

A woman with long, wavy red hair is posing in a dramatic, flowing dress. The dress is primarily teal with black accents, including a long, sheer black skirt and a black bodice. She is wearing black high-heeled shoes and has her hands raised near her face in a dramatic gesture. The background is plain white.

HONEST FASHION

Beyond Transparency



**DE MONTFORT
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LEICESTER

Fashion transparency is in short supply

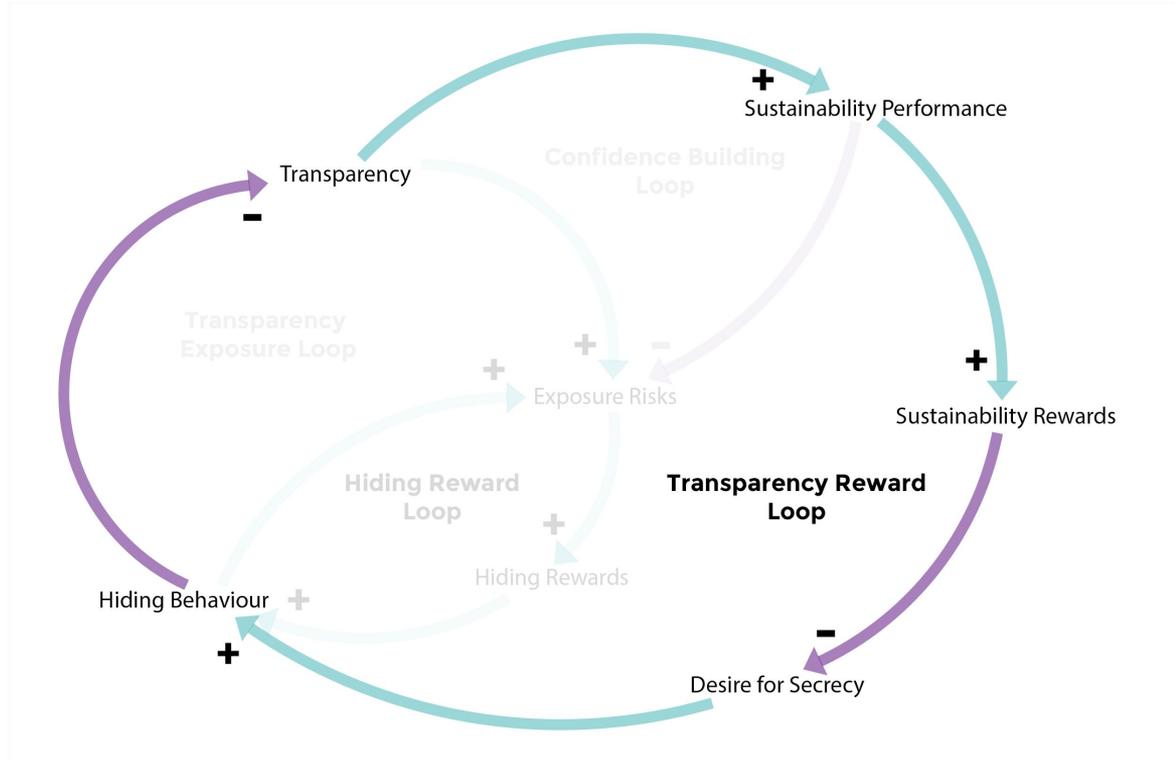
21%

**The average Fashion
Transparency Index
score for 200
global fashion brands**

76%

**Consumers want more
information on the
social and environmental
impact on their clothes**

Why does this lack of transparency exist?



