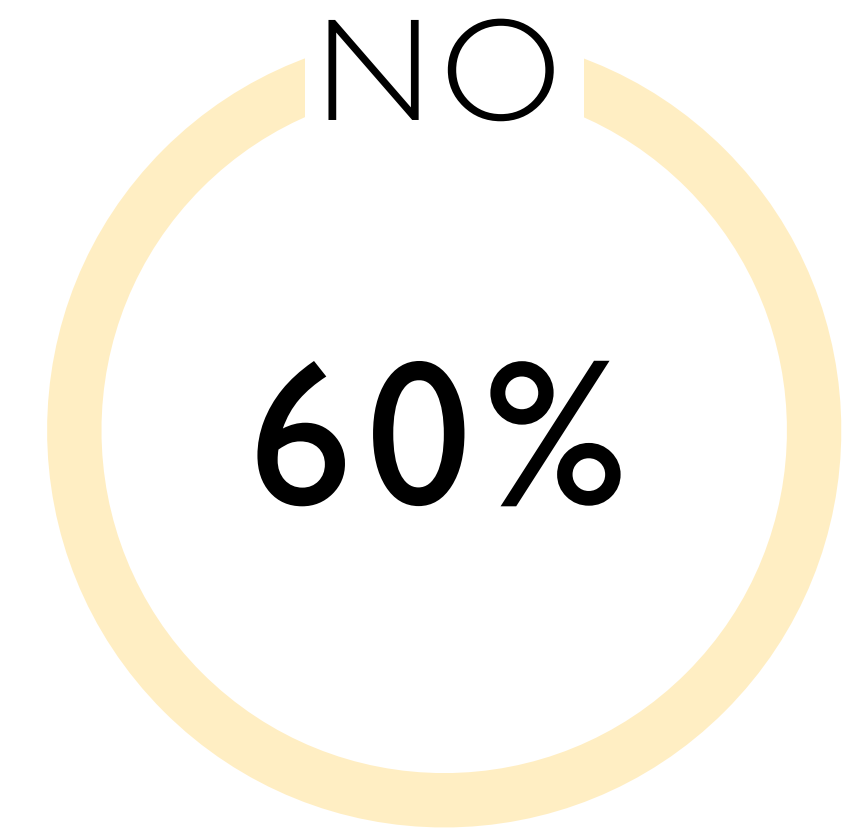
CONSUMER OPINIONS ON PLASTIC

WOULD YOU HAVE A NEGATIVE PERCEPTION OF A BRAND USING A LOT OF PLASTIC?

BACKSTAGE, OFFICE, SHOPS, ETC

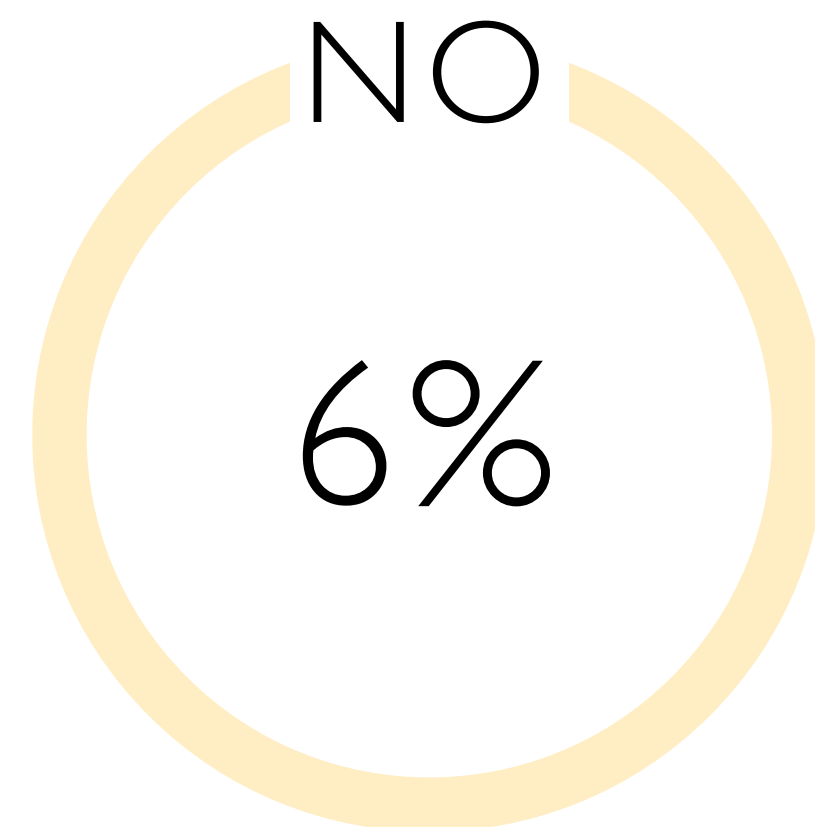
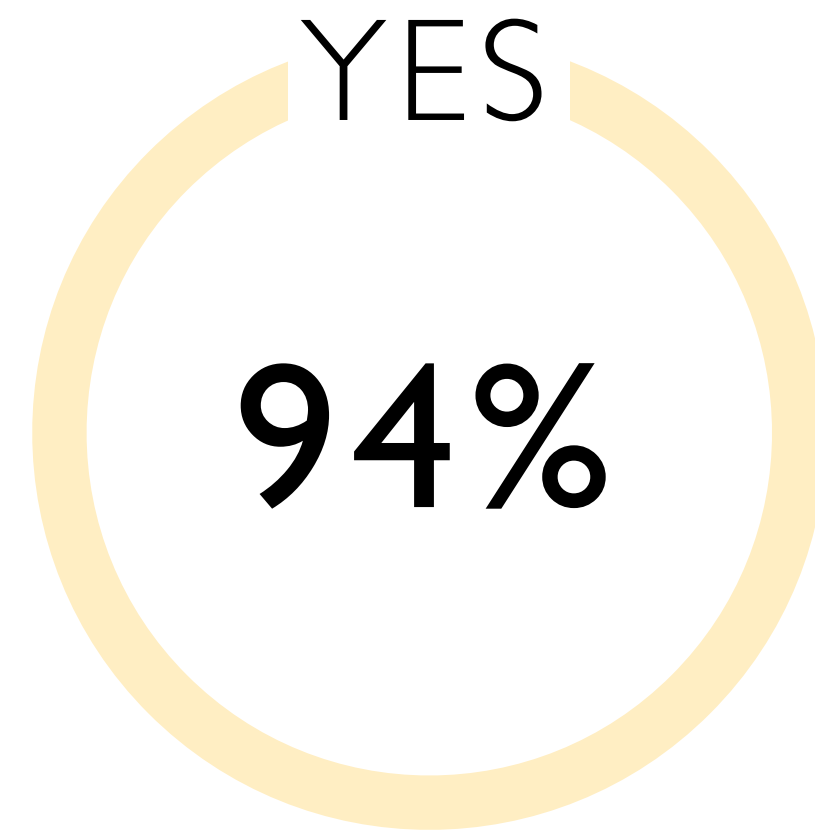


