



RCGD
GLOBAL

Greening the Red Carpet

The RCGD Global Framework & Sustainable Style Guide



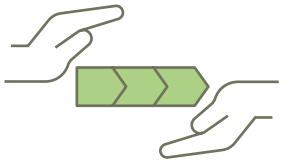
Each red carpet season, the Red Carpet Green Dress™ initiative by RCGD Global creates a crucial ‘green’ spotlight and provides a high-profile opportunity for our community and the influential talent supporting our cause. The campaign challenges designers to create red carpet-worthy garments sustainably, while actors who wear the winning garments advocate for this environmental and social message within the global fashion industry. RCGD Global collaborates with a diverse and inclusive range of gifted people to inspire change across industries while remaining grounded in the realities of our world. We believe that representation should be the standard, not the exception. [Take a look at our collaborations on the red carpet here.](#)



Noted environmental leader and business pioneer Suzy Amis Cameron initially conceived RCGD Global as Red Carpet Green Dress™ in 2009, with an annual sustainable design campaign. What began as a contest to promote sustainable fashion is now a women-led global change-making organisation under the guidance of our CEO Samata Pattinson. We offer business consultancy, collaborate with small independent and global brands, deliver sustainable design solutions (including our new textiles division), and engage with the emerging design community through a network of fashion colleges and educational outreach, amongst other things!

Our four core pillars guide everything we do at RCGD Global:

1 Collaborating With Respected And Mainstream Entities To Foster Sustainable Conversations And Action



2 Creating And Spotting Accessible, Sustainable Design Solutions That Create Effective Change



3 Supporting The Development Of A More Socially Fair, Equitable And Representative Industry



4 Helping To Develop And Leverage Language To Motivate Change



At RCGD Global, we believe that sustainable fashion is a layered concept requiring creative solutions on the part of the industry and mindfulness on the part of citizens. We see the red carpet as a pivotal platform to spread fashion innovation and sustainability values around the globe. Our framework draws from key areas ranging from environmental impact through climate and biodiversity, to social responsibility through representation and human rights advocacy. With this guide, we encourage you to participate in our growing movement on the red carpet and beyond. Decide which sustainability values you want to wear and why, and lend your voice to our message when you dress green for the red carpet. It will be the most stylish decision you have ever made.

“If you don’t go and do something in life, nothing happens.”

- Suzy Amis Cameron



RCGD Global founder Suzy Amis Cameron with CEO Samata Pattinson

“We recognise that there is no perfect sustainable solution. That’s right, we said it. For every suggestion, there is a counter effect or belief that can be offered. Still, we believe in effort over idleness, and steps over leaps. This guide gives an overview of some of the many ways that you can make a more sustainable choice. Flick through it, find a category that resonates, a solution you can commit to, and go for it! Know that this resource, and RCGD Global, are here to be a support as you switch your mindset towards better for people and the planet, and never look back.”

- Samata Pattinson, CEO - RCGD Global



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DID YOU KNOW?

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Maslow's Hierarchy of Needs theory identifies clothing as essential to "universal human needs". Indeed, clothing provides dignity, warmth, protection and, for those able to see it, an opportunity for self-expression, identification and communication. As an industry, fashion is a heavyweight one, employing one-sixth of those working on the planet today. As citizens, we all wear clothing daily, for the most part, but so many people struggle to place themselves in the context of the world of 'fashion'.

Yet, despite the abundant creative richness, craftsmanship, opportunity and joy the fashion industry brings to clothes wearers around the globe, it is subject to significant scrutiny. This is due to a collection of severe environmental and social problems, which - to the detriment of its reputation - can be linked directly back to its operations. From chemical pollution associated with textile production and finishing, to the adverse impact of microplastics infiltrating water systems, across to the exhaustive extraction of finite natural resources for design materials, the fashion industry's global impact is staggering.

It has contributed to exorbitant levels of waste, pollution, negative biodiversity impact, and greenhouse gas (GHG) emissions. For example, if the apparel industry continues on its current path, by 2050 it could use over a quarter of the world's carbon budget.¹ These issues, coupled with unethical worker conditions and social injustices, make change justified and necessary.



The number of garments produced annually has doubled in the last 20 years, exceeding 100 billion a year.² However, that does not mean we are wearing more; we are instead buying more and wearing less, then discarding at least an estimated three to five pieces within a year. In the process, we have devalued the precious resources and human hands required to make our clothing. The relentless desire for more and the wear-it-once ideal that has spread from the red carpet into everyday households has the fashion industry barreling towards an unsustainable future for our planet and people.

The good news is that there can, and must, be significant rectification. We can change how we, as a society and industry, create, design and consume. Fashion is a beautiful and inspiring form of creative expression, and there are endless opportunities to incorporate sustainability into its processes and express these values meaningfully. All hope is not lost.

Red carpet fashion is an essential platform for the sustainability movement. The sheer volume of global attention that fashion on the red carpet garners guarantees that messages regarding environmental and social issues will be far-reaching and impactful. Furthermore, spotlighting sustainability on the red carpet demonstrates that creativity, edge, beauty, innovation and quality do not need to be compromised when we make sustainable fashion choices.

From the red carpet, there is an opportunity to demonstrate design-led sustainability and spread inspiration worldwide. Every time a photographer captures an image, or a journalist asks, "What are you wearing?" there is a chance to spread a positive message to create dialogue and reshape ideals. It all starts with a single idea or reflection. We have a simple request: begin to question what you're wearing and why, and you will undoubtedly find your way into the sustainability movement and dialogue.

LET'S TALK TEXTILES

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Most of the textiles found in our closets or on the red carpet are made of tiny fibres twisted into yarns, and in turn, knitted or woven into a fabric. These fibres come directly from the agricultural farming industry, forests, and other natural landscapes. Their harvesting and processing - often with harmful chemicals - can lead to environmental issues such as soil degradation, deforestation, habitat loss, and harm to biodiversity.

Still, textiles from natural sources such as hemp, linen, wool, certified or ethical silk, vintage or preloved leather, or even synthetic derivatives such as recycled polyester, have served a role in sustainability conversations on the red carpet. Today it is possible to find garments and accessories made from an extended range of textile solutions that are aesthetically desirable and align with movements such as circular design and vegan fashion. RCGD Global's own sustainable textile range incorporates plant-based fibre Tencel™ for the red carpet and beyond!



Some textiles to consider when looking for sustainable materials include plant-based materials such as [TENCEL™](#), algae or fungi-based alternatives, as well as sustainable vegan leather made from pineapple or mushrooms or bio-based materials. Designers are also utilizing recycled or upcycled textiles including innovative solutions such as [TENCEL™ REFIBRA™](#), fabrics made from recycled polyester bottles, ocean-plastics or regenerated nylon. Indeed, textile innovation has already appeared on the red carpet with compelling results.

