

# Fashion Forward Co.

“A Company that informs Individuals about the latest news in the fashion world”

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## What is Eco-Fashion?

Eco Fashion is clothing and other goods made from recycled materials or produced by methods that are not harmful to the environment.

Fashion brands are making commitments to sustainability to boost consumer trust and attract talent while reducing risks of boycotts and litigation. In Particular, the H&M Foundation, a non-profit organization backed by the founders of the H&M Group, is looking to boost the industry's use of recycled clothing material with a new hydrothermal recycling machine.

For the most part, when it comes to fast fashion it is not eco-friendly. Fast Fashion is synonymous with disposable low cost and as such faces much criticism in the fashion industry for its environmental impact. Most of these companies produce too much and throw away a good majority of the items that they don't sell which end up in landfills and contribute to climate change. Many promises have been made by retailers such as H&M and Zara to be more sustainable in the future but, How long is too long when it comes to making promises they can't keep?



When it comes to luxury designer brands and sustainability, many of the World's most prestigious luxury brands have signed an agreement to combat greenhouse gasses and emphasize sustainability in the industry. In 2018 the brand Gucci launched Gucci Equilibrium which was made to aim for more transparency and sustainability. This also allows staff members to volunteer in local community programs that help reduce the amount of leather that is treated during the manufacturing process. Many other brands have also completely stopped using animal fur. LVMH has announced that it will invest more in sustainability starting with a carbon fund that should raise money for every ton of CO2 emission the brands generate this year. Moreover, the concept of being eco-friendly and keying in on sustainability has been the main focus of these luxury brands for the foreseeable future.

