

IPEKYOL green

Sustainability as a mega-trend, is effecting fashion industry.

Like many industries today, the fashion industry depends on natural resources.

The chemicals used in its production processes harm the environment. Increasingly faster and more production pressures results in cheaper labor and unacceptable working conditions. Around the globe, fashion consumers are becoming more environmentally conscious.

Ethical and sustainable values will impact all styles of fashion and market trends, Turkey's oldest and one of the major brands lpekyol might be a national pioneer in producing sustainable fashion. A new sustainable collection 'Ipekyol green' would increase brand awareness by taking the brand one step further.

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INTRODUCTION

CRITERIA FOR SUSTAINABILITY

- 1. Defending fair wages, working conditions and workers' rights
- 2. Supporting sustainable livelihoods
- 3. Addressing toxic pesticide & chemical use
- 4. Using and / or developing eco- friendly fabrics and components
- 5. Minimising water use
- 6. Recycling and addressing energy efficiency and waste
- 7. Developing or promoting sustainability standards for fashion
- 8. Resources, training and/ or awareness raising initiatives
- 9. Animal rights

IPEKYOL and SUSTAINABILITY

Brand Analysis in terms of sustainable niche (where can IPEKYOL go greener)

Target Analysis

Creating and adressing a new target

Sustainable Collection for a new target

Marketing the new collection

INTRODUCTION

Like many industries today, the fashion industry depends on natural resources.

The chemicals used in its production processes harm the environment. Increasingly faster and more production pressures results in cheaper labor and unacceptable working conditions.

Since the early 2000's a new trend formed where fashion consumers became more environmentally conscious, expecting ecologically unobjectionable fabrics, a conservation-minded use of resources, reduced emission of pollutants, greater social commitment and fair treatment of employees in production facilities. By 2010 this movement developped into the Megatrend LOHAS (Lifestyle of Health and Sustainability).

When we speak of LOHAS we refer to a type of consumer that pursues, through daily choices, a lifestyle based on ecological sustainability and on attention to their own health and that of the planet. Consequently, when shopping, this consumer always chooses carefully, is aware of the importance of quality and of the origin of products – and that includes fashion products.

Consumers, particularly Millennials and Gen Z, are becoming increasingly attuned to sustainability challenges leading to changing shopping habits and expectations for better, more sustainable products and new ways of consuming fashion. This puts an emphasis to fundamentally re-examine the entire fashion value.



One pioneer of this trend is Stella McCartney, who forgoes using leather in her shoes and handbags.

A clear commitment to sustainability is also considered good style in the industry, with online fashion retailers like Yoox, net-a-porter and farfetch now providing sustainability reports.

Next to Stella McCartney other designers like Amelie Pichard, Christopher Kane, EDUN and Eileen Fisher are already putting sustainability at the forefront of their brands.

At a speech on sustainability at London College of Fashion Stella McCartney declared that her industry was "getting away with murder" - yet even her latest collection is only 53% sustainable.

This has vast implications for apparel companies across the whole value chain. Core functions need to be adapted to make and market more sustainable products.

Environmentally-friendly products require the right commodities like organic cotton, which is in scarce supply, or a complete overhaul of the manufacturing processes to reduce the huge amount of water typically used for apparel.

Ethical products require appropriate working conditions and a fair share of profits across the supply chain. In short, it entails a complete rethinking of functions and processes.

But despite all these obstacles even the fast fashion industry (with brands like H&M, Zara) changed towards greener products and/or green marketing campaigns.

Yet in Turkey, only a few customers are aware of the global importance of sustainable fashion, which gives IPEKYOL a chance to be the first turkish brand to adress these consumers as a new target.









THE BENEFITS AND POSSIBILITIES OF CREATING A SUSTAINABLE LINE FOR IPEKYOL WOULD BE

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- BEING THE FIRST

Turkey's oldest and one of the major brands Ipekyol might be a national pioneer in producing sustainable fashion. The brand has the vision and the conditions. A sustainable collection would increase brand awareness by taking the brand one step further among competing firms - making Ipekyol the leader of the sector in Turkey.