Fear, distrust, secrecy and silence pervades system



Global Fashion Stakeholders

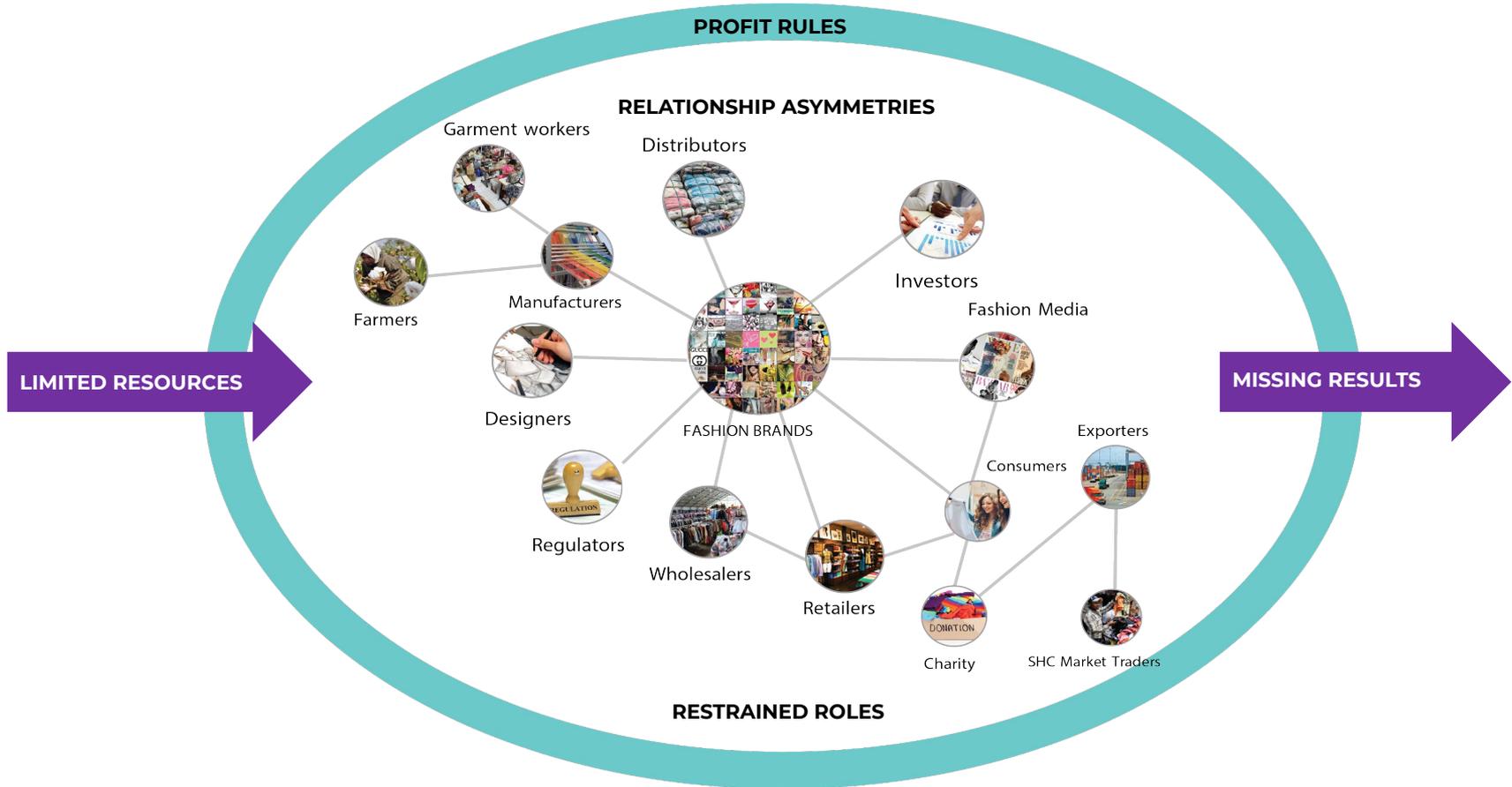
-  Cotton Farmers
-  Garment Workers
-  Fashion Buyers
-  Fashion Consumers
-  Clothes Donator
-  Second Hand Trader



