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INVESTOR'S GUIDE  
SUSTAINABLE  
FASHION

**USE YOUR MONEY TO DRIVE CHANGE**





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**2,700 LITRES  
OF WATER**

TO PRODUCE

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FASHION INDUSTRY'S  
ANNUAL GREENHOUSE  
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# HOW INVESTORS CAN CHANGE THE FASHION INDUSTRY

The fashion industry has a massive impact on the world – its footprint on people and the planet is huge and reaching crisis point. We have a role not only as consumers but as responsible investors to affect positive change in the fashion industry.

## 1 GET FASHION SMART

Learn more about the environmental and social issues that are plaguing the industry.

Take a look at [Pulse of the Fashion Industry](#), published by the Global Fashion Agenda, in collaboration with The Boston Consulting Group, assessing the industry and highlighting case studies of companies doing good stuff.

## 2 AUDIT YOUR PORTFOLIO

Chances are you may not know which companies you are investing in, particularly if you are invested in mutual funds and ETFs.

[Fashion United Top 100 Index](#) lists the 100 largest listed companies worldwide. These top 100 companies (by market capitalization) represent a market value of over 1 trillion dollars. That's a big influencer on how we value our people and planet.

## 3 PUSH FOR TRANSPARENCY

Transparency matters at the **product level** (e.g. information on how a product is sourced, its environmental footprint). And at the **corporate level** (e.g. the processes a company has in place to source sustainably, protect its employees, report to its stakeholders).

If you think shareholders need more information – tell them!

## 4 THOUGHT ABOUT CROWDFUNDING?

Many crowdfunding platforms host campaigns for early stage fashion companies – such as Kickstarter's campaign for [Sustain](#) – which makes 'all-natural clothing'. We love [The Very Good Bra](#) – the world's first zero waste bra – which was fully funded on Kickstarter within 48 hours. Many platforms, such as [Crowdfunder Fashion](#), include a specific page for fashion companies.

## 5 BE AN ANGEL

Angel investing as a private investor by providing capital for a business start-up, usually in exchange for convertible debt or ownership equity, is worth exploring.

Rather than going it alone, check for local networks. With more female-focused angel groups seeking to support female founders – sustainable fashion companies may fall into the investment pipeline.

## 6 USE YOUR VOICE

Use your voice to encourage apparel companies to participate in industry initiatives that drive change in the sector. For example, the [2020 Circular Fashion System Commitment](#) – born out of the shocking reality that [73% of the world's clothing eventually ends in landfills](#) or is incinerated.

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Responsibly yours,

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