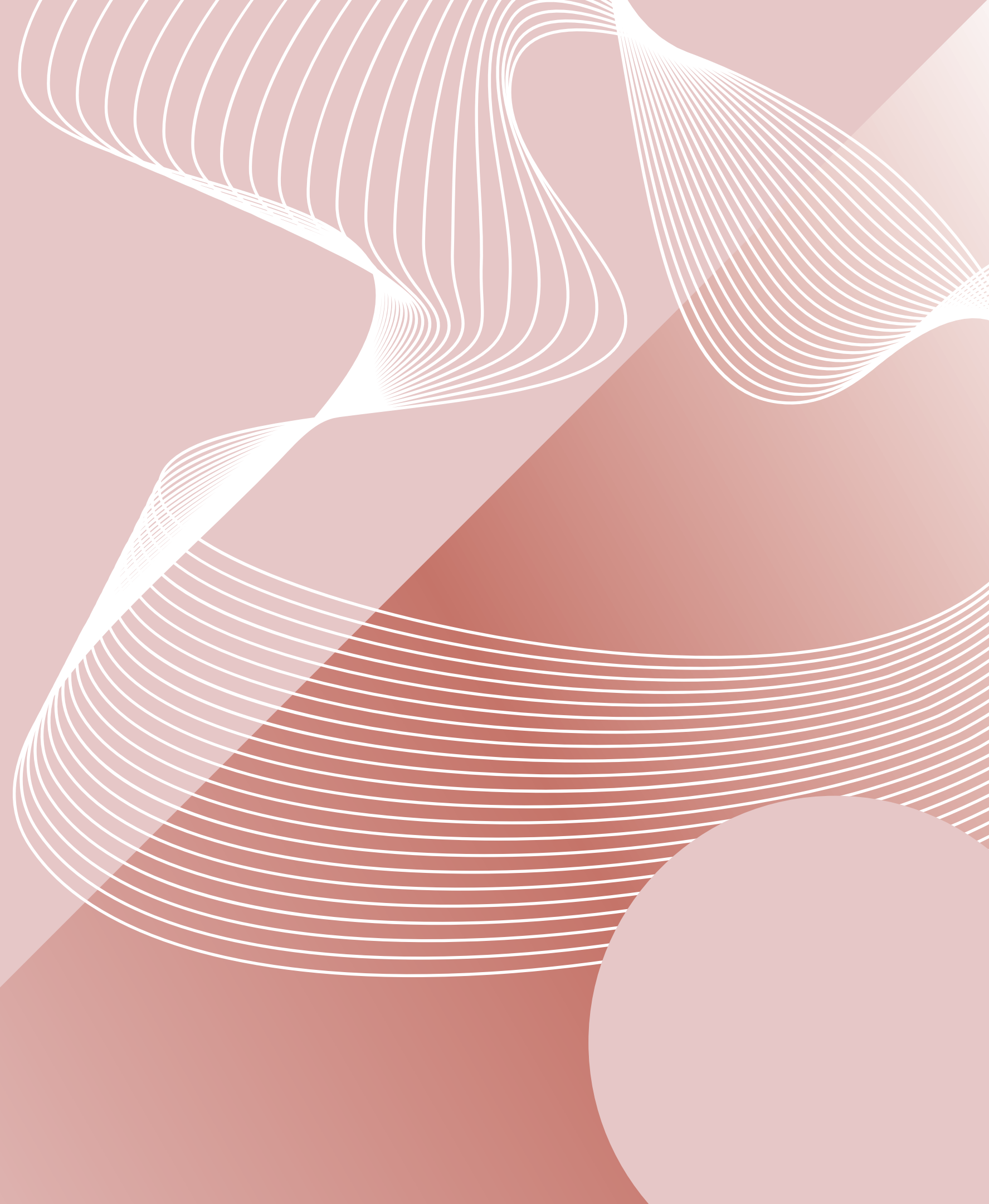


# **Sustainability In Fashion**

**Chynna Caleb–Nicholson  
Dr. Monroe  
BUF 4246  
"Future Fashion & Textiles"  
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# Issues In The Fashion Industry

- Mass Production
- Unsafe Working Conditions
- Chemicals in Clothing
- Waste & Pollution

Figure 1





# Eileen Fisher

## Figure 2

Eileen Fisher Corporate Headquarters



Founder- Eileen Fisher  
CEO- Lisa Williams



# Fair Trade Issues

Figure 3



Eileen Fisher is manufactured in the U.S., China, Vietnam, Indonesia, and Peru. Majority of people working in manufacturing factories are women.



# Eileen Fishers Sustainability

## ECO FRIENDLY

- According to Rasool (2019), “as a part of the brand’s 2009 “Green Eileen” eco-friendly initiative, the brand began accepting previously worn Eileen Fisher clothing that the brand would then clean or repair in order to resell at a discounted price.”

## FABRICS USED

- The Eileen Fisher website states that the fabric used in their clothing is Linen, Organic Cotton, Merino, Stretch Capre & Ponte, Cashmere, Jersey, Silk & Velvet

## MACHINE MADE

- In Peru, Knitters are trained to use hand operated and industrial knitting machines (EileenFisher.com, (n.d.).

Figure 4





# Good For Business

## 2019

In an effort to combat demand, greenhouse gas emissions, and transportation costs, Eileen Fisher reduced its air travel from 2015 to 2019 by changing transportation to sea and by 2019 the brand reduced its transportation cost by 1.6 million (Raman et al., 2021).

## Price Range

Eileen Fisher ranges from \$39 to 468

# Market Demographics

MIILENIALS x GENERATION Z

Figure 5

When it comes to fashion,  
“Young people are eager  
to buy responsibly made  
clothing” (Satran, 2023)



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# Appendix

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