DO YOU TRUST BRANDS THAT TELL YOU THEY HAVE ETHICAL AND/OR SUSTAINABILITY CERTIFICATIONS?

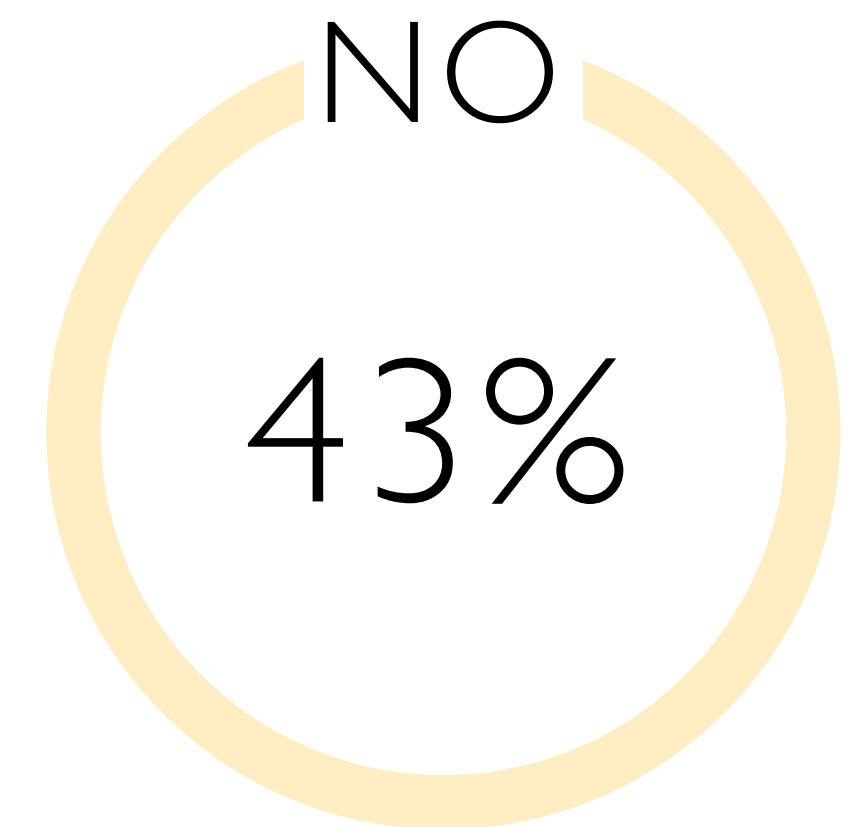
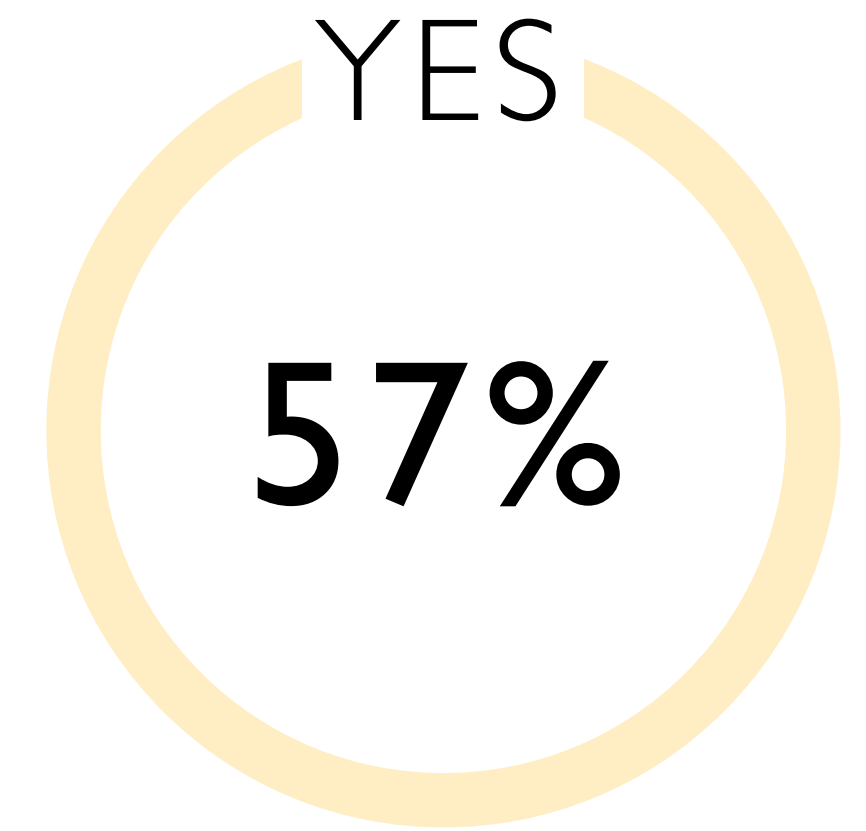