- CREATING AWARENESS

The concept of sustainability has begun to gain importance in the fashion industry. The companies offering sustainable fashion gain recognition, inform the consumer about their products and services and generate a demand from the consumers. But in Turkey the awareness of the consumers about sustainability is still an unknown. Ipekyol could built a positive reputation creating awareness for the benefits of sustainable fashion.

- POSITIVE INTERNATIONAL RECOGNITION

As a Turkish brand Ipekyol is known in some countries. They can acquire ecolabel icons by promoting the brand internationally with this sustainable collection. The improvement of brand awareness through "doing good" is becoming one of the pillars of advertising campaigns and guarantees positive international recognition.

- USE OF NATURAL RESOURCES IN TURKEY (ORGANIC COTTON)

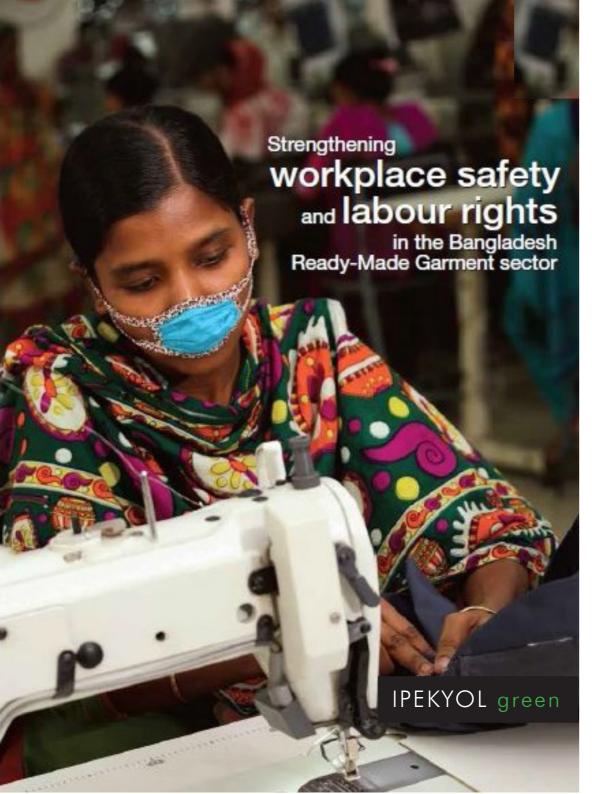
Turkey is known to produce high quality organic cotton. If Ipekyol were to use these resources instead of cotton from Africa, India or the US it would minimize the supply chain resulting in saving transportation.

- SOCIAL MANUFACTURING PROJECTS WITH THE TURKISH WOMEN ASSOCIATION

A sustainable and fair produced collection could adapt the tradiational turkish arts and crafts in a contemporary way and support uneducated women in Anatolia.

CHANGE FOR NATURE SUSTAINABLE COLLECTION

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1. DEFENDING FAIR WAGES, WORKING CONDITIONS AND WORKERS' RIGHTS EXAMPLE RANA PLAZA, BANGLADESH, INDIA

RESPECTFUL AND SECURE WORK ENVIRONMENTS

From dangerous working conditions to workplace discrimination, exploitation exists across all levels of the industry in a variety of shapes and forms. Companies should formalise respectful working conditions with policies that adhere to universal human rights.

The fall of the Rana Plaza factory killed more than 1,100 people, but most of the companies that produced clothing there have not just tried to distance themselves from the accident: they've also refused to contribute to a fund set up to benefit the victims and their families.









2. SUPPORTING SUSTAINABLE LIVELIHOODS - EXAMPLE H&M

H&M's long-term goal is to reduce the environmental impact of the lifecycle of a garment. This involves creating a 'closed loop' for textiles through reusing and recycling. To support this they have set up their 'Conscious Foundation' and produce a 'Conscious Collection' every year.

According to their leaflet, 95% of the clothes and textiles put into landfill every year could be used again.

H&M INFORMS ITS CUSTOMERS ABOUT THEIR COMMITMENT TO SUSTAINABILITY AS FOLLOWS:

By 2020, H&M group aims to use 100% organic cotton

By 2030, H&M group aims to use 100% recycled or other sustainably sourced materials in its products.