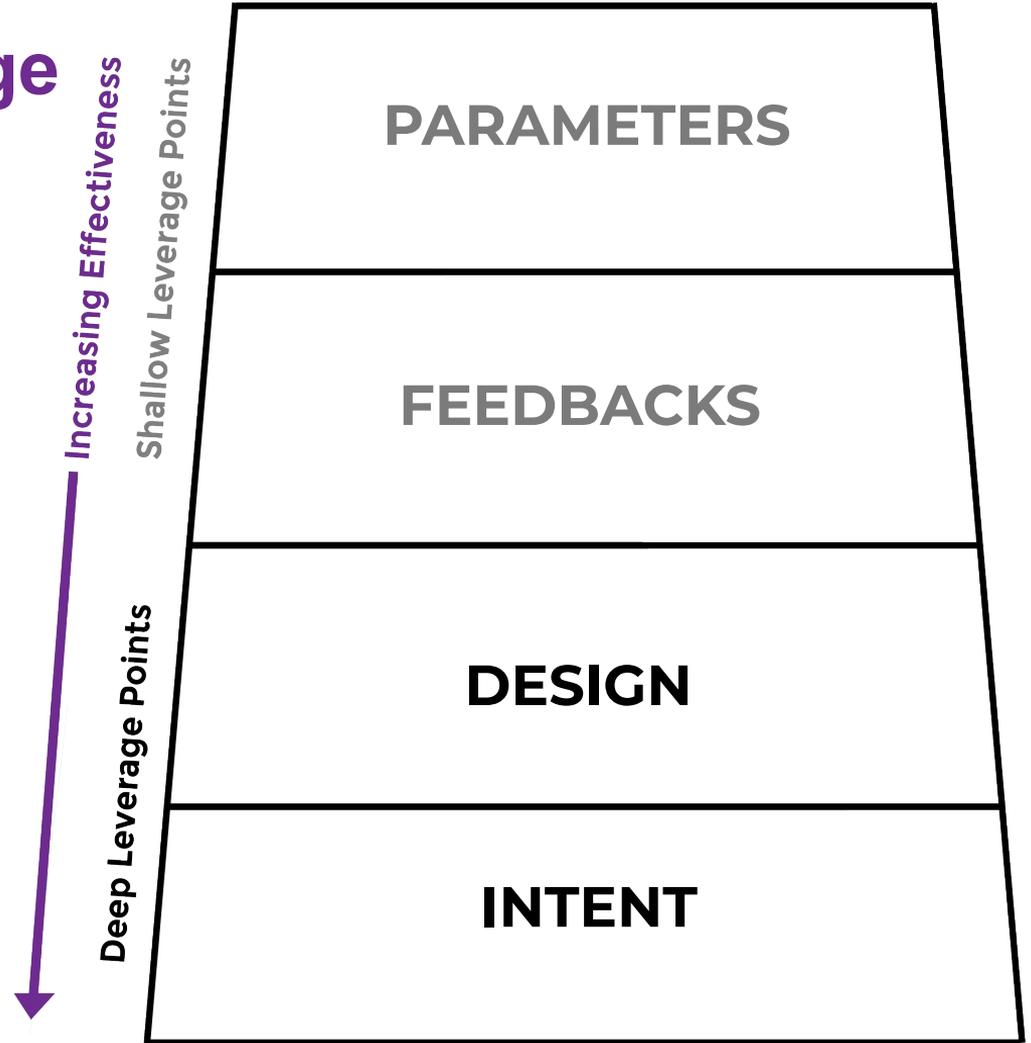
We need to be **HONEST** and **TRANSPARENT** about these issues



Why does this lack of transparency *persist*?



