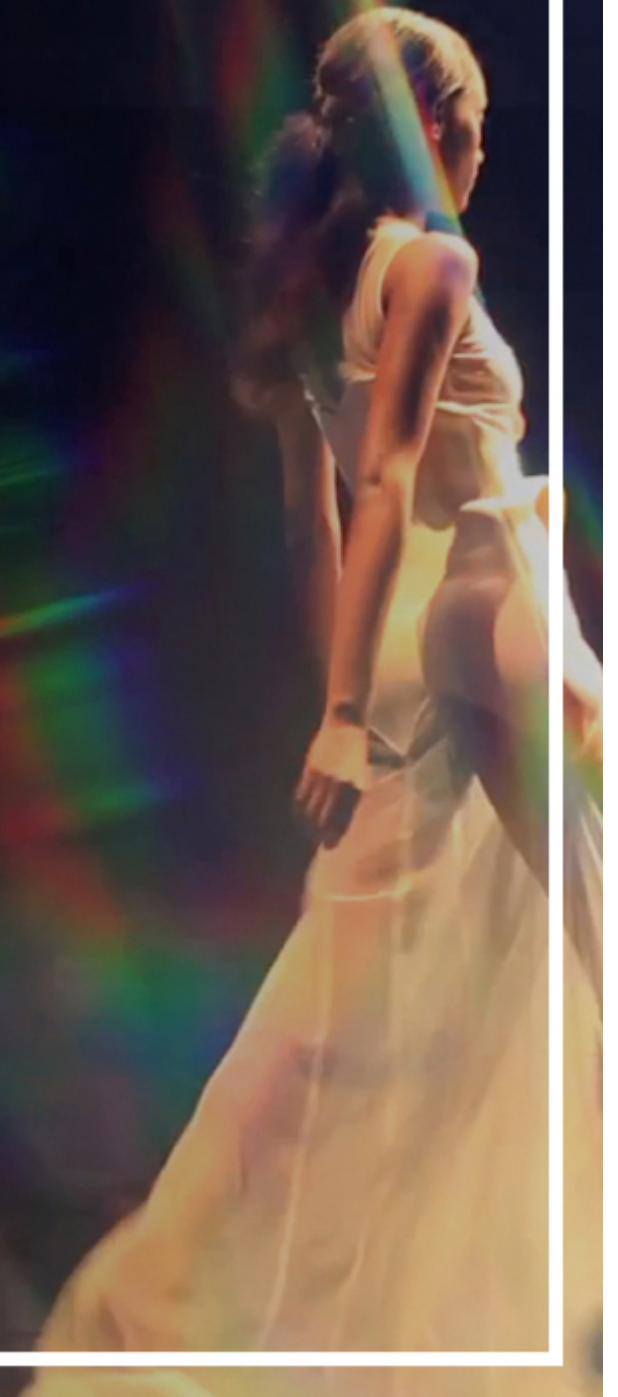