By 2040, H&M group aims to have a climate positive value chain



3. ADDRESSING TOXIC PESTICIDE & CHEMICAL USE

Some of the risks and processes/chemicals associated with chemicals used in textiles are:

Eye irritation, Skin burns, respiratory problems from chemicals such as H2O2, Hypochlorite, Caustic soda, Ammonia, Acids, Solvents.

Dusting (causing asthma), carcinogenic amines, allergens from dyes, reducing agents, acids and alkalis.

Flammability and long-term health hazards from solvents, resins, softeners, etc.,

Dosing control
Pre-screen chemicals and raw materials
Correct storage and handling
Process changes



4. USING AND / OR DEVELOPING ECO- FRIENDLY FABRICS AND COMPONENTS

There are different organic trade associations that have global standards for organic sustainable textiles worldwide

LYOCELL (TENCEL)

Tencel is made from cellulose in wood pulp, which is harvested from tree-farmed trees. Cellulose is the natural polymer that makes up the living cells of all vegetation.

The fiber is produced via an advanced 'closed loop' solvent spinning process, with minimal impact on the environment and economical use of energy and water. The solvent used in the process is toxic but 99% is recovered and continually recycled.

RE-CYCLED POLYESTER (ECOSPUN)

Eco-fi, formerly known as EcoSpun, is a high-quality, polyester fiber made entirely from recycled plastic pop bottles. The fiber was developed in the U.S. by the company Wellman Inc.

Ecospun is a polyester fiber made from 100% recycled plastic bottles. It can be used to create various fabrics, including fleece fabrics. The Ecospun fiber can be used by itself, or it can be blended with other fibers such as cotton, wool, and tencel.

AHIMSA SILK (PEACE SILK)

Ahimsa silk, also known as peace silk, is a type of silk that is purported to be made in a fashion that is much more humane to the creatures creating the silk than many traditional methodologies. Peace Silk, is processed from cocoons without killing the pupae inside. Ahimsa Peace Silk creates unique products that appeal to the demand of environmentally conscious and non violent clientele all over the world.



CUPRA

Cupra is a very healthy and special fabric which is produced as an alternative to silk. Soft, smooth, breathable, light, slippery and silky texture makes it instantly clear. Cupro is basically a type of rayon yarn. (Also called by trade name Bemberg)

It is made using natural material called cotton linter which is short downy fiber on the cotton seed left after extracting the longer fibers for cotton yarn. It has the sheen and shine of silk. The fabrics made from cupro yarn are called cupro fabrics. The fabric have excellent properties of skin friendliness, breathability, smooth to touch and also eco-friendly.

ORGANIC COTTON-WOOL

Organic cotton (or natural cotton) is another great eco friendly fabric. The main differences between organic cotton and conventional cotton cultivation is in the the use of pesticides, herbicides or other chemical fertilizers, these are banned in organic agriculture and is simply better for your health and the environment.

Organic cotton also uses less water than conventional cotton as the richer soil retains more moisture but irrigation is still required in many areas. In addition to these benefits there are the obvious health advantages for people, plus the farmers are paid a premium price for their quality cotton and do not have to buy expensive chemicals increasing their income.

Organic wool yarn is wool that is from sheep that have not been exposed to chemicals like pesticides and are kept in humane and good farm conditions. Organic wool originates from healthy sheep raised on an organic farm.

As opposed to conventional wool, pure wool goes right from the farm through the manufacturing process without exposure to any harsh chemicals.

Organic sheep wool is highly renewable resource that is easily sustained using organic methods. In a worldwide "living green" movement, eco-wool is emerging as a hot new market.









5.MINIMISING WATER USE

EFFICIENT USE OF WATER, ENERGY AND CHEMICALS

Fashion's impact on global carbon emissions as well as water and chemical pollution is significant, from the chemical tanning of leather, to the processing of denim. Brands and their suppliers need to collaborate to track water consumption, energy and chemical usage, and pollution levels. This will help the implementation of efficiency programmes at the processing stage of the supply chain to reduce the use of resources and keep pollution output low.