CONSUMER OPINIONS ON PLASTIC

WOULD YOU CHANGE YOUR PURCHASING HABITS TO HELP NEGATIVE ENVIRONMENTAL IMPACT?



DO YOU THINK RECYCLING PLASTIC IS A SOLUTION?



The issue with recycling plastic is that it is impossible to remove the toxic additives present in it. Recycled plastic material is still toxic: chemicals end up in new products made from recycled materials. At the same time, plastics create microplastics throughout its life and also when it is recycled.

*informations from No More Plastic

PART I
A SELECTION OF ECO-CONSCIOUS
INITIATIVES IN FASHION



KEY RUNWAY NUMBERS

SINCE FW19, THERE'S NEVER BEEN MORE THAN **7 COLLECTIONS** USING PLASTIC (FOR CLOTHING) IN EACH SEASON, WHILE THERE WERE MORE THAN 20 ON AVERAGE BETWEEN SS17 & SS19.

1 OUT OF 4

OF THESE COLLECTIONS HAD A FOCUS ON RECYCLED/UPCYCLED MATERIALS

20,1%

OF ALL FW21 COLLECTIONS REFERENCED ON TAGWALK HAD A SUSTAINABLE APPROACH

+38%

VS LAST SEASON SS21

WHEN IT COMES TO COLLECTIONS USING SUSTAINABLE, UPCYCLED OR RESPONSIBLE PRODUCTS/WAYS OF PRODUCING WITH **20,3%** OF ALL COLLECTIONS