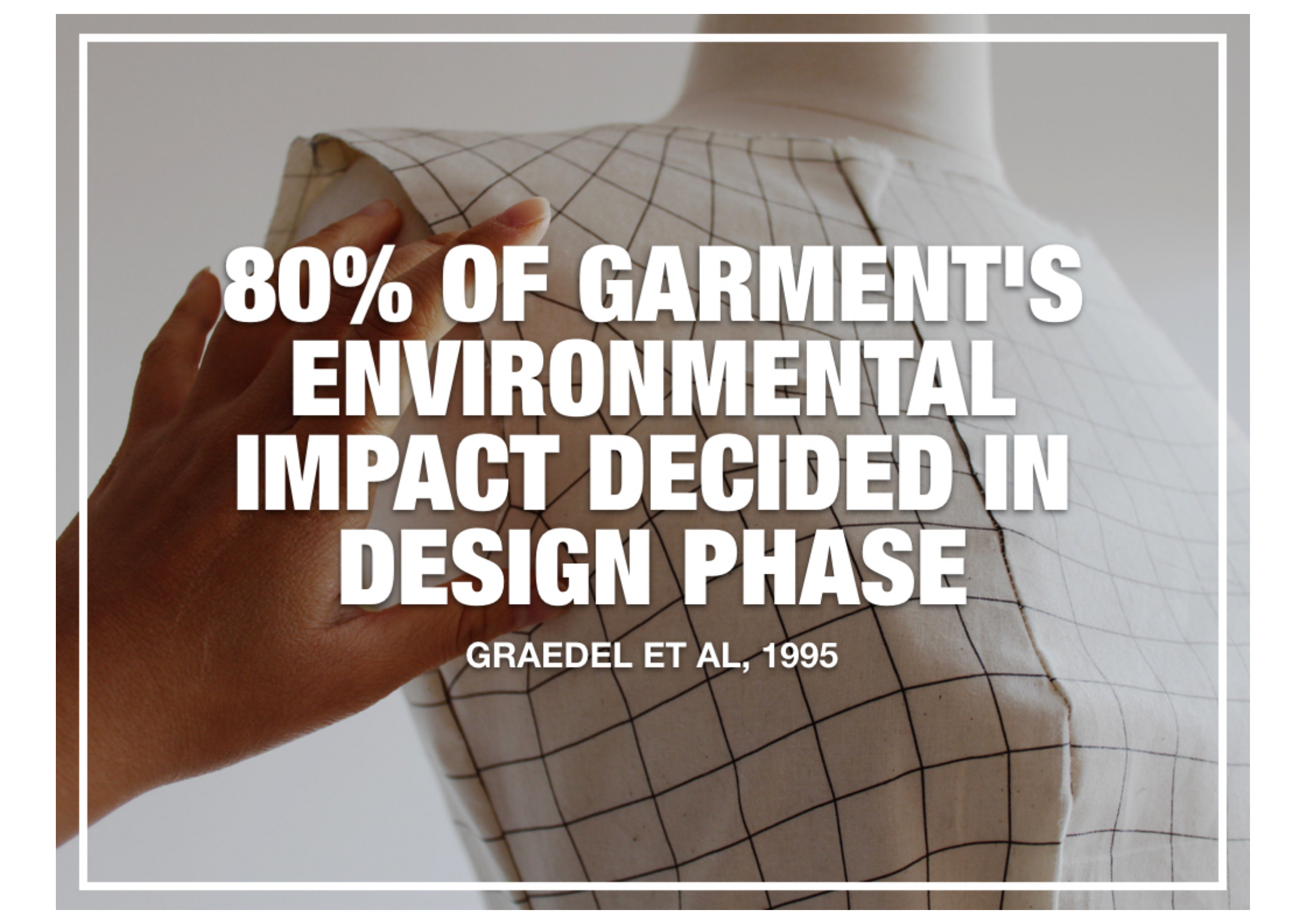