Firstly; the possibility of reducing water used in the textile finishing sector and the possibility of using different water resources such as seawater. Secondly, the water used can be reused by different methods. (such as fixing leaks, optimizing water use and reducing the number of process steps.)



6. RECYCLING AND ADDRESSING ENERGY EFFICIENCY AND WASTE

The globalisation of the fashion industry is giving our old clothes a second chance. Lewis Perkins from the Cradle to Cradle Products Innovation Institute says that a wide international network of facilities and mills producing clothing for global consumption also means the fashion industry has greater ability to move reclaimed textiles to partners who are able to turn those fibers, yarns and fabrics back into new material. Perkins predicts the growth of schemes such as I:CO (I:Collect), a global Swiss-based firm that collects, sorts and recycles garments. But, he adds, more investment is needed.

Disruptive ways to collect worn out clothes and capture embedded values from what previously was seen as waste.

Having multiple-owners of each clothing item, the need for buying new clothes decreases and you dont waste clothing life-cycles.

Repearing an old clothing item instead of producing a new one, is less resource consuming.





7.DEVELOPING OR PROMOTING SUSTAINABILITY STANDARDS FOR FASHION



The Global Organic Textile Standard (GOTS) was developed with the aim to unify the various existing standards and draft standards in the field of eco textile processing.

Fairtrade is an ethical trade system that puts people first. Fairtrade offers farmers and workers in developing countries a better deal, and the opportunity to improve their lives and invest in their future.





Recycle
The Global Recycled Standard is intended for companies that are making
Standard and /or selling products with recycled content

Organic certification for farmers, growers, food processors and packers, retailers, caterers, textile producers, health and beauty manufacturers and importers, in the UK and internationally.





The Better Cotton Initiative exists to make global cotton production better for the people who produce it, better for the environment it grows in and better for the sector's future. BCI aims to transform cotton production worldwide by developing Better Cotton as a sustainable mainstream commodity.

Organic Exchange has two standards:OF 100: Certified products made with 100% organic fiber that have been tracked through the production chain and segregated to prevent commingling with other fibers.



8.RESOURCES, TRAINING AND/ OR AWARENESS RAISING INITIATIVES

To improve the skills of decision-makers to implement sustainable consumption and production policies. The initiative will create practical training materials (hardcopy and web-based), organize regional and national training courses, monitor results, and provide individual advice for participants. The training is directed at decision-makers in:

- Governments in particular in developing countries and economies in transition; and
- Civil society.

DETOX CAMPAIGN

Many major groups of the fashion industry have joined Greenpeace's Detox 2020 program, which aims to completely stop the use of toxic substances in the production of products by 2020.

There are currently 70 brands in the Detox 2020 program. Greenpeace says that this ratio is equivalent to 15% of world textile production.







9. ANIMAL RIGHTS







People for the Ethical Treatment of Animals (PETA) is the largest animal rights organization in the world, with more than 6.5 million members and supporters.

PETA focuses its attention on the four areas in which the largest numbers of animals suffer the most intensely for the longest periods of time: in the food industry, in the clothing trade, in laboratories, and in the entertainment industry.



Companies certified through the Coalition for Consumer Information on Cosmetics' (CCIC) Leaping Bunny Program make a voluntary pledge to eliminate animal testing from all stages of product development.

COMPETITORS



IMNOTBASIC.COM

Organic cotton, linen, modal, lyocell. We only produce as much as our sales capacity in order to prevent fabric waste. Our seasonal collections are entirely made from leftover fabrics, which is why we don't have more models in stock.



ARMEDANGELS.DE

The brand's mission is to combine fair working conditions and sustainable, high quality materials with beautiful designs. Instead of chasing the latest trends we focus on modern, contemporary collections. Fair Fashion instead of Fast Fashion.



MİCALLE

We aim to be a brand that is sensitive to its employees, sensitive to the environment, quality and reachable products.

The most important thing we care about in our designs is definitely our fabrics. The vast majority of the fabrics we use are the most sensitive to the environment.

IPEKYOL ANALYSIS

Founded in 1986, Ipekyol is among Turkey's most prestigious women's ready-to-wear brands today. Many successful women prefer Ipekyol, because

Ipekyol will continue to develop collections for local and global markets to meet the demands of modern urban women who value quality and want to experience quality in all aspects of their life.