KEY RUNWAY NUMBERS

+41,5%

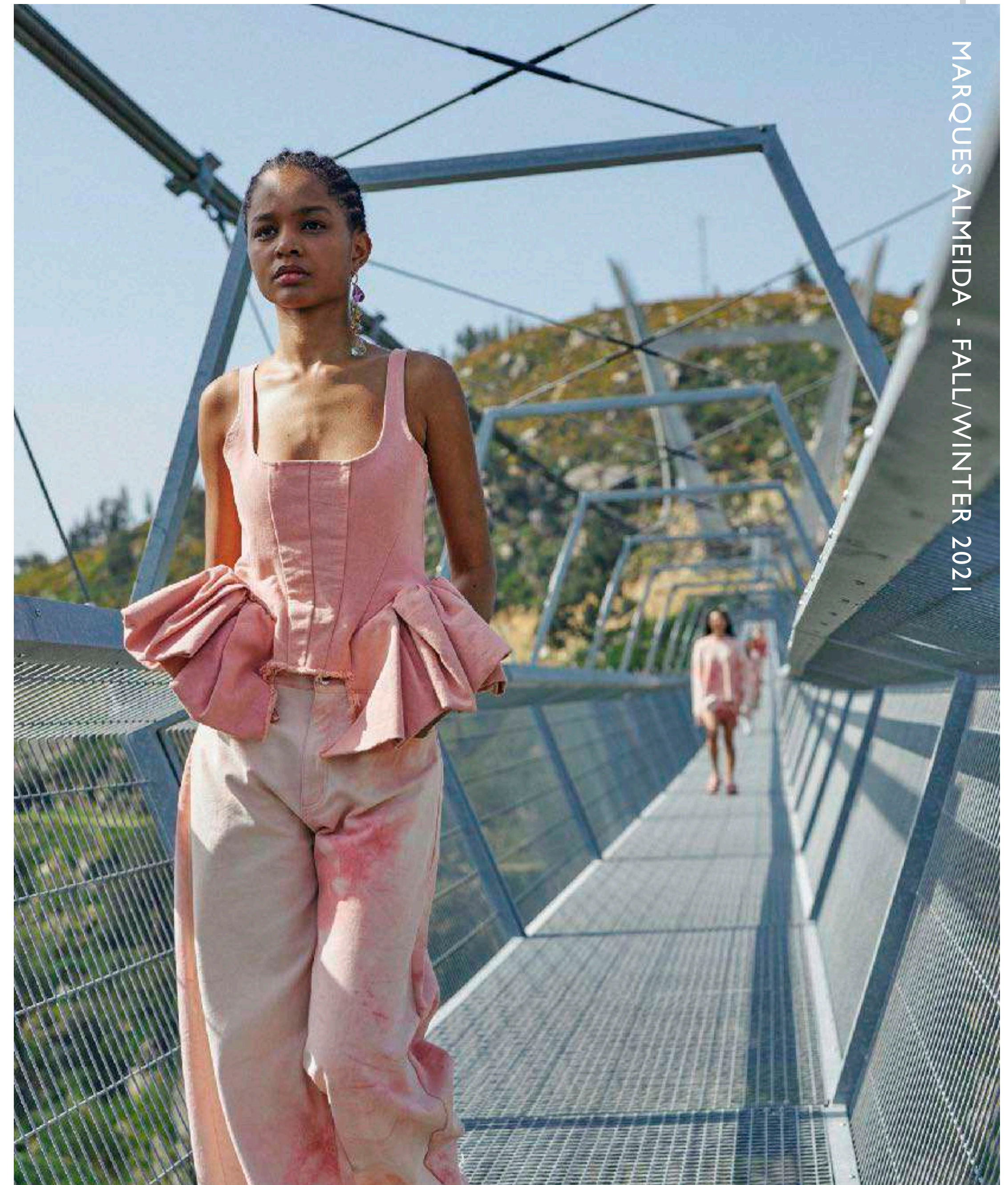
OF COLLECTIONS WITH A SUSTAINABLE APPROACH VERSUS FALL/WINTER 2020

SUSTAINABLE COLLECTIONS PER SEASON



OF SUSTAINABLE COLLECTIONS

SHARE OF SUSTAINABLE COLLECTIONS AMONG ALL COLLECTIONS



MARQUES ALMEIDA - FALL/WINTER 2021

A SELECTION OF BRANDS INITIATIVES

on plastic ban, water waste and/or organic materials

LEVI'S®



In April 2021, Levi's® launched the “**Buy Better, Wear Longer**” campaign, promoting sustainable practices: driving climate and water action, investing in materials such as **Cottonized Hemp** and **Organic Cotton**, and **scaling Water<Less®** manufacturing. 76% of all Levi Strauss & Co. products are now made using the the last — mixing a series of finishing techniques and water recycling guidelines saved more than 4 billion litres of water and resulted in the recycling of nearly 10 billion litres of water since they were first introduced

CHLOE



Gabriela Hearst has focused on and encouraged holistic, innovative development with measurable season-over-season improvements. Lower- impact materials - which include for instance organic silk, recycled cashmere or deadstock - now represent **55%** of the ready-to-wear offer. For the bags, cotton lining is gradually being replaced by **linen**,

ZEGNA



#UseTheExisting is Zegna's program to re-think their supply chain, as they take pre-existing and/or post-consumer materials and give them new life. The brand aims to create not only fabrics from existing ones but also to create new fabrics from existing fibres and remnants to reduce the final waste down to zero.



A SELECTION OF BRANDS INITIATIVES

on plastic ban, water waste and/or organic materials

STELLA MCCARTNEY



Since 2010, all of the brand's products are **PVC free** as it is the most toxic of all plastics (not recyclable nor biodegradable). In 2012, the brand introduced Apinat, a biodegradable and plant-based plastic and banned plastic water bottles. In 2018, Stella McCartney committed to going plastic free and released **the first vegan Stan Smith**.

LOUIS GABRIEL NOUCHI



LGN mainly uses natural materials on all silhouettes such as **linen**, used for several seasons and the **Cupro** (organic cotton). For this new collection, he worked with **natural dyes** based on coffee, beech and hazelnut
"We take linen because the material comes from France and we prefer this material because **it consumes little water compared to cotton**".

GUCCI



Since 2018, Gucci has been carbon neutral in its own operations and across its entire supply chain by following the mitigation hierarchy: **avoid, reduce, restore** and then, as a last measure, offset its remaining greenhouse gas (GHG) emissions through nature-based solutions every year. This year, Gucci diversified its Natural Climate Solutions Portfolio by adding the **conservation of critical forests, protection of mangroves** among other initiatives. The brand has also **banned PVC since 2015**.



A SELECTION OF BRANDS INITIATIVES IN COUTURE

JULIE DE LIBRAN



When Julie de Libran launched her Couture collection, her aim was to **enlighten savoir-faire** and to **avoid fashion waste**. For this collection, she created dresses from Charvet fabrics she used for her previous collection, re-embroidered dresses from her first collection and used only **leftover textiles**. Now the godmother of Insituto Marangoni in Paris, she worked with students on giving a new life to a dress she inherited from her grandmother.

RVDK RONALD VAN DER KEMP



Ronald van der Kemp introduced its collection Wardrobe 14 with this statement: "Same as for wardrobe 12 and 13, **we have not purchased any materials** this season and we created 30 couture looks with what was left in our atelier: **leftover materials** from couture discards, **fabric scraps** from previous seasons, vintage fabrics, factory waste and other trouvailles."

AELIS



Aelis latest Couture collection was inspired by a reflection about the beauty of nature and ecological awareness. Presented with a short film with artists-dancers interacting with nature, the collection included **organic silk chiffon dresses and ecological merino wool from Australian Michael Taylor**.