Here are some of our favourite examples over the years:

-  Stella McCartney's varied approach to [textile innovation](#), from fur free fur to vegan silk.
-  An ethical and eco-responsible Hellessy custom-made gown featured TENCEL™ Luxe fabric paired with [HELLESSY](#) archive golden fringe.
-  A beautiful [tuxedo](#) by Ermenegildo Zegna Couture made from a navy wild Tussah Silk.
-  Louis Vuitton custom-created a [dreamy sky blue vision](#) using GOTS-certified crepe silk and OEKO-TEX® standard crystals, sequins and beads.
-  A sparkling [gown](#) by Vivienne Westwood featured leftover sequin film embroidered to the dress's bodice to create a honeycomb effect. Westwood has also used recycled plastic bottles to deliver a [silver sensation](#).
-  A sensational statement piece by [Sergio Guadarrama](#) made from a repurposed curtain from a theatre set.
-  Luxury handbag designer Akilah Stewart repurposes plastic containers and upcycled textiles in her hand-stitched [Fatra](#) collections.

“Vegan fashion is the idea of producing and consuming fashion without harming or using animals. This means avoiding materials such as fur, leather, wool, feathers and silk. Many of these materials have ethical, sustainable, and non-animal alternatives such as plant-based leathers made of cactus, apple, mushroom, pineapple, grapes and even tea waste! Citrus fibre silk is made from the cellulose of by-products of the citrus industry. We can find organic down alternatives such as a natural fibre that comes from the kapok seed pod. In addition to replacing animal-based textiles, many designers made the connection with the importance of avoiding plastic-based materials which are also detrimental to the environment.

The mission of Vegan Fashion Week is to bridge the gap between sustainability and ethics. Sadly, animals are still left out of the conversation when it comes to sustainability. Raising animals for fashion requires massive amounts of land, food, energy, and water and is causing severe environmental damage. Livestock on factory farms currently play an enormous role in the climate change and sanitary crisis we are currently experiencing. The philosophy around Vegan Fashion Week is to change the narrative around the word vegan as a synonym for “compassion” by healing our fractured relationships with all beings: humans, non-humans and the planet.”

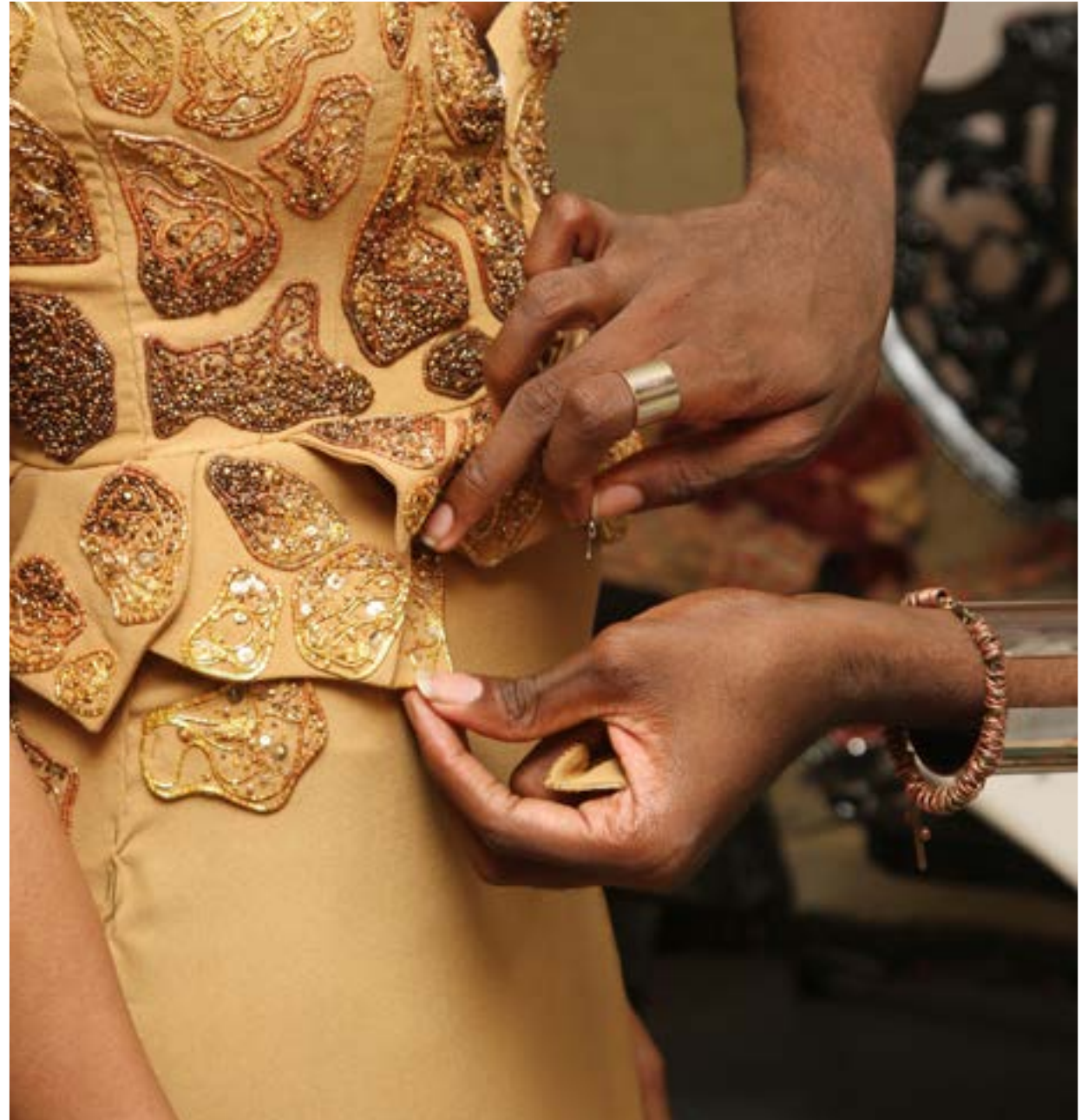
- Emmanuelle Rienda, Founder & Creative Director - Vegan Fashion Week

COLOUR ME BEAUTIFUL

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Fashion designers excite, command attention and enhance beauty with the use of colour in their creations. However, sometimes these colours can be harmful to the environment, namely the soil and water systems close to textile production plants, industry workers, and even the citizens wearing the clothes. River Blue, a documentary released in 2017, demonstrated with painful clarity the harm caused to communities living near dye factories.³ Fortunately, there are alternatives for more sustainable and ethically coloured garments such as natural dyes from biological origins, [OEKO-TEX®](#) or [GOTS](#)-certified low-impact dyes, which are free of harmful toxins and chemicals, biosynthetic dyes sourced from renewable materials (instead of petroleum), and microbial pigments. Look at these sustainably dyed frocks delivering beautiful colours.

- 🌿 [Christian Siriano](#) illustrated his red carpet fashion prowess using a vegetable-dyed sustainable crepe for a gorgeous [red gown](#).
- 🌿 [Michael Badger's winning design](#) of amber organic silk crepe dyed with goldenrod and chamomile was also sustainably adorned with beads of recycled glass and chocolate candy wrappers.
- 🌿 [Christina Tung](#), the designer behind [SVNR](#), utilises natural and low-impact dyes in her made-to-order silk gowns.
- 🌿 [Studio 189](#) is committed to low-impact azo-free dyes and natural plant dyes to bring colour to their sustainably sourced organic textiles and recycled fabrics. Their runway collections' bright and bold colours firmly quash the myth that responsible dyeing methods sacrifice colour.



DIVERSITY, INCLUSION & REPRESENTATION

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The fashion industry's influence reaches people across borders, oceans and continents and should reflect the diversity of the world it touches by incorporating countless perspectives and cultures. Sustainability in fashion requires inclusion and representation to be valued, evidenced by how we spend our money and lend our support. We should find diversity represented throughout the fashion hierarchy.

Look to brands and stores demonstrating their commitment to these values in their advertising, collaborations, programs, training and senior management staff diversity. Look at your favourite brands and stores to see what actions they have taken to prioritise diversity and representation. Are voices from the disabled community present? Do they advocate for size-inclusivity? Verify that they've committed to initiatives like the [Fifteen Percent Pledge](#) or are working with the [Black in Fashion Council](#), who provide diversity in recruitment training along with an equality index rating to evaluate and score the level of diversity within the participating brands. Ask if they participate in a mentorship program such as the one [First Nations Fashion Design](#) organises or the [Fashion Minority Alliance](#). These organisations conduct diversity training and stewardship for companies and facilitate the hiring of BIPOC (Black, Indigenous, and people of color including Asian communities) and other historically marginalised groups.



Leverage your influence by supporting more representative businesses and designers, and bringing them more customers. Avoid cultural appropriation by considering how you appreciate and support designs and fashions from other cultures. Be curious about what designers from around the globe are creating. Support independent artisans whose cultural heritage and craftsmanship create inspiring accessories, jewellery and adornments.

“Fashion crosses colors, sexes, races... it has the ability to bring people together in this wonderful parade of color and beauty and confidence.”

- Tracy Reese⁴



Support representative designers and creativity

Designers to look at for inspiration include silk-specialist Rene Macdonald, fashion designer and creative director at Lisou, Demi-couture designer Sohee Park who often uses deadstock fabrics in her [Miss Sohee](#) collections, and [Sergio Hudson's](#) for ready-to-wear and custom-made garments. We love the work of [Christopher John Rogers](#) and [Kenneth Nicholson](#), alongside [Sky-Eagle](#) Collection gowns by Dante Biss Grayson. Actress Selma Blair champions adaptive clothing solutions for the disability community, designer [Christian Siriano](#) is committed to all forms of inclusivity including size, whilst activist [Andraea LaVant](#) campaigns for disability rights and to highlight ableism.



Seek out designers from across the globe

Cameroon designer [Claude Kameni](#) is establishing herself as a red carpet favourite. [Guo Pei's](#) 'Yellow Queen' garment from her 1002 Night's couture collection brought the designer global attention that prompted the world to remember China's rich cultural history. Beninese designer Yasmine Agbantou embraces all body types with her brand [Mimine AG](#); she releases only two collections per year of her stunning size-inclusive gowns. [Aelis Couture](#) collections by Italian designer Sofia Crociani are plastic-free, and cruelty free, and proclaim firm commitments to circular economy strategies reincorporating vintage fabrics and leftover textiles from previous collections. [Jovana Louis](#), born in Haiti, taps into her unique perspective and cultural heritage for her designs, while Mexican designer [Iván Ávalos's](#) uxurious gowns showcase a lovely blend of whimsy and sophistication. Under the British-led initiative Untapped Creatives, a curation of Afro-Luxe is showcased, including luxuriously embellished designs by Dorothy Ogwuru of [House of RG](#), whilst custom-made tuxedos by South Korean brands [JayBaek Couture](#) and [Kim Seo Ryong](#) are coveted.



Buy fashion, jewellery and accessories from independent artisans

The jewellery brand [Idia'Dega](#) collaborates directly with women artisans in the African continent to create inspired adornments. Small batch hand-made jewellery and accessories from artisans in India, Nepal and Bangladesh can be found on [WorldFinds](#), which commits to living wages and safe working conditions for over 700 artisans. The global artisan platform [Etsy](#) connects to thousands of independent artisans creating artistic jewellery and accessories to compliment any style, whilst the nonprofit [Nest](#), an artisan guild, offers free membership to artisans, which provides resources, mentorships and, most importantly, connects them directly to brands to grow the economic power of artisans worldwide. Nikki Reed's Bayou with Love uses sustainably created diamonds and recycled gold.

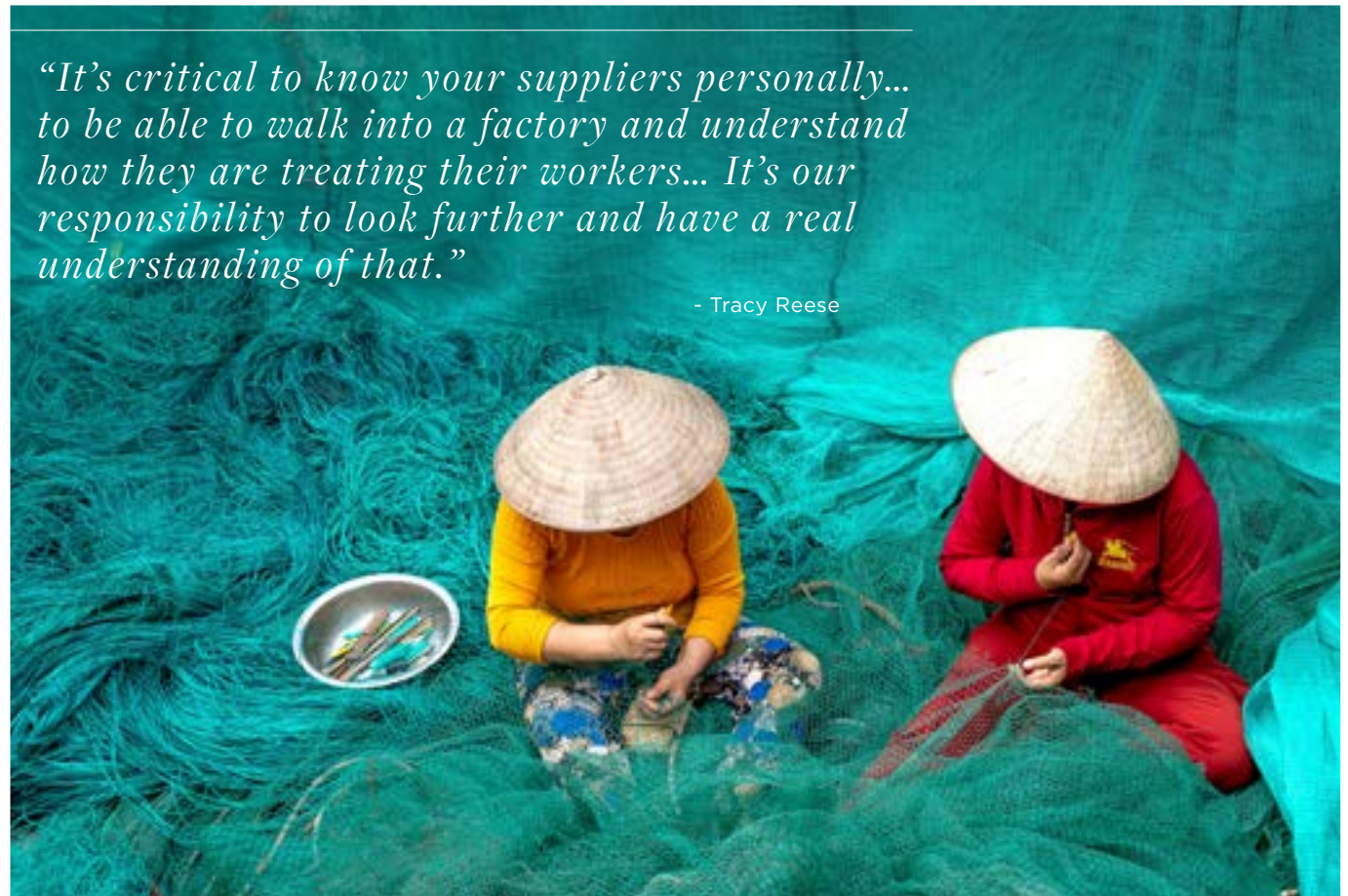


Avoid cultural appropriation by appreciating and acknowledging the culture of others respectfully

Consider whether the fashion garment or style you wish to wear could be inappropriate. In its natural context, could what you consider an 'edgy' look hold religious, cultural or other traditional significance that should be respected? Do you understand its intended meaning? What do you wish to convey through its use? With historical context and understanding about the origins of particular items and the penalties suffered by those creating and owning them, it is easier to discern offensiveness and avoid it through a celebration, instead of an appropriation, of culture.

We cannot be truly sustainable if the people in our global value cycle are not treated ethically and fairly. The fashion industry notoriously exploits raw material suppliers, manufacturers and garment workers, and despite calls for labour rights in supply chains, research suggests that only 2% of all garment workers worldwide receive a living wage,⁵ and 86% of the most profitable brands either do not disclose their wage agreements or worse, have been confirmed not to pay living wages.⁶

Certifications to look for include [SA8000 Certification](#), which establishes rigorous labour standards and confirms that worker protections are in place, [Worldwide Responsible Accredited Production \(WRAP\)](#), which focuses on ground-level independent facilities instead of brand groups, [amfori BSCI](#), which provides auditing and monitoring of supply chains for socially responsible practices, the [Ethical Trading Initiative](#) which supports company and supplier collaboration and the [Fair Labor Association](#) which advocates for global supply chains to have policies and systems in place to support their workers. Check out these designers who value worker dignity and incorporate it into their processes.



“It’s critical to know your suppliers personally... to be able to walk into a factory and understand how they are treating their workers... It’s our responsibility to look further and have a real understanding of that.”

- Tracy Reese

- 🌿 The [Mara Hoffman](#) brand regularly visits factories to verify the working conditions and wages of the workers in their supply chains. Her designs are known for playfulness with colour, and a casual femininity.
- 🌿 [Dress the Population](#) has commitments to living wages and fair working conditions throughout their supply line.
- 🌿 [House of Aama](#) values employing local workers and artisans⁷ for their collections, all made in Los Angeles, California.
- 🌿 [Mia Vesper](#)'s collections are American-made or from fair trade labour and showcase vintage and deadstock fabrics.
- 🌿 [Carmen Molena](#)'s abstract silk designs are printed in a GOTS-certified mill and the garments are made in Los Angeles factories where workers are paid a living wage.
- 🌿 Aurora James' luxury shoe boutique [Brother Vellies](#) incorporates recycled rubber, and floral dyes. Her prices are selected to reflect the value of the labour of workers and artisans in the production of her shoes.

OUT WITH THE NEW, IN WITH THE OLD

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Let go of the wear-it-once ideal that has harmfully spread through society, from the red carpet into households worldwide. It is not enough to buy sustainably only to continue purchasing and discarding clothing rapidly. Especially when we know that extending the life of a garment by only nine months reduces its negative environmental impact on waste, water and carbon by 20-30%, respectively. We can extend the lives of our garments by wearing them more than once or by reinventing a look by either creating a new design from an old one or combining different pieces and accessories and changing the style. We can rent unique pieces from sustainable clothing libraries, especially ones that are environmentally conscious in their methods and logistics, and borrow from family and friends.

We encourage you to invest in vintage (garments manufactured in a bygone era, meaning at least twenty years old), if you can find something size-appropriate, and archive (inspirational garments from a previous collection). We implore you to discover preloved designer pieces in second-hand shops or on resale platforms. Re-wear, reinvent, repurpose, and extend the life of garments by making a statement on the red carpet; take a look at how others are doing this.

“Keeping is the only antidote to a throwaway society, and by mending and repairing and making things last, you fall more in love with them.”

- Orsola de Castro⁹



Rethink your re-wear and push back on the pressure to always wear something new. Instead get creative with a little DIY to reinvent a pre-worn look.



Discuss a reinvention of your existing pieces with a creative. Do you have access to the original designer of a garment you already own? If so, consider approaching them to discuss a reinvention of the piece. Even if you don't have these kinds of relationships, reinventing an existing piece can be as simple as connecting with a local tailor or craftsperson!



Buy second-hand. Find pre-loved gowns and designer garments from an online platform such as [The RealReal](#), [Vestiaire Collective](#), [Tradesy](#) or [ThredUP](#) or check your local community consignment shops and thrift stores.



Rent from a clothing library such as [Rent the Runway](#), [By Rotation](#) or [Nuuly](#), that all offer luxury pieces with membership subscription options, rental options and even second-hand purchasing. These three online libraries, in particular, commit to sustainability in their packaging, garment cleaning, and logistics. Whilst pricey, [Albright Fashion Library](#) (currently showrooms in Los Angeles and New York) is known for its extensive fashion archive.



Iconic designs from a previous era can continue to make bold statements on the red carpet and defy the passage of time. Some designers take an innovative approach to incorporating throwbacks into new designs, repurposing vintage fabrics such as tweed, lace or silk, and trims such as buttons or beads.



Send your special occasion garments to a certified green dry cleaner. Traditional dry cleaning methods commonly use a toxic solvent that harms both clothing and humans.⁹ Ask your dry cleaner if they use perchloroethylene before leaving your garment in their hands.



FINISHING TOUCHES

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No red carpet look is complete without accessories, and sustainable finishing touches will always be the most meaningful option! From earrings to cufflinks, shoes to wallets, and neckties to head wraps, there are endless ways to ensure your look is polished in a meaningful way. In 2021, RCGD Global worked with stylist Dena Giannini who ingeniously altered elegant vintage diamond jewels from Fred Leighton, repurposing a 19th-century diamond star [tiara into rings and earrings](#) for Billie Eilish on the red carpet. Here are some of Dena's top tips on sustainably accessorising...

Buy Better, Buy Less:

My great-grandmother always said, "When you buy good, you buy once," which is true. Instead of buying a new bag or costume jewellery for every occasion, save up and invest in classics that stand the test of time and can be passed down for generations.

Style Over Trends:

The best-dressed people aren't the ones with the newest, most expensive clothes. The best-dressed people are those with great personal style. For me, it's never about what's in or out and always about how the wearer sports and styles their pieces together.

If you have a piece you love, I hope you feel free to wear it every day you please, and I mix it in different ways with your other pieces for a look that is totally yours. Great personal style is ALWAYS TIMELESS!

Go Shopping In Your Own Closet:

Upcycle what you already own. A good tailor is a style necessity. Consider reworking and reimagining pieces you already own. Old favourites can become new wardrobe staples with a refit and some TLC. Plus, if yours is customised, no one will have the same piece as you.



Cassandra Dittmer is an international sustainable brand consultant and fashion stylist, here are some of her top tips on sustainably accessorising in a value driven way.

“Digging more into accessories and sustainability, there is a lot to look at at the moment. The industry is moving towards prioritising brands that utilise recycled metals, ensure ethical gemstones, fair wages, and even use blockchain technology to certify safe mining and environmental conditions. Consumers are also placing a lot of value on handmade items, small-batch goods & local designers with the growing concept around slow fashion. With a consumer-driven urgency for transparency throughout supply chains, the future of styling will need to not only consider an aesthetic conversation but one that has the ethos to back it up.”

“When I am working with styling clients I always first and foremost ask them what values are important to them to help guide the conversation and purchasing decisions. Oftentimes a client might be vegan or want to work specifically with female designers, as well as increasing demand for BIPOC-owned brands. These are all different areas of sustainably styling and everything from head to toe can be considered with this such lens.”

AFTER YOUR RED CARPET MOMENT

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Once your big event is over, what do you do with your red carpet garment next? Don't send it to languish in a garment bag in storage; have a plan for it. Whether you preserve it, give it a second life, sell it, donate it to a worthy cause, start a costume closet at home or dye it, what you do with it can mean more memorable moments for yourself, your family or others. Treat your garment as if it's the subject of a story; you're the author and can determine what the next chapter will be.



Preserve it.

Hire a professional to clean and treat your garment ensuring that it will be fabulous for the next special occasion for yourself or the next generation.



Give it a second life.

Long gowns can become cocktail dresses, jackets can become gilets, the possibilities are only as limited as your creativity!



Sell it.

Recoup a portion of your investment while at the same time providing a special piece to someone else.



Donate it to a worthy cause.

Check your community theatre troupe or the theatre department at a local school to see if they'd add it to their costume wardrobe. Nonprofits such as the [Theatre Development Fund](#) help support community theatre productions, while [Operation Prom](#) provides formal wear to teenagers who can't otherwise afford it for their formal school events.



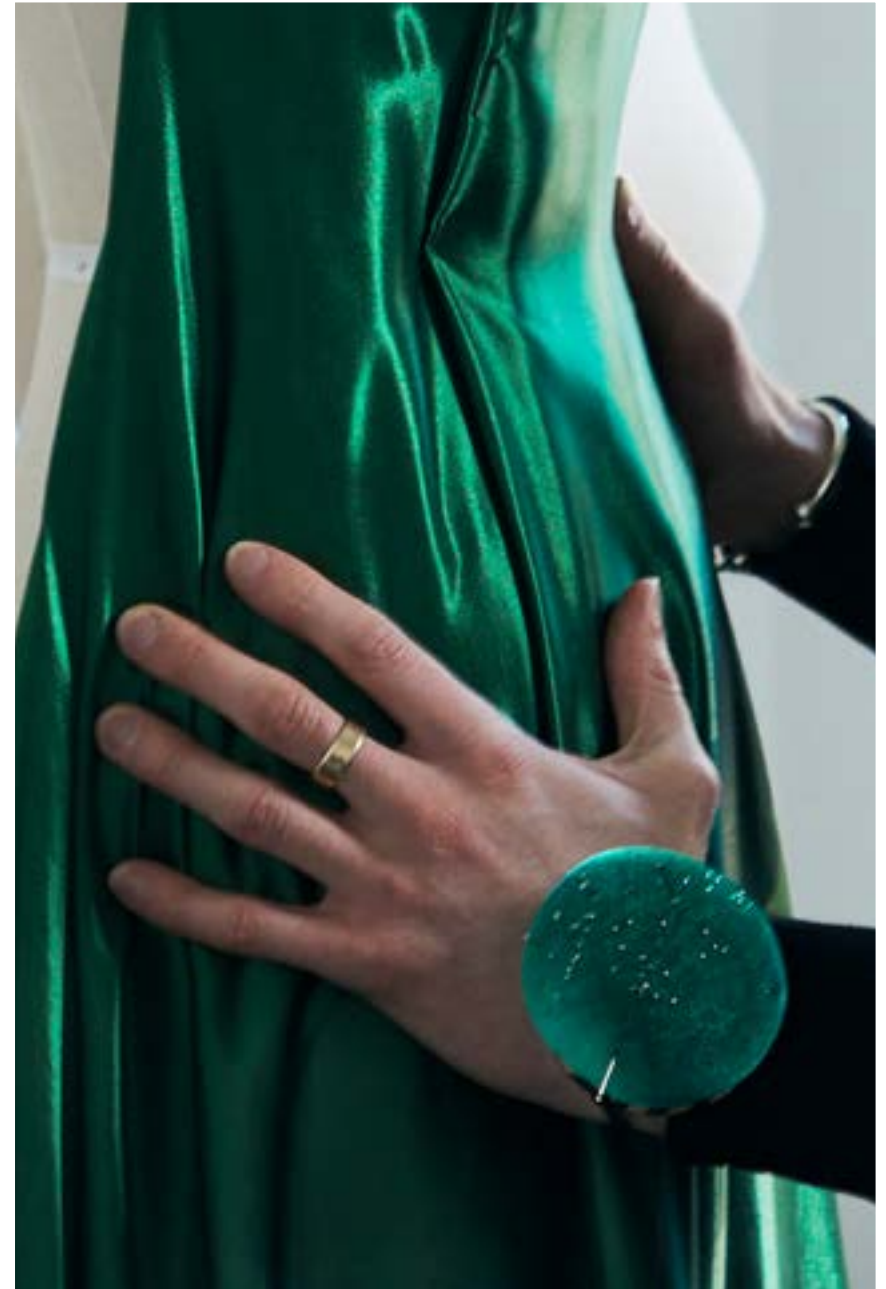
Start a costume closet at home.

Dress up for fun at home with family members for play, for home productions or themed parties.



Dye it.

Find an expert and transform your garment entirely by changing the colour.



FASHIONTECH, FUTURISTIC AND FANTASTICAL

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Despite broad industry commitments to fashion sustainability efforts, citizens' trust and traceability remain a concern. How can we truly know that a garment we've purchased is made from a sustainable material or sourced from a factory that values human dignity? How can citizens know the difference between greenwashing and legitimate sustainability efforts? The supply chain in the fashion industry is often fragmented, with layers of outsourcing that makes it challenging for brands to trace. For trust, citizens can refer to third-party certifications and standards programmes to verify sustainability claims but these don't always tell the full story. Still, technology is ever-evolving, and brands and certification agencies are finding ways to harness it.

Blockchain technology is a digital database mechanism that stores information in data blocks in a chronological chain.¹⁰ Blockchain is considered permanent and relatively secure, making it nearly impossible to fabricate, alter or erase the data. When brands and designers use QR codes, a machine-readable code that contains information, or NFCs, near-field communication technology allowing two devices to communicate wirelessly on their labelling, they have the capability to transmit data to citizens that authenticates their product. This provides supply chain transparency and can support brands' sustainability claims, and inspire trust and confidence in their offering. Designer Gabriela Hearst partnered with [EON](#) for blockchain tracing on the garments of her 2020 Spring Summer collection; customers can scan the QR on the label and learn the story of the garment.¹²

The global certification standards non-profit [Textile Exchange](#) collaborated with [Textile Genius](#)[™] to create the electronic "eTrackit" program that utilises a trademarked cryptocurrency backed by its blockchain, Fibercoin[™], to trace certified materials across the supply chain from fibre sourcing to retail.¹³

If you've decided to collaborate with a designer in the creation of a new garment for the red carpet, you can use fashion technology from the onset of the creative process. Digital textile libraries eliminate the waste created by physical samples and instead utilise cutting-edge technology that allows designers to browse digital samples of textiles and visualise texture, drape and weight on 2D or 3D renditions of designs.

Alternatively, the digital textile library [WeaveUp](#) offers a broad range of prints or allows individuals to create their own print design, which is then printed digitally. The digital printing process is more energy efficient than traditional textile printing and allows printing to exact measurements resulting in less waste.

As the fashion industry explores the potential of technology and digitisation to tackle waste and logistic issues, designers are utilising 3D design tools for conceptualisation, design printing and textile cutting, all of which reduce textile waste and footprint in the garment design process.¹⁴ Look at how 3D design is currently being applied to high fashion:



Haute couture designer [Iris van Herpen](#) utilises lasers and 3D printing for her exhibition-worthy collections. The brand has stunned on the red carpet with sculptural designs that defy gravity and stir imaginations.



[VIP Tie](#) uses environmentally friendly materials in their custom 3D printed luxury tie, bow tie and pockette collections that also offer customers personalisation and exclusive options.



High-end footwear designer [Silvia Fado](#) uses laser cutting, 3D printing and fabrication and craft methods to create fashionable footwear with better impact absorption.



Sanah Sharma virtual designs - RCGD Global

SUSTAINABILITY STYLISTS

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Sustainability stylists are gaining traction and support alongside the increasing interest in sustainable fashion. They are able to provide guidance whilst delivering environmental and ethical style choices and challenge the outdated mentality that wearing sustainable means sacrificing style. Stylists for sustainability are crucial, and it is important to recognise that for the industry to change, we need people within it who will seek and support the change.

Often playing an involved creative direction role, fashion stylists can work together with fashion brands to build sustainability in as a natural part of the creative process. This means taking time to plan and deliver as they countdown to a red carpet moment.

Stylists, especially ones with a red carpet clientele list, have incredible influence when it comes to shaping trends. And as society calls for more environmentally and socially conscious fashion - including more racial, sexual, gender and body type inclusivity - brands and advertisers are starting to recognise that sustainability stylists serve as a bridge between influence and the desires and priorities of citizens. We believe that stylists shape the visual story presented to the world, and that creating a sustainable look for the red carpet should be an exciting experience. We encourage you to enlist the services of a stylist who can help you look your absolute best in a meaningful way. Here are a few names, expressing their own forms of sustainability, to get you started.



Shibon Kennedy

While her portfolio doesn't label her a sustainable stylist, Kennedy's been open about making choices that consider the impact and when deciding between vintage or a new piece, she'll likely opt for vintage.¹⁶ Her client list and collaborations are impressive.

Cassandra Dittmer

As a successful stylist with an international client list, witnessing the harmful impact of the fashion industry on the global environment prompted Cassandra Dittmer to pivot. In 2019 Dittmer shifted from stylist to sustainability stylist, proving that sustainability does not sacrifice style.¹⁷ She's spent time researching and establishing relationships with small independent boutiques that can provide clients sustainable style options.

Tara Swennen

Awarded Best Vegan Stylist in 2019, Tara Swennen acknowledges the influence stylists have in the fashion industry and believes that influence creates a responsibility to showcase designers and brands working on sustainability.¹⁸



“Styling sustainably is first getting dressed and wearing things that you believe in. Anything that you are proud to wear - either because the quality will last a long time, or because you are supporting smaller businesses and craftspeople, or if it is made of progressive environmental materials. The sense of pride and believing in the ethics as much as in the aesthetic is vital for self expression. And being the best version of yourself will be irreplaceable - thus creating the most use and least amount of waste.”

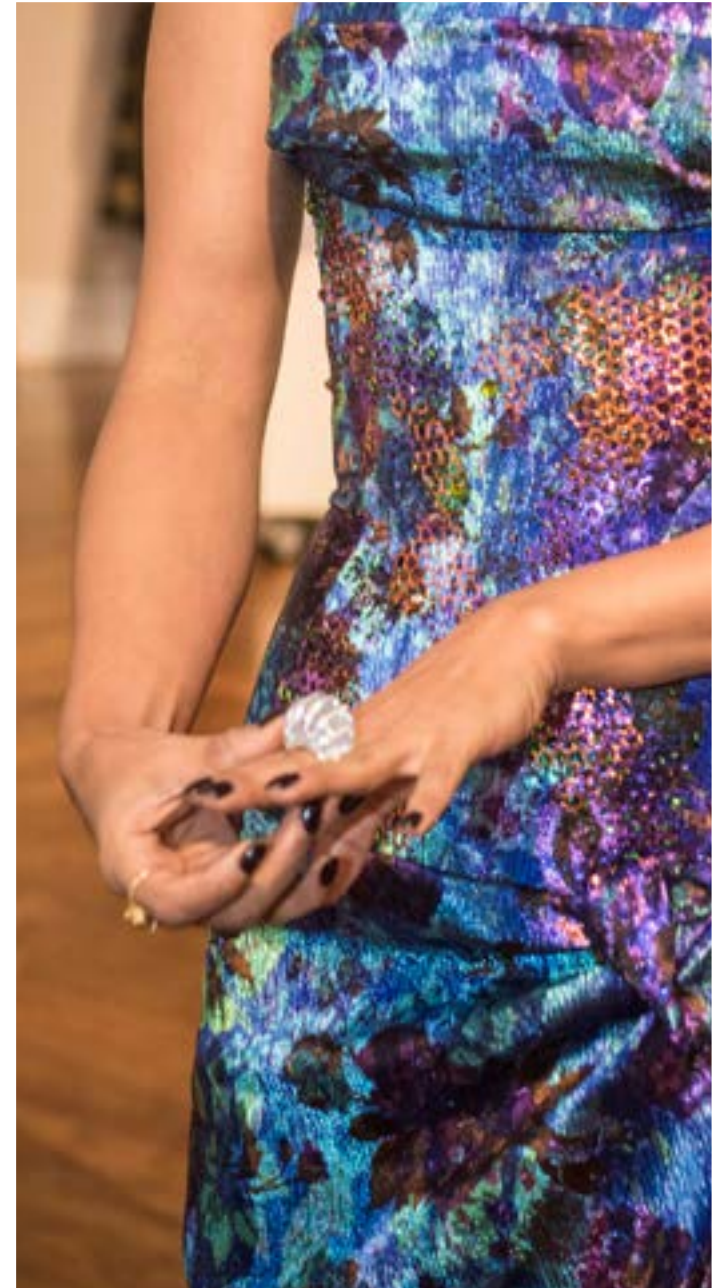
- Jean Chung

Jean Chung

Jean Chung is a Korean American stylist and designer whose creative work is inspired by the history and pop culture of martial arts, self love, inner strength and sustainability.

Micaela Erlanger

An established fashion stylist with an impressive client list, Micaela Erlanger believes that the ethics behind what stars are wearing is key when making style decisions, and she thinks it is essential to ask brands where they source their products.²⁰ Her own jewellery collection uses ethical diamonds.



SUSTAINABLE FASHION ON YOUR SMARTPHONE

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It may seem overwhelming sometimes, but there are so many ways to incorporate sustainability values into your fashion choices. You can even use your smartphone as a resource! Here are some of our favourite fashion sustainability apps to get you started.

Product and company sustainability ratings

- [Good on You](#)
- [Shop Ethical!](#)

Shoe and clothing repair

- [SHOEBER](#)
- [Sojo](#)

Rental and resale platforms

- [Fat Llama](#)
- [ThredUP](#)
- [Carousell](#)
- [Rent the Runway](#)

Local second-hand shopping

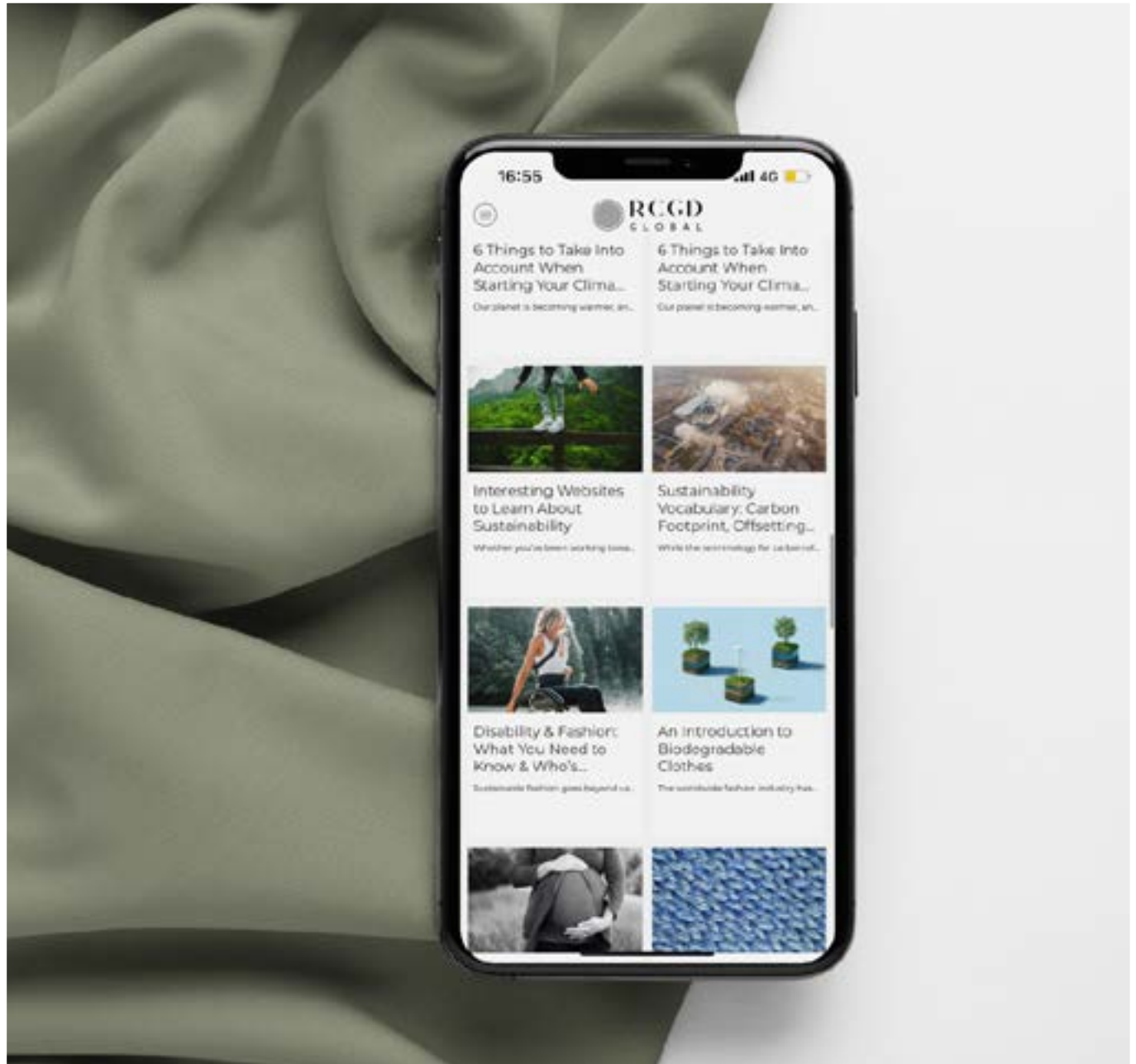
- [Shpock](#)
- [Wallapop](#)

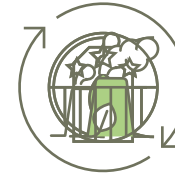
Sustainable fashion industry news and dialogue

- [RCGD Global app](#)

Locate textile recycle centres

- [iRecycle](#)
- [RecycleSmart](#)





Did you know that there are more than 460 ecolabels, certificates and seals across 25 industry sectors globally? Whilst we work hard to ensure our partners and community are accredited for environmental and social impact by relevant certifications, standards, and seals from respected industry bodies, we know it can get confusing! For example, there are some terms which indicate a more positive impact such as the Global Organic Textile Standard, yet many citizens do not know what is covered under the term and what is not. The term organic alone might indicate a non-toxic product without automatically addressing social issues such as labour rights or animal cruelty. We, therefore, urge citizens to look beyond the label and ask questions. For a good starting point, here are a few of the most commonplace certifications for your reference.

B Corp Certification

A designation that signifies a business is meeting high standards of verified performance, accountability, and transparency on factors from employee benefits and charitable giving to supply chain practices and input materials.

Bluesign®

An assessment and implementation system for suppliers and manufacturers in the production of certified clothing and textiles, eliminating hazardous chemicals for sustainable textile manufacturing and product safety standards.

Cradle to Cradle Certified™ (C2C)

Assesses the safety, circularity and responsibility of materials and products across five categories of sustainability performance.

Global Organic Textile Standards (GOTS)

Assesses ecological and social criteria across the entire textile supply chain to meet sustainability standards.

OEKO-TEX®

Certifications establishing garments and products free of harmful substances and chemicals.

- Standard 100 — Certifies a product has been tested for harmful substances.
- Made In Green — Certifies a product meets the Standard 100 and is traceable, manufactured in environmentally friendly facilities under socially responsible working conditions.
- Leather Standard — Product label for leather that has been tested for harmful substances.
- STeP — Certifies manufacturing processes as environmentally friendly and socially responsible.

Textile Exchange

Set of certification standards that verify product content claims and chain of custody as well as other variable sustainability factors via a third-party credentialing body.

- Content Claim Standard — Chain of custody standard that tracks materials from source to final product.
- Global Recycled Standard — Confirms recycled content in product and includes social standards for processing and chemical restrictions.
- Recycled Claim Standard — Confirms recycled content in product and chain of custody.
- Responsible Down Standard — Confirms the animals involved in down sourcing have not been unnecessarily harmed.
- Responsible Wool Standard — Standard to address sheep welfare, grazing practices and progressive land management.
- Responsible Mohair Standard — Standard to address goat welfare, grazing practices and progressive land management.
- Responsible Alpaca Standard — Standard to address alpaca welfare, grazing practices and progressive land management.
- Organic Content Standard — Confirms organic content and chain of custody.

Savvy shopping means changing how you think about buying clothing, and is a philosophy to be applied going forward for all you consume. Slow down, shop for new looks in your closet and learn from your donation and resale piles. Focus on buying for keeps, on those pieces that align with your social and environmental values. When you purchase something sustainable and ethical, the land, the biodiversity and the human hands that helped to create the garment are not being exploited. You're putting your money where your heart is, and doesn't that feel good?

“Inspiring people to buy less and love what they do buy more.”

- Aurora James



Slow down your purchase habits

The traditional fashion industry model includes four seasons, Spring, Summer, Autumn, Winter, Resort, and Pre-Fall. Are you shopping more than four times a year?



Shop your own closet

When the urge for something new hits, search to find those forgotten pieces waiting to be loved again. There have been several notable red carpet moments of gorgeous designs repeating an appearance on the red carpet. Piecing together a new look from the garments, jewellery and accessories you already own pushes you to explore your own creativity. Shopping in your closet may prompt you to start a donation pile for the local charity shop.



Learn from your donation and resale piles

Be mindful of the pieces that end up in that donation pile. You learn about your personal style preferences by noting what didn't get much wear, which will, in turn, help you be more discerning the next time you shop for new pieces. Perhaps some of the pieces in your donation pile could actually be put up for resale online or at a local consignment shop.



Look for a textile recycling centre

Sort through garments that aren't appropriate for donation or resale. Worn-out garments don't belong in a landfill; they can be recycled into something else, like a head wrap or cleaning rag!



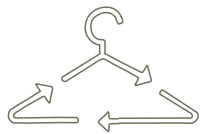
WEAR YOUR VALUES

20

There is no perfect solution, but you can choose to be more sustainable by exploring your values and looking for ways to demonstrate them with your sustainable fashion choices. Wear garments representing intrinsic values that align with your own. Step off the fast fashion train and slow down; shop with intention and buy for keeps. Believe in your ability to have an impact! Sustainable fashion is a layered concept of many things; organic, ethical or innovative textiles, toxin-free colours, diversity, inclusion and representation, labour rights, quality, longevity, certifications and more. With thoughtful consideration, you can consider these concepts and allow them to influence what you wear on the red carpet.



BE A CONSCIENTIOUS
CITIZEN



BE A
RE-WEARER



BE CREATIVE



BE A
GREENER YOU



Whilst this guide reflects the choices individuals can make, lasting change requires action on multiple levels; citizens making sustainable choices, brands and companies making commitments and taking action, and government bodies writing protection for people and the planet into law. On an individual level, you can do more than make sustainable fashion choices on the red carpet and in your daily life. Leverage your influence and your voice by supporting the introduction of legislation for socially responsible and environmentally conscious policies and laws in your country. Here are some laws and codes, passed or currently in development, to be aware of.

Australia's Modern Slavery Law

Passed into law in 2019, this Act requires entities operating within Australia to report on the risks of modern slavery in their operations and supply chains and actions to address those risks and for related purposes.

Corporate Sustainability Due Diligence

The proposed legislation for EU Member States will require companies that meet specific criteria, their subsidiaries, and their value chains to identify and address adverse human rights and environmental impacts and prevent or mitigate further occurrences. The legislation would be enforced through a supervising authority through sanctions, fines, compliance orders and civil liability.

Ecodesign for Sustainable Products Regulation

Proposed legislation for EU Member States that expands on the current Ecodesign Directive and will establish the framework for eco-design requirements on most physical goods that are sold in the EU. It will require a Digital Product Passport that provides thorough sustainability and transparency information for consumers.

FABRIC Act

U.S. legislation introduced as [S. 4213](#) - If passed, will prohibit piece rate pay in U.S. garment factories, increase

accountability and transparency, fund grants for U.S. garment manufacturing, and use tax credits to incentivise reshoring.

Fashion Sustainability and Social Accountability Act

A New York bill with a potentially global impact, the Act would require fashion companies who sell in New York to map and publish 50% of their supply chain for transparency and accountability.

Fashion Workers Act

Bill [8638A](#) introduced to the New York senate will require basic labour protections for models and creatives who often work as independent contractors in one-sided contract agreements.

Garment Worker Protection Act

Also known as SB 62, was passed into California law in September 2021. The bill prohibits piece rate pay and requires garment workers to be paid an hourly wage.

International Accord for Health and Safety in the Textile and Garment Industry

Binding agreement to make ready-made garment factories safe. Currently, 1437 factories in Bangladesh are covered by the Accord and 176 garment and textile companies have signed.



SWEAT Bill

The bill introduced to New York's legislative bodies to protect worker wages by enforcing existing labour and wage laws was vetoed by the NY Governor in 2021. It was reintroduced in 2022 but ultimately was denied a vote on the last day of the legislative session, June 2022.

Unfair Commercial Practices Directive

The original directive has been in place for EU Member States since 2005 to protect consumers from unfair business practices. It will tightly regulate the language brands, and companies can use regarding unverifiable sustainability. The proposed amendments include specific targets for greenwashing.

U.K. Green Claims Code

Code established to help businesses understand and comply with their existing obligations under citizen protection law when making environmental claims and protects citizens from misleading sustainability claims.

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