Today, sustainable fashion brands need a refreshing approach of communication.

You do not know?
Let's learn all about it!
Just click
First you need to understand the industry.

Long story short

Highlights of the sustainable fashion industry

Sustainable fashion evolved:
with the global sustainable movement
and the environmental footprint
and it affects farming, designing,
manufacturing, production and consuming

70's

Through the hippies this movement was strengthened.

Don't forget to click ...
But big players got in on as well. Ever heard of the Nike sweatshop scandal?

Then the knowledge about the sector, child labour and production procedures increased.

What happened?

--- More critical towards the industry
--- Scepticism increased

Eco, ethical or sustainable fashion shows took place all over the world.

Where?
New Zealand
Copenhagen
Abu Dhabi
San Francisco

#EFW April 9-14, 2016
10th Edition Vancouver
Thousands of brands developed with sustainable concepts in various countries.

Check out some examples!

How is the situation now?
Sustainable fashion is often associated with:
- patches sewn together
- dyed shirts
- materials looking like boring canvas

Customer still have previous prejudices and certain stereotypes.

Do you know where to buy sustainable cool fashion?
Do your friends know?
Right!
It is not highly available!
You want to communicate sustainable fashion?

This is what you need to know first!

You can hover :)  

1. What does sustainability mean?

2. When did sustainable fashion evolve?  

70’s

3. Why do you need to know this?

Want to know which ones?

YES
Currently, communicating sustainable fashion is rather difficult.

Want to know why?

Because sustainability & sustainable fashion face difficulties

Learn about the difficulties

1. Ambiguity
   Different meanings
   Complexity of the term
   Various words describing it
   Consumers lack knowledge
   ...
2. Green Communication
- Green Green Green
- Green Marketing strategies
- Overload of advertisements
- Consumers get confused

3. General Image Problem
- Prejudices
- Pricy, ugly, not available
- Not very cool
- Not attractive

Alright, so?

These interfacing problems are what makes the industry so difficult to communicate!

But what can you do?

Click to explore some opportunities
STORYTELLING

Explore storytelling as a marketing and communication tool.

What is meant with this?

Behind every surface hides a story.

It means imagination and perception.

Did you know?

Four major functions of storytelling can be applied: communicate your sustainable brand more successfully.

Let's explore these!

brand communication

When customers hear about your mission, vision and values, they will understand your perspective and beliefs more easily. Why, how and when did you create your brand? Customers seek for information.

Share your knowledge and information with customers! It is highly important. You can communicate your concept in a compelling way and make them understand what you want to achieve.

sharing knowledge
Creating a dialogue

Speaking to your customers helps to work on their relationship with you. You can communicate directly with them to minimize scepticism.

Values & engagement

Stories communicate your brand values and intensify your connection to your customers. When they become part of the brand's culture, they start to engage with it and develop a strong emotional bond!

Why are these so important for sustainable fashion?

Click to understand the correlation
Sustainable fashion... is a complex topic. has no clear meaning. does not convince customers. is not highly attractive.

Storytelling can... communicate complex topics. bring clarification communicate ideas. help you to share your brand’s values.

Storytelling used in sustainable fashion... minimizes scepticism and complexity. clarifies concepts and ideas allows new perspectives. appears more attractive.

Alright. But what is the key?

Let’s understand this magic glue!
Storytelling is so essential for sustainable fashion because it includes various advantages, other tools do not...

Let's see which essential advantages storytelling has:

- An unique message
- Emotional glue
- They produce experience
- Just stick
shape anything into meaning
are less likely to resist

everybody enjoys hearing a story
and no one feels like a fool

no one cares about marketing goals

Curious to see some examples?

storytelling is an important driver
Fashion brands using storytelling

GUCCI CRUISE 2015: A FASHION STORY

Do you know this one?
The luxury company Gucci showed true storytelling skills with the recent Spring Summer Campaign 2016 video.
The campaign displays the cult of the time in Berlin, reminding on the story of Christiane F., by using similar scenes and characters.
MUD JEANS RECYCLE TOUR 2016

Take a look at this one! The Dutch brand MUD Jeans is using storytelling to display its rather transparent and innovative approach.

With reporting its first recycling tour the brand shares its work method.

Follow every step!

From Brussels to Etretat, the place with the white cliffs and natural rocks arches which are one of the...
May 5, 2016

From Etretat to Brussels for the first day of the Recycle Tour. Great meeting so many like-minded people on...
May 5, 2016

A sunny start of The Recycle Tour. We are finally ready to hit the road!
May 2, 2016

Wasn’t that fun

Wanna share your opinion?

Share

Back
This tool serves as an interactive and playful inspiration platform for sustainable brands. Through this roadmap, the viewer explores the complexity of sustainable fashion and its current state as well as the abilities of storytelling.

Go ahead, spread the word, get inspired and excited to learn all about this important industry and its communication.

CSF - Communicating Sustainable Fashion.
Storytelling for sustainable fashion created by Lika Djabbarpour Nami
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Looking for more?

Check out some inspiration sites

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