FOCUS ON BURBERRY

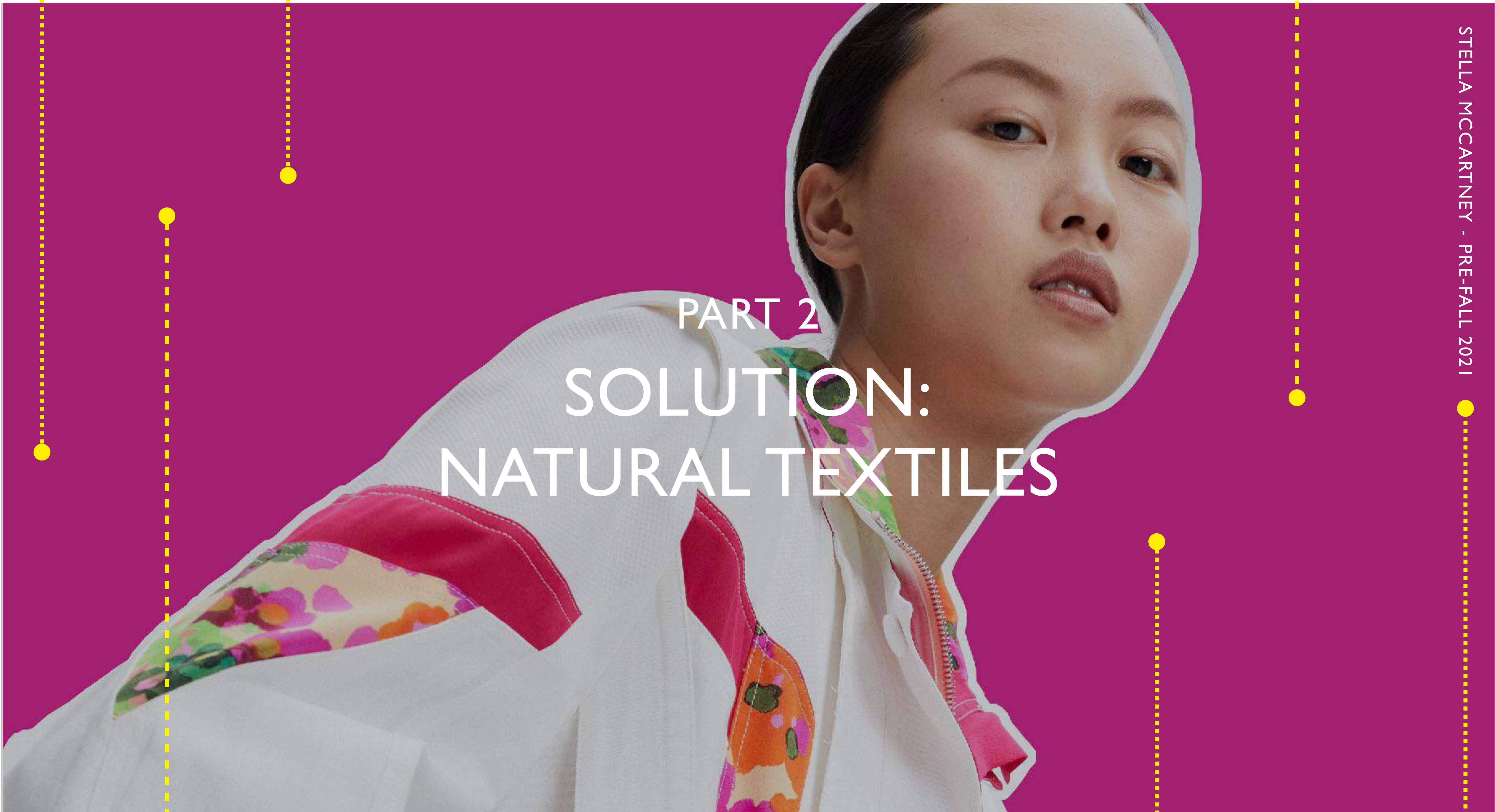
BURBERRY HAS ANNOUNCED ITS PLEDGE TO BECOME **CLIMATE POSITIVE** BY 2040 BY INVESTING IN KEY INITIATIVES TO SUPPORT WIDER CLIMATE CHANGE EFFORTS BEYOND ITS VALUE CHAIN.

A SELECTION OF KEY INITIATIVES:

- BURBERRY IS ON TRACK TO MEET ITS TARGET TO BECOME CARBON NEUTRAL ACROSS ITS OWN FOOTPRINT BY 2022, WHICH WAS ACHIEVED BY REDUCING EMISSIONS, IMPROVING ENERGY EFFICIENCY AND SWITCHING TO RENEWABLE ELECTRICITY SOURCES, BEFORE BALANCING ANY REMAINING EMISSIONS.
- ALL OF BURBERRY'S EVENTS, INCLUDING SHOWS AND PRESENTATIONS, HAVE BEEN **CARBON NEUTRAL** CERTIFIED SINCE 2019 AND THE COMPANY HAS REDUCED ITS MARKET-BASED EMISSIONS BY 92% SINCE 2016.
- IT HAS WORKED WITH GLOBAL SUPPLY CHAIN PARTNERS TO ACHIEVE FACILITY-LEVEL POSITIVE ATTRIBUTES RELATING TO **ENERGY AND WATER REDUCTION** AND **RENEWABLE ENERGY** SINCE 2017.



