

Biosynthetic Essay

Sézane and Amour vert

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Contemporary Issues in the Fashion Industry

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The two companies that I found most interesting are Sézane and Amour vert. The reason why they seem interesting is because both of these companies use sustainable materials, they both give back to the people and care for the environment. What grabbed my attention to Amour vert company is that for every tee you buy, the company plants a tree which I believe is really will be greatly helpful and benefit the planet. The fact that Sézane ethical production is to have zero waste as possible really grabbed my attention toward the company and brand.

Biosynthetics fiber use natural resources and have potential to reduce climate change.( see figure 1). “A biosynthetic fiber consists of polymers made from renewable resources, either wholly or partly”.( Biosynthetics, 2018). Overall demand for textile in the fashion industry is expected to grow twice as much by 2050 which means that we have to take advantage of the current raw material opportunities we have to make significant sustainable changes in our textile manufacturing processes to better our future and the world we are living in.





Sézane is a french company founded in 2013 by Sézalory. When Sézalory was in her late teens, her older sister moved to London, and left her with all of the clothes, bags, and shoes that she didn't feel like packing up. While growing up, and seeking to find unique pieces to wear, Sézalory often hunted for vintage in and around the city of Paris. She also would scroll through eBay in an experiment to find needle-in-the-haystack pieces. Sézalory used to collect things on ebay for herself when nobody was really using ebay in France, she then took all her sister's things and started selling them on ebay not knowing it would be the beginning of her professional life. After selling her sister's clothes, Sézalory began sourcing and selling vintage pieces through eBay. Before she knew it, she had Parisian fashion designers purchasing her




wares as inspiration for the collections they were working on for big fashion houses. Sézalory used everything she learned about fabrics and the history of fashion from collecting vintage in order to launch her own label, Sézane. Sézane believes in sustainable production that benefits people and the planet. The brand started entirely online as a way to cut out the middleman, focusing on production that's ethical and as close to zero waste as possible. In 2017, Sézane created a philanthropic initiative, DEMAIN, to help disadvantaged children access education and equal opportunities. We're eyeing the sheer, delicate blouses and dresses—ones that are built to last and can be worn every season when paired with cardigans and leggings. With leather goods, denim, shoes, swimwear, and jewelry, the collection has something for every ethical consumer who values beauty and quality. In 36 months, Sézane has multiplied the proportion of eco-friendly materials in our collections by 7. Organic cotton, certified materials, recycled polyester and vegetable-tanned leather form the majority of our collections. In 2021 the company is even planning on going further with being eco friendly and sustainable as possible. Sezane product ( see figure 2).

Another brand that I was really interested in was Amour Vert. Amour vert was founded by both Christoph Frehsee and Linda Balti in 2010. Amour vert pieces are made in limited quantities to ensure the highest production standards and to eliminate any excess waste. 97% of Amour vert products are made in California, most within just a few miles from their San Francisco office. Everything from the brand is completely sustainable. Amour vert partners directly with mills to develop fabrics that are sustainable, soft, and long-lasting. We always start with the most sustainable fibers and raw materials available. They are one of the first companies to use composable protective bags to store and ship garments. They are also committed to only using packaging made from recycled materials and printed with soy-based ink. For every tee you

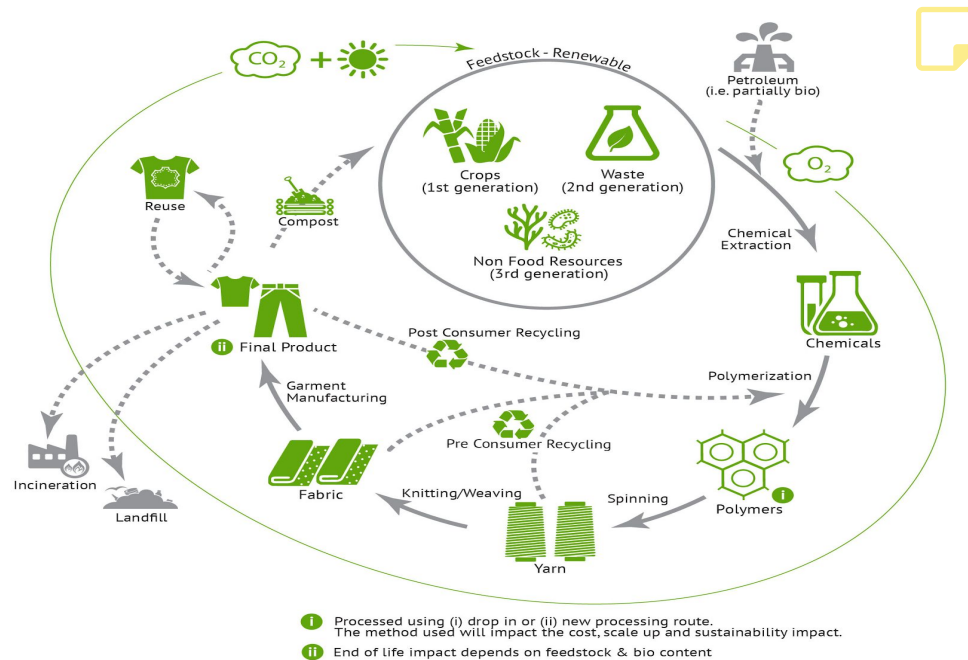
buy they plant a tree, so far they have planted over 287,325 plants in North America since they opened their doors. ( see figure 3). Amour vert fabrics are soft some are made from trees and from the trees they make the yarn, make fabrics, and make the T-shirts. 

Both companies are doing good with sustainability for example Over 12,000 pieces of sezane products have been recycled since the launch of their recycling program which is called 'La Grande Collecte' 100% of their shipping boxes are now made from recycled and/or FSC certified cardboard to avoid waste, flexible opt-out packaging options are now in place, leading to the removal of half of our leather goods boxes. All of their addresses are powered by renewable electricity. They also have goals for 2021 to further their success in being eco friendly which are reaching 80% eco-friendly materials by ensuring we choose the most sustainable compositions possible, with their leisurewear, new denim collection, and soon to be released beauty line which will join l'eau Sézane. Amour vert is also staying sustainable by making sure they are not manufacturing mass amounts of clothing to avoid waste and make sure they are saving the environment. Therefore it is really hard to tell if these companies will run out of raw materials because so far they are doing pretty well. Amour vert also use silk, natural fibers, and take a lot of care of all that the dyes they use for their products. 

Sezane demographic I feel is for working people and millennials because her marketing skills target millennials who use the internet more often and are updated on social media also are aware of what is happening with the fashion industry. The reason why I believe her demographics are for working people and millennials because her prices are not cheap you need to be working in order to afford her products and for the millennial part her store attract millennials influencers on social media to help her more customer engagement by the way she designed the alternative of her store in New York it is more of an instagram worthy picture 

area . A year ago I researched areas in New York City to go for pictures and a Youtuber recommended Sezane and that is how I found out about the store, and I believe that is how many other people found out about the store in New York through influencers . I went for a picture, however I couldn't take one because there were a lot of girls lining up for pictures. I feel like Amour vert demographics are general and also people 25 of age and up they sell clothes for everybody, however only working people are able to afford their products because of the pricing. Both Sezane and Amour vert are sustainable materials companies that care for the people and the planet.

## Figures



**Figure 1:**

How Biosynthetic is used



**Figure 2:**  
100% organic cotton sezane denim jeans product



**Figure 3:**  
Amour vert product and plant they built for every sold t shirts

## References

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