JONAS EDER-HANSEN

VP & DEVELOPMENT DIRECTOR

DanishFashionInstitute



A close-up photograph of a person's hand adjusting a white garment with a black grid pattern on a mannequin. The hand is positioned on the left side of the frame, with fingers spread, touching the fabric. The garment is draped over the mannequin's torso. The background is a plain, light-colored wall.

**80% OF GARMENT'S
ENVIRONMENTAL
IMPACT DECIDED IN
DESIGN PHASE**

GRAEDEL ET AL, 1995

The background of the image is a dark blue field filled with a complex network of glowing blue nodes and connecting lines. The nodes are represented by concentric circles of varying sizes, with a bright white center and a larger, semi-transparent blue outer ring. These nodes are interconnected by thin, light blue lines that crisscross the entire frame, creating a dense, web-like structure that suggests a highly interconnected system or network.

COMPLEX SUPPLY CHAIN

A young girl with dark skin and hair is smiling and looking towards the camera. She is wearing a white long-sleeved shirt and a pink flower headband. She is holding a round, silver-framed mirror in front of her face, partially obscuring it. The background is a soft, out-of-focus pink. The text "LOOK GOOD AND FEEL GOOD" is overlaid in the center of the image in a bold, white, sans-serif font.

**LOOK GOOD
AND FEEL GOOD**



**DON'T COMPROMISE
AESTHETICS**

An aerial photograph of a massive container ship sailing on a deep blue ocean. The ship's deck is almost entirely covered with a dense, multi-colored stack of shipping containers in shades of blue, red, white, and grey. The ship's white hull and superstructure are visible on the left side of the frame. On the right side, the green-painted deck area shows various pieces of equipment, including cranes and pipes. A few small figures of crew members can be seen on the deck. The ship is moving forward, leaving a white wake behind it.

**ONE OF THE LARGEST
INDUSTRIES**

EUROPEAN DESIGN

LOUIS VUITTON

V



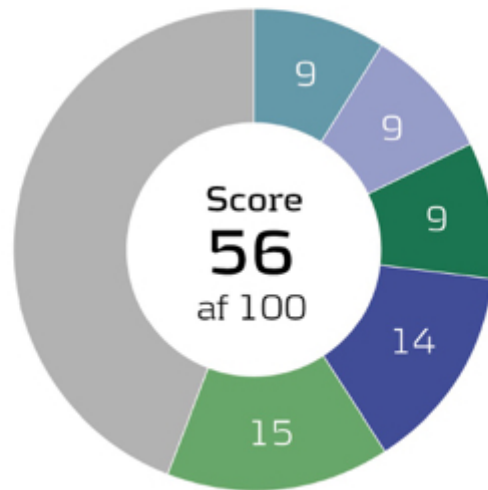


CHALLENGE THE DESIGNER

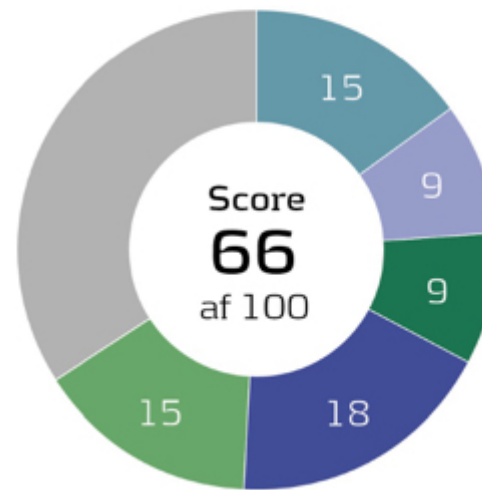


FIRST MOVER ADVANTAGE

Figur 1, Original



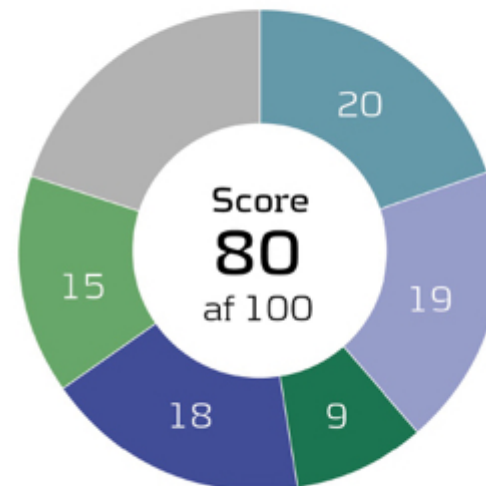
Figur 2, short-term



Figur 3, mid-term



Figur 4, mid-term II





SUSTAINABLE FABRIC LIBRARY

COPENHAGEN FASHION SUMMIT 2014

COPENHAGEN FASHION SUMMIT



A person with dark hair and bangs is shown in profile, facing right. They are wearing a voluminous, dark-colored robe or cloak that is draped over their shoulders and arms. The background is a solid, dark blue-grey color. The lighting is soft, highlighting the contours of the robe and the person's face.

BARBARA I GONGINI