



School of Global Affairs
BUS 323-AIX 1
Socially Responsible and Sustainable Fashion
Management
202425 Fall

Course Details

Credit Hours: 3

Days: Mondays and Wednesdays

Time: 15h30-17h00

Prerequisites: ENG 101 or equivalent, and at least two 200 level courses in business, management, sustainability or related fields; or instructor permission.

Instructor Information



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Course Description

The objective of this course is to investigate the many social and environmental issues of today's fast-paced, global fashion industry and to explore ways in which we can slow it down, reduce its negative impacts and provide urgent solutions to make it sustainable. The course takes a hands-on approach, encouraging students to explore aspects of sustainability in developing strategies and methods for the future through analyzing today's business model, questioning stores directly, watching videos of change and critical thinking. We can drive positive change across the global fashion industry, as a customer and a citizen, starting with our everyday choices or from working within the fashion industry itself and driving these much needed changes to fruition.

Course Objectives

- Understand why is the fast fashion industry the second dirtiest industry in the world?
- How can we make the fashion industry an industry which values people, the environment, creativity and profits in equal measure?
- What is ethical, Fair Trade, sustainable fashion and why is it important?
- Who are the influential Designers, stores and influencers that are socially responsible and what can you learn from them?
- How are sustainable brands marketing to the new conscious consumers?
- How can you make an impact on the fashion industry socially and environmentally?

Learning Outcomes

1. Students will understand that the next generation of innovative leaders, in the fashion world, will define success based on people, planet and profit.
2. Students will demonstrate knowledge of the impacts that the fashion industry has on the environment and on those working within it.

3. Students will demonstrate the ability to be curious and investigative, resulting in personal observations of how we can clean up the fashion industry.
4. Students will recognise how every step of the supply chain needs to be analysed and improved for the future.
5. Furthermore, students, with their in-depth understanding of sustainable fashion, will create a strategy plan for the industry with their new, individual vision, for it. This will give the students a professional project that they can publish in their respective portfolios and can boost their competence in the Slow Fashion domaine.

Instructional Methods and Activities

1. Lectures, open discussions, case studies, critical thinking and tasks across the multi-facets of “sustainable” fashion.
2. Field study to visit and analyse the Sustainable stores in Aix en Provence and also to ask them directly what they are doing to be more “sustainable” and how.
3. Visio and open discussion with a New Generation Designer to exchange and learn from.
4. Working & brainstorming with students on case studies from other relevant disciplines at IAU, such as Law, Policy or Entrepreneurship modules to get other points of views and thoughts.
5. A 2 day trip to Amsterdam to visit the Fashion For Good Museum and to do workshops with natural dye colourists and sustainable Designers as well as visiting the key sustainable stores. *To Be Confirmed*

Primary/Required Textbooks and Materials

Responsible Fashion Business in Practice, Sustainable Concepts and Cases Across the Fashion Industry

Authors: Sennait Ghbreab and Sally Heale

True Cost Documentary

Wardrobe Crisis Podcast

Eco Age

Additional Information:

- <https://eco-age.com>

Fashion Act Now

Additional Information:

- <https://www.fashionactnow.org>

Could you live a 1.5 Degree Lifestyle?

Additional Information:

- <https://hotorcool.org/1-5-degree-lifestyles-report/>

Assessment, Evaluation, and Grading

- Attendance and participation.
- Campaigning For Change: A small group visual presentation of 15 minutes leading to group discussion about your campaign that you have created for change.
- Research and Present A New Generation Material & its advantages and disadvantages: A visual small group presentation of your findings in 15 minutes.
- New Business Models: Mock presenting of new business ideas to convince current profit making businesses this is the way forward for sustainable fashion. Q&A panel. 20-25 minutes presentation,

- Group Questionnaire to discover how sustainable the local fashion stores really are by asking them directly and then presenting in 15 minutes field study findings & opinions.
- Final Socially Responsible & Sustainable Fashion Presentation: "How would you like fashion to be socially responsible and sustainable in the future & why?".