PART 2
SOLUTION:
NATURAL TEXTILES



A SOLUTION: NATURAL TEXTILES

- FOCUSING MORE ON NATURAL TEXTILES IS ONE OF THE BEST WAYS TO KEEP PLASTIC OUT OF OCEANS AND LANDFILLS.
- FIBRES LIKE **LINEN**, WOOL, AND **ORGANIC COTTON** CONTAIN NO PLASTICS AND ARE COMPLETELY COMPOSTABLE OVER TIME.
- THEY'RE ALSO LESS LIKELY TO CONTAIN TOXIC CHEMICALS THAT COULD SEEP INTO THE SKIN.



A SELECTION OF ECO-MATERIALS

ORGANIC COTTON



STELLA MCCARTNEY
PRE-FALL 2021

ORGANIC COTTON'S CULTIVATION DOES NOT USE TOXIC PESTICIDES OR SYNTHETIC FERTILISERS. IT CONSUMES UP TO **70% LESS WATER THAN CONVENTIONAL COTTON** WHILE MAINTAINING SOIL HEALTH. USED BY STELLA MCCARTNEY SINCE 2008
ALSO USED BY: MARQUES ALMEIDA, VIVIENNE WESTWOOD, ISSEY MIYAKE...

ECO DENIM



VIVIENNE WESTWOOD
FALL/WINTER 2021

VIVIENNE WESTWOOD HAS BEEN USING RECYCLED DENIM FOR SEVERAL SEASONS. SHE HAS ALSO INTRODUCED A PRINTED DENIM MADE WITH UNDYED ORGANIC COTTON. THE BASE OF THIS FABRIC IS MADE WITH **100% CERTIFIED ORGANIC COTTON**, AND USES A NON-TOXIC, **100% BIODEGRADABLE FOOD WASTE COMPOUND** FOR SIZING. THIS ALSO ENSURES A MICROPLASTICS-FREE PROCESS



FOCUS ON LINEN

DO YOU CONSIDER LINEN TO BE MORE SUSTAINABLE THAN OTHER MATERIALS?



FOR THE 1ST TIME, **ACNE STUDIOS** USED LINEN IN THEIR FALL/WINTER COLLECTION; USUALLY, THE BRAND USES LINEN FOR ITS SPRING/SUMMER COLLECTIONS

TORY BURCH INTERPRETED LINEN IN A RELAXED BUT FEMININE WAY. WITH **10,7%** OF LINEN LOOKS IN ITS FW21 COLLECTION



LINEN IS A SUSTAINABLE MATERIAL, HIGHLY RECOGNISED BY CONSUMERS AND INCREASINGLY BEING ADOPTED BY LUXURY AND FASHION BRANDS (JACQUEMUS, FENDI, STELLA MCCARTNEY, ...)

ALMOST 80% OF CONSUMERS CONSIDERED LINEN TO BE THE MOST SUSTAINABLE OF MATERIALS. INDEED, LINEN FITS INTO THE CRITERIA AND FUNCTION OF SUSTAINABLE MATERIALS IN THE CONSUMERS MIND: **NATURAL, HIGH-QUALITY, DURABLE & LONG LASTING, COMFORTABLE AND TIMELESS.**

FOCUS ON JACQUEMUS

SINCE LAST YEAR, THE BRAND ANNOUNCED TO PRESENT CO-ED SHOWS DURING MENSWEAR FASHION WEEK IN JANUARY AND JUNE, A WAY TO SUPPORT OUR ENVIRONMENT BY REDUCING THE CARBON EMISSIONS OF THE FASHION SHOWS.

TO HIGHLIGHT ITS SUSTAINABLE VALUE, THE BRAND HAS HIGHLY ADDRESSED **LINEN AND HEMP** IN ITS COLLECTIONS, MAKING A STRONG STATEMENT IN 'LINEN', 'NATURAL', 'TIMELESS' AND 'SUSTAINABILITY':

- IN FW20, LINEN IS FEATURED IN 55% OF THE COLLECTION'S LOOKS WHILE IN SS21, THE MATERIAL IS FEATURED IN 63% OF THEM.
- LINEN/HEMP IS FEATURED ON BOTH WOMEN AND MENSWEAR LOOKS.
- LINEN CAN BE USED BOTH IN GARMENTS AND ACCESSORIES, IN NEUTRAL TONES OR MORE COLOURFUL WAYS,



LINEN & SUSTAINABILITY

PRESERVE WATER AND SOILS

Zero irrigation * (at 99.9%) • Zero GMO • Zero defoliant •
Low in fertilizer • Carbon sink