Levers of Change



Parameters of Change



H&M CONSCIOUS
For a more sustainable fashion future

15% OFF
your purchase when you
recycle your unwanted
clothes at H&M

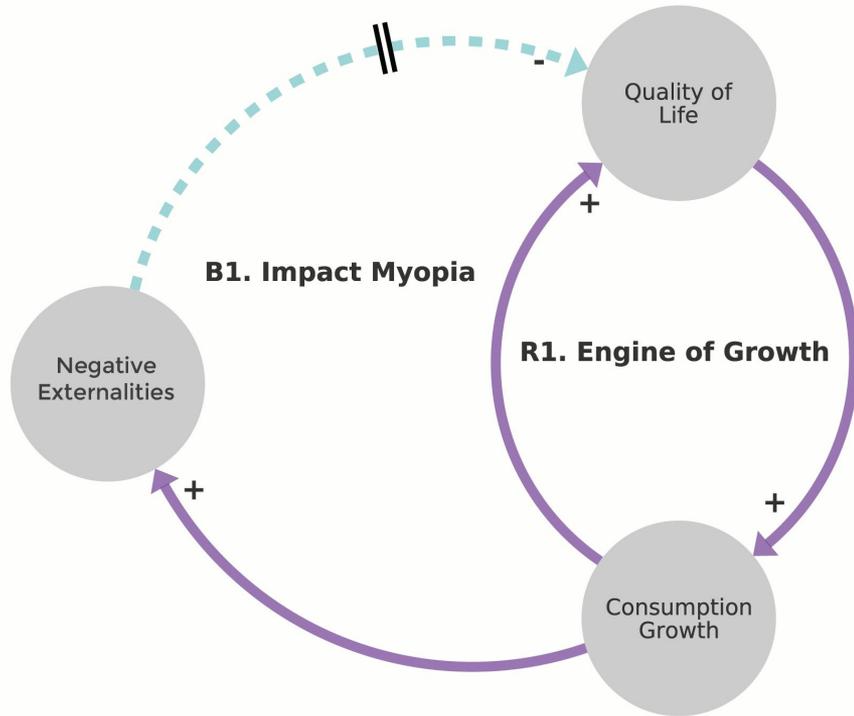
We accept clothing and home textiles
from any brand, in any condition, year-round.

Learn more at hm.com/garment-collecting

*Please see receipt for full terms and conditions.

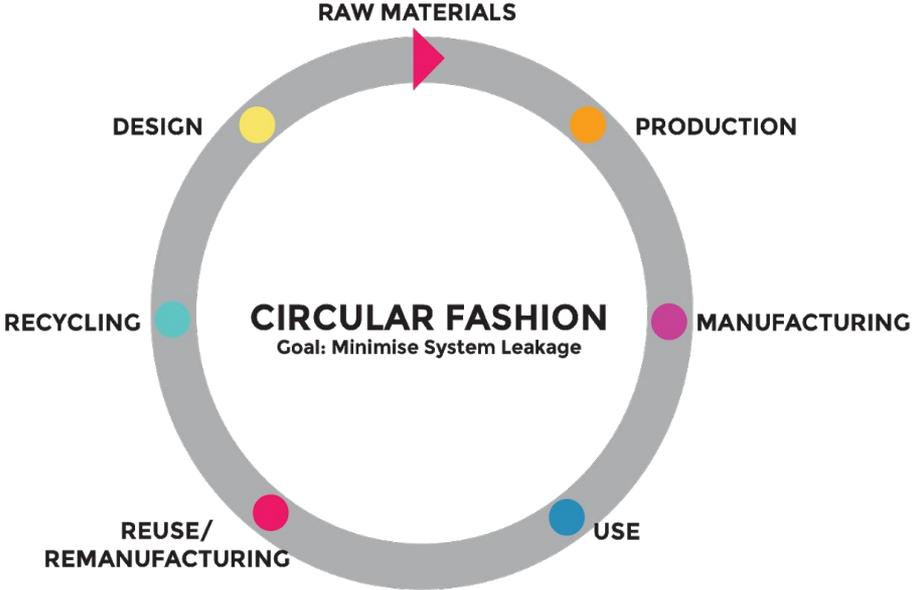
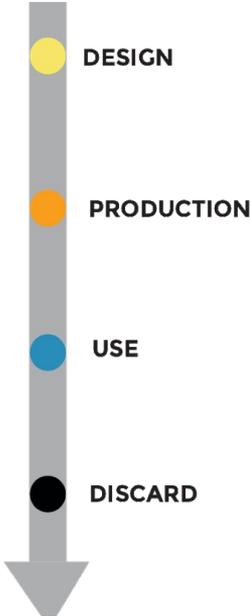