Grading System/Grade Distribution

Grading System/Grade
Distribution

U.S	ACM	French Equivalent
95-100%	A	17-20
90-94%	A -	16
88-89%	B+	15
84-87%	B	14
80-83%	B-	13
78-79%	C+	12
74-77%	C	11
70-73%	C-	10
68-69%	D+	9
64-67%	D	8
60-63%	D-	7
0-59%	F	0-6

Attendance

One of the primary requirements this semester is that you attend class. This is not a lecture class; it's essential that you come to class on time, be prepared for the lesson, and be ready to participate in discussions and activities. Attendance will be part of your final grade. Any absences

can harm your final grade. It will be up to the student to manage and communicate with professors about their absences. For every absence, your final grade may be lowered by one half-letter grade (B+ to become a B, B to become B-, and so on). ACM-IAU professors are empowered to impose academic sanctions (including a lowered grade or even failure) upon students for unexcused absences, frequent tardiness, work submitted late, or any other actions or behaviors that violate ACM's academic standards and policies.

Academic Policies

All students are responsible for reading, knowing, and understanding the information pertinent to their areas of study available in the ACM Catalog. The catalog contains requirements for all degree programs, course descriptions, academic policies, and regulations that govern ACM. All parts of the catalog are subject to annual changes as university rules, policies, and curricula change. It is your responsibility to keep informed of such changes; failure to do so will not exempt you from whatever penalties you may incur. Catalogs are published from August through July.

Review the latest catalog at: <https://www.acmfrance.org/academics/catalog>

Schedule of Classes and Assignments

Week 1: Introduction and context. The Slow Fashion Revolution.

Watch True Cost & Fashion Reimagined in own time to discuss both in-depth in class in Week 2 & 3.

Week 2: What are the social issues of today's fast paced, global fashion industry?

Listen to: "Could you live a 1.5 Degree Lifestyle?" Prior to week 3 lesson. Link above.

Week 3: Why is the fashion industry supposedly the second dirtiest industry in the world? What are the environmental issues surrounding the fashion industry?

Read Introduction & Chapter 1 & 6 of Responsible Fashion Business in Practice for Homework for Week 4.

Week 4: How can we slow the fashion industry down? Campaigning for change. The Designers, the Fashion Houses and the influencers and their agendas.

Listen to a Wardrobe Crisis podcast with regards to new generation materials for discussion Week 5. Prepare questions for the Designer Week 5.

Week 5: The Power of Design. New Generation Materials and a new way of thinking. New designers & labels. Visio with a New Generation Designer.

Read EcoAge for EU legislation and regulations, <https://eco-age.com> for Week 6 & 11.

Week 6: Holding the Brands accountable for their social, environmental and sustainable impact.

Week 7: Social Businesses. Investigating how to create responsible fashion brands with a conscience. Businesses with a Purpose.

Week 8: What is the Future For the Fashion Industry? How can fashion be sustainable business model wise? Circular Business models.

Week 9: Analysing the sustainable fashion customer. What is the future for the bi-annual Fashion Weeks? Metaverse?

Read Chapter 9 on Storytelling Platforms of Responsible Fashion Business in Practice for Week 10.

Week 10: How to sell Sustainability: Story telling, marketing communications, PR, strategic positioning.

To listen to prior to Week 11 lesson: the UN's new Sustainable Fashion Communication Playbook, does it work?

<https://thewardrobecrisis.com/podcast/2023/7/14/ep191-say-what-the-un-wants-to-help-fashion-get-its-sustainability-coms-right-rachel-arthur-explains>

Week 11: The Waste Age. Responsible Manufacturing. Carbon Off-sets. Government policy and implications.

Setting of final presentation for Week 13, "How would you like fashion to be socially responsible and sustainable in the future?".

Week 12: Aesthetics meets Ethics.

Week 13: Final presentations. Report submission and class presentation of "How would you like fashion to be socially responsible and sustainable in the future?".