ZERO DECHET

BIODEGRADABLE

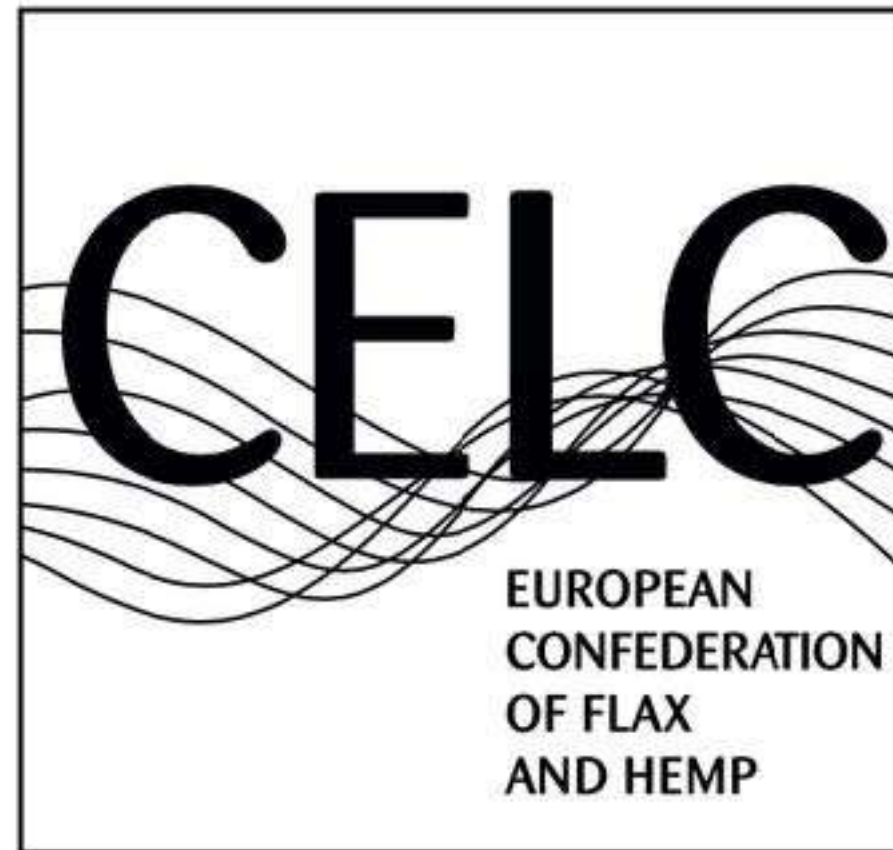
RENEWABLE

THERMOREGULATOR

Cool in summer • Insulating in winter



LINEN PRODUCTION



THE EUROPEAN FLAX AND HEMP CONFEDERATION (CELC) IS THE ONLY EUROPEAN AGRO-INDUSTRIAL ORGANIZATION BRINGING TOGETHER AND FEDERATING ALL STAGES OF PRODUCTION AND PROCESSING OF FLAX AND HEMP. FOUNDED IN 1951, IT IS THE PRIVILEGED INTERLOCUTOR OF 10,000 COMPANIES LOCATED IN 14 COUNTRIES OF THE EU, MASTERING THE FIBRE, FROM THE PLANT TO THE FINISHED PRODUCT.



80%

of the world's flax fibre comes from Western Europe - a coastal strip from Caen to Amsterdam

60%

of the produced linen is consumed by the industry of fashion, Couture and Ready-to-wear.

PART 3
THE INITIATIVES



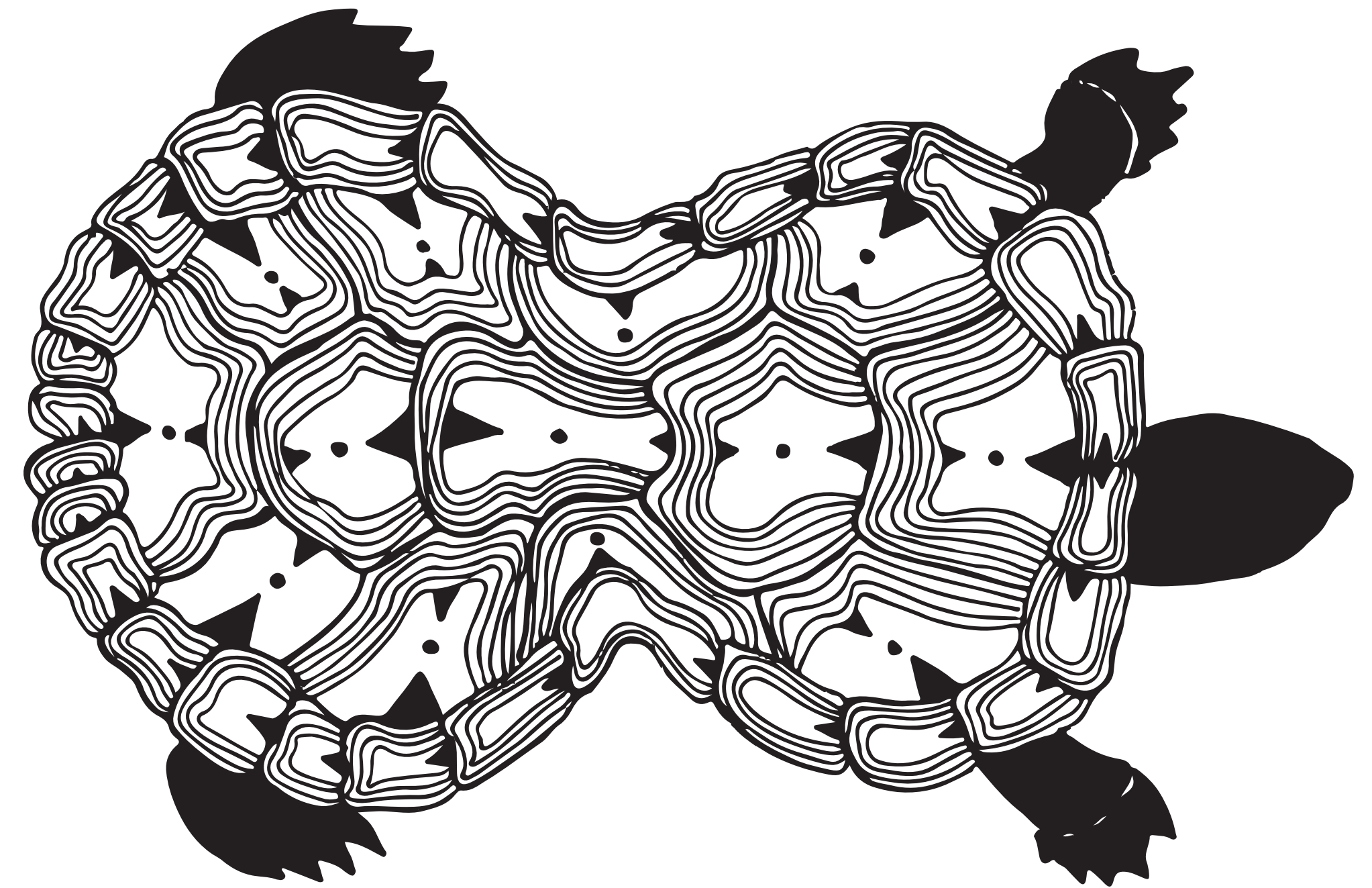
WHO IS NO MORE PLASTIC?

No More Plastic Foundation is a non-profit working Foundation to the service of the only one ocean that covers this planet – to generate public awareness about plastic pollution, advocate the need for alternatives to single-use plastic products and foster innovative solutions to invent the future of consumption.

No More Plastic is also a brand who develops alternative solutions to replace plastic in our consumption.

No more Plastic was founded by **Rosalie Mann**.

The Foundation's manifesto calls for a **ban on single use plastic** and for brands to find innovative alternatives to single use plastic products and packaging.



NO MORE PLASTIC®

NO MORE PLASTIC - FRIENDS & COMMUNITY

SINCE ITS CREATION, NO MORE PLASTIC HAS CREATED A LARGE COMMUNITY, WHO ACTIVELY SUPPORTS AND CONTRIBUTES TO IT, INCLUDING CECILIA BONSTROM, ISABELI FONTANA, PENELOPE CRUZ, SEAN LENNON OR ROSSY DE PALMA.

HELENA CHRISTENSEN

Model & Ambassador since June 2018



"It is very important that we all take our part of the responsibility towards a more sustainable future. It's not easy to rid the world of plastic, we are so used to utilizing it daily in a myriad of ways. The fact that companies are changing their production approach is a first big step. We all need to support this effort."

CAROLYN MURPHY

Model & godmother of No More Plastic Kids program.



"My love for the ocean goes back to my early childhood and has remained a source of inspiration and meditation throughout my life. We can all contribute to protect and heal our planet. We can teach our children to embrace nature as their lifeline and to not take it for granted. It is the reason why I am really happy to support the No More Plastic Kids Program."



NO MORE PLASTIC - 2021 ACTIONS

SEASELL T-SHIRT



To celebrate the World Ocean month and their 3rd anniversary, No More Plastic, teamed up with Côme Editions and their founders Clémence and Matthieu Dru to create a special capsule collection of t-shirts made from **Seacell™ (80% of organic cotton, 20% of seaweed)**, a fabric engineered from an algae known as Knotted Wrack found in the Icelandic Fjords, as healthy for the environment as for your skin.

WORLD OCEAN MONTH CAMPAIGN



This year, No More Plastic created a new digital campaign: **“IF WE DON’T ACT NOW, THE NEXT ENDANGERED SPECIES WILL BE OURS”**, calls on everyone to understand the importance of biodiversity. Ocean pollution reaches new record levels each year. More than 100 million marine animals die each year from plastic waste alone.



NO MORE PLASTIC: A SUSTAINABLE APPROACH TO BETTER SHOPPING

NO MORE PLASTIC IS CREATING AND SELLING A FEW ITEMS - [SEE LINK HERE](#) - , SHOWING THAT FASHION AND BEAUTY PRODUCTS CAN EXIST WITH ZERO PLASTIC AND INNOVATIVE ECO-CONSCIOUS SOLUTIONS, SUCH AS ORGANIC MATERIALS AND DIGITALS PRODUCTS. // GEN Z

DIGITAL T-SHIRTS



Especially for Earth Month, No More Plastic and DressX created digital t-shirts which generate no CO2, use no water for their production, and leave no plastic and microplastics in our oceans. With the prints showcasing the environmental problems of the modern world and the slogans raising awareness about the problem of plastic pollution, The Earth Month drop consists of 4 digital t-shirt designs created to make a powerful fashion statement at almost no environmental cost.

NO MORE PLASTIC X YATAY SNEAKERS



No More Plastic teamed up with Yatay to create a pair of sneakers, designed by Helena Christensen, 100% free of traditional plastic and made entirely of innovative bio-based materials. Half of all profits from this collection will go to No More Plastic to support their actions and campaigns.



THANK YOU