

APPAREL AND ACCESSORIES

## Fashion brands test the waters of sustainability through capsule collections

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*Rhne Glacier in Switzerland. Image credit: Bally*

By NORA HOWE

A growing number of fashion brands are focusing on sustainability and experimenting with environmentally-friendly capsule collections as social and environmental awareness accelerates during the global pandemic.

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From creating collections using recycled materials to hosting seminars on climate change and sustainability, a considerable number of fashion industry leaders have taken strides toward responsibility. Brands such as Bally, Net-A-Porter and Hugo Boss have encouraged fellow industry leaders as well as consumers to heighten their awareness of these global issues and make the necessary changes to ensure a better future.

"Most luxury brands are focusing on responsible sourcing, through better practices and the use of more sustainable raw materials," said Diana Verde Nieto, cofounder of **Positive Luxury**, London. "As brands deepen their understanding of impacts and dependencies within their supply chains, the next big step is for them to reframe the relationship they have with suppliers and invest in regenerative agriculture.

"The benefits are twofold: regenerative agriculture restores the balance of our natural ecosystems and it's also incredibly important for carbon capture that in turn will help achieve net zero target," she said.

Designing a sustainable future

Swiss apparel and accessories brand Bally released Peak Outlook, a capsule collection aiming to raise awareness of global warming.

Environmental activist and Swiss artist Michel Comte photographed the campaign collection in Switzerland's Rhne Glacier. One hundred percent of the net proceeds will go to the Bally Peak Outlook Foundation in an effort to safeguard the world's mountains.

The Outlook collection includes men's and women's ready-to-wear apparel and accessories, from thermal sets and sweatshirts to backpacks and key holders all made using eco-friendly synthetics or yarn. Having fostered a union of responsible materials and multi-functional design, the limited-edition collection drew inspiration from the outdoors and was crafted with care.

Bally collaborated with **Vibram** for a sole on a curling boot using shearling, cork, EVA rubber, cotton fiber wadding and Vibram's Arctic Grip, with **Sigg** to create BPA-free aluminum water bottles and with **Snow Peak** for titanium compact cook sets, mugs and coffee percolators.

Bally aims to have net-zero carbon emissions by 2050.



*Bally Peak eco-friendly backpack. Image credit: Bally Peak*

Online retailer Yoox Net-A-Porter has partnered with The Prince's Foundation to launch a sustainable capsule collection as part of The Modern Artisan project.

Cashmere and wool were sourced from Scotland's Johnstons of Elgin and fully traceable, organic eco-silk was sourced from Italy's Centro Seta. The profits from each purchase will be donated to support the charitable work of The Prince's Foundation ([see story](#)).

The Prince's Foundation, the educational charity established by the Prince of Wales, teamed with Yoox Net-A-Porter for a training initiative that merges traditional, high-end textile craftsmanship skills with digital tools ([see story](#)).



*Net-A-Porter has partnered with The Prince's Foundation to launch a sustainable capsule collection as part of The Modern Artisan project. Image courtesy of YNAP*

Due to rising sea levels, increased pollution and environmental damage, consumers are becoming more conscious than ever about what they are buying and from who they are buying.

Over the years, German fashion house Hugo Boss has openly supported sustainability practices through every element of its business.

Last month, the brand released a video ad campaign featuring its newest capsule collection of recycled pieces, strongly encouraging a shift towards a more environmentally-conscious fashion industry.

The inspiring film features Boss ambassador Alex Thomson and a diverse group of models individually walking through beaches, meadows and forests, speaking about taking responsibility and moving forward to create a better world for future generations ([see story](#)).

Sustainable innovations

From the consumer's perspective, despite a decrease in fashion purchasing during the COVID-19 crisis, consumers are realizing they can also find high-quality exclusive items in a more affordable and sustainable way: secondhand shopping.

According to a new study by [Boston Consulting Group](#) (BCG) sponsored by [Vestiaire Collective](#), the global secondhand market will likely grow 15 to 20 percent over the next five years.

The thriving pre-owned market encourages hopes of consumers to own fewer, higher-quality items, to reduce overconsumption and to take better care of what they own ([see story](#)).

Technological advancements and engaging storytelling can also promote sustainability in fashion.

"We've seen some interesting innovations emerge this year from brands like Kathmandu, who opened their first solar-powered store in Victoria, Australia," Ms. Verde Nieto said. "Also Selfridges launched Project Earth, an ecosystem of sustainable initiatives to help change the way people shop, including services such as resell, rentals repairs, and sustainability shopping edits.

"I think we will see more brands incorporate this type of innovation into their business models, such as Mark Cross and their take-back and resale scheme of their one-of-a-kind vintage pieces," she said.

Mark Cross is also empowering consumers with information about its products' environmental impact, authenticity and valuation. The leather goods house is using TrueTwins technology to provide a digital passport for each of its pieces ([see story](#)).

One of the leaders in sustainable luxury, British fashion label Stella McCartney has embraced storytelling. The brand amplified the voices of BIPOC women on the topic of social and environmental change through a video series aiming to ignite a conversation surrounding gender, race and climate changes.



*Stella McCartney uses the Environmental Profit and Loss (EP&L) tool to measure and understand its impact on the environment. Image credit: Stella McCartney*

Ms. McCartney has been an environmental and social warrior for years, openly discussing and adopting ways in which people in and outside the fashion industry can take significant steps towards positive social and environmental change ([see story](#)).

"Trust is a big factor for today's consumer, who is becoming more conscious," Positive Luxury's Ms. Verde Nieto said. "Clear labeling, transparent storytelling and third-party certifications all play effective roles in communicating a brand's sustainability commitments and actions."