

# FORESIGHT DESIGN INITIATIVE



## ECOMODA –

### The Sustainable Fashion Showcase

The Foresight Design Initiative's annual Sustainable Convergence party attracts like-minded people from the design and business sectors and general public with a shared interest in sustainability. The annual event draws together several hundred people with a lively combination of great food, drinks, and music; a sustainable enterprise fair; an engaging design component and more. Sustainable Convergence 2007, to be held September 27, delves into the world of fashion with **EcoModa – The Sustainable Fashion Showcase**, answering the question: what is sustainable fashion?

#### **EcoModa**

EcoModa will be a juried and invited exhibition of eco-friendly clothing by local and national designers and manufacturers, showcasing what is happening in the quickly evolving eco-fashion realm. The exhibit will feature a range of off-the-rack, environmentally smart clothing, unique one-of-a-kind designer pieces, and an assortment of accessories. It is likely that EcoModa will remain on display and be promoted during Chicago Fashion Focus Week (Oct 8-14).

**You are invited to submit your designs for consideration to be on view at EcoModa.**

(Application form follows.)

Another component of EcoModa is a DIY (Do-It-Yourself) eco-fashion contest that invites designers and non-designers alike to wear their visions of more sustainable outfits to the event. More information on the DIY contest is at [www.sustainableconvergence.org](http://www.sustainableconvergence.org)

#### **Sustainable Convergence**

Sustainable Convergence will take place September 27, 2007 from 5:30-9:30pm. (Potential media preview on the morning of September 25.) The Notebaert Nature Museum, 2430 N. Cannon Drive, Chicago, provides the perfect setting for this multifaceted, community-building event.

The Foresight Design Initiative, a Chicago-based nonprofit organization that is well known for hosting the monthly Chicago Green Drinks, and launching the Chicago Sustainable Business Alliance, among other projects, organizes the Convergence.

## What Is Sustainable Fashion?

Sustainable fashion is a relative term that encompasses a wide range of variables—everything from sourcing to disposal—than can be realistically included in a single fashion showcase.

*EcoModa* strives to present a diversity of approaches, including but not limited to organic fabrics; alternative, recycled, repurposed, and fair trade materials; local production and distribution; and use of alternative energy during development. A diversity of styles and designs will also be sought. Outstanding pieces most often find a winning balance between aesthetics and sustainability.

Entry into *EcoModa* does not equal a green design certification. We seek different approaches to incorporating sustainability principles into fashion, whether expressed in haute couture or casual weekend clothes. Some basic sustainable fashion elements are outlined below. If you have questions, feel free to contact Peter Nicholson, the showcase director, at the number or email below.

## Materials

A certain type of fabric (e.g. organic) does not inherently make an article of clothing “sustainable.” An important element, the material(s) used is but one of several factors. Examples of potentially superior materials include organic fabrics (preferably certified), recycled or repurposed fabrics, and fabric made from rapidly renewable materials (i.e. bamboo).

## Lifecycle

Lifecycle is an explanation or examination of the environmental and economic effects of a material at every stage of its existence, from harvesting raw materials, to manufacturing, distribution, and disposal or reuse. Sustainable fashion strives to reduce potentially negative impacts through using recycled or repurposed