The global garment brands were launched to contribute to the style of the modern urban women of the world and be by their side by complementing the every moment of their lives. One of the 2020 megatrends, 'sustainable fashion' will take Ipekyol's global goals one step further. The brand will start to use a new sustainable line will be revealed by increasing the fabrics they use in the few pieces of their collections.

TARGET MARKET

Ipekyol was designed to appeal to socially active, urban women over 25 years of age, who spend most of their day at the office.

Highly suitable for the office environment, business dinners and special occasions, Ipekyol collections feature styles for fashionable, feminine women.



PRODUCTION

The vision of our production unit is to become a leading producer that sets the standards of excellence in the global women's garment industry.

The mission adopted is to continually improve the system and management quality and create an industry establishment that will fully meet the quality, cost, supply and flexibility needs of the customers.



NEW TARGET

Reactions to sub-trends of technological and cultural megatrends

Conscious Consumer

Elegant, chic and urban women

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Environment-friendly Reactions to the life cycle impacts of specific materials

20-45 years of age conscious, urban and sensitive

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SUSTAINABLE COLLECTION









MARKETING THE NEW COLLECTION





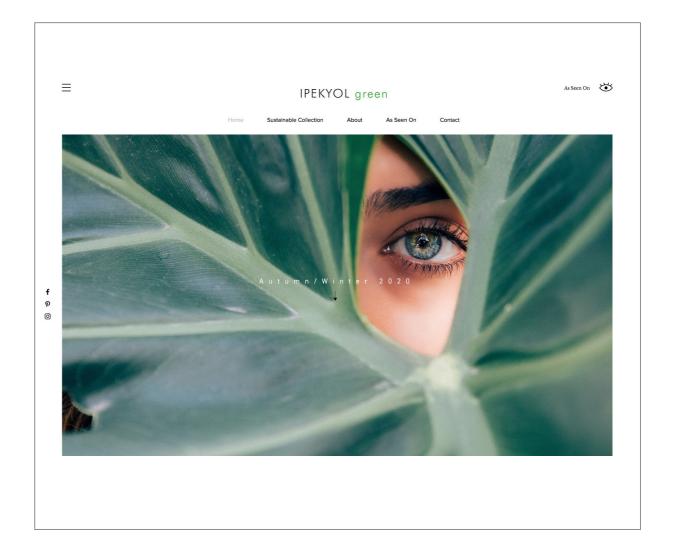
VISUALS



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WEBSITE

https://nurdanboga.wixsite.com/ipekyol





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Home Sustainable Collection About As Seen On Contact Organic Cotton&Wool Collection









■ IPEKYOL green Astronom 🕸

Home Sustainable Collection About As Seen On Contact

Cupra & Recycled Polyester Collection







CONCLUSION

Sustainability is important in every industry, however due to the massive global impact the fashion industry has alone on the environment it is even more important.

When we talk about sustainable fashion we also talk about a lot of issues, such as working conditions, water use, textile waste and animal rights.

In the textile industry all these topics effect sustainable fashion. Some labels and designers protect and support all around the world. Even fast fashion brands like H&M, Zara and Mango support a sustainable approach.

At the same time conscious consumers turn to second-hand clothes, paying attention to where their clothes come from, shop less and contribute to sustainability.

When we look at Turkey, very few brands support sustainable products.

As a textile country Turkey should support that type of campaigns. In that project, Turkey's oldest and one of the major brands İpekyol might be a national pioneer in producing sustainable fashion. The brand has the vision and the conditions.

Ipekyol can take 100% organic cotton from four companies. The main source is Albini, from Italy. The other sources are Soktas, Topkapı İplik, Calico Organşk Tekstil from Turkey.

In Cupra choises, Cupra single integrated facility in Turkey Ipeker company. All the products in İpeker are manufactured around the Oeko-Tex 100 standards in such a way that they will not harm nature and human.

Re-cycled Polyester sources ; Foss Manufacturing Company, LLC, Carolina Specialty Fabrics

NURDAN BOĞA

GRADUATION PROJECT

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