Fashion System Feedbacks

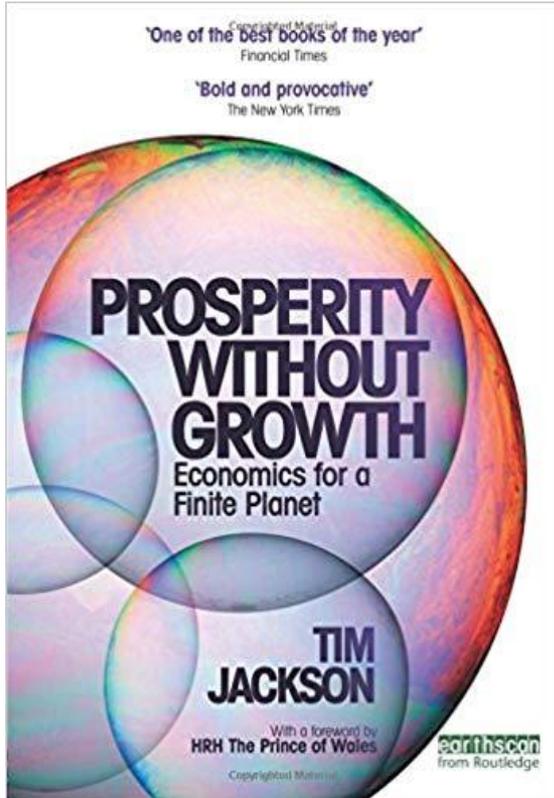


Design for Change

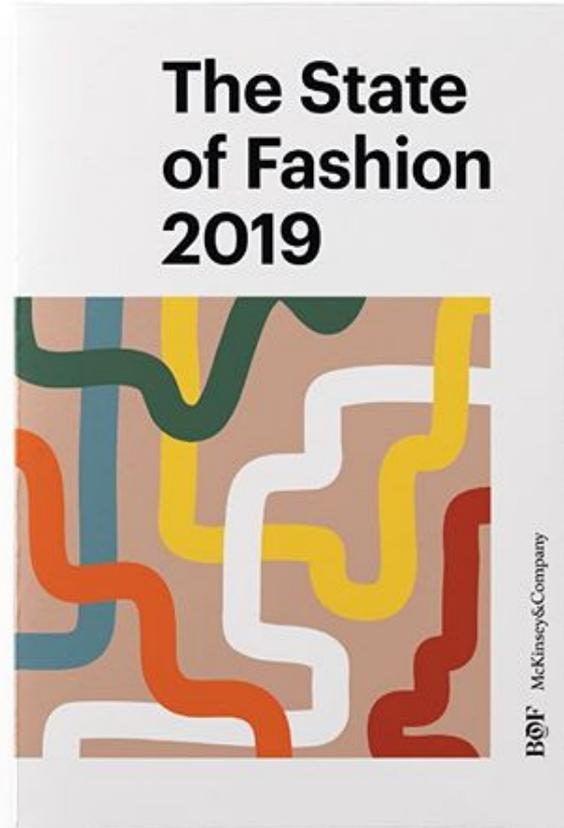
LINEAR FASHION
Goal: Maximise Profits



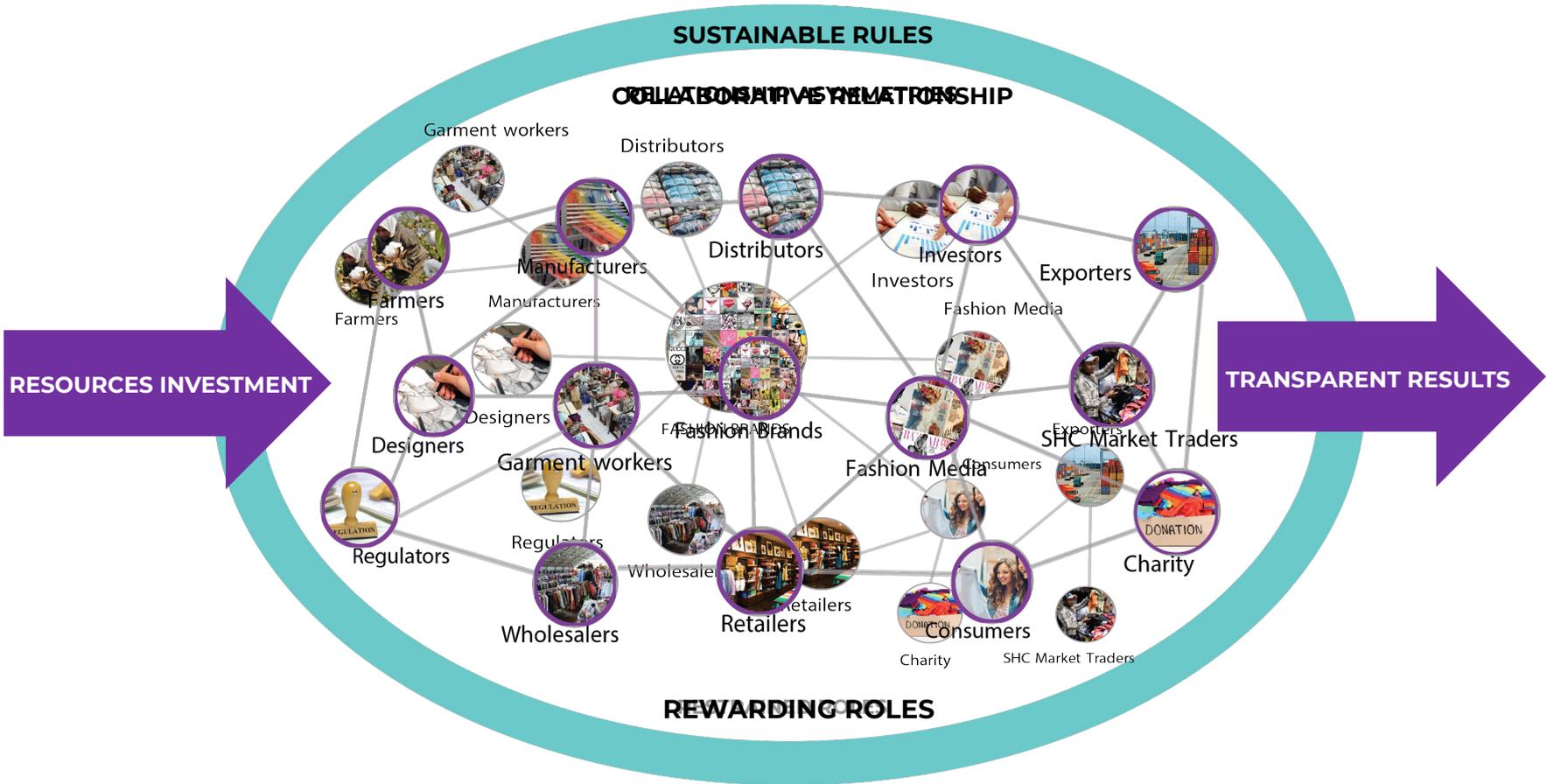
Intent for Change



versus



Build Rewards to Bridge the Gap



FOOD HYGIENE RATING

0

1

2

3

4

5

VERY GOOD

RESPONSIBLE FASHION RATING

0

1

2

3

4

5

IMPROVEMENT
NECESSARY



**Could transparency at
point of purchase
create a butterfly
effect?**



HONEST FASHION

Beyond Transparency

#BePartoftheConversation

@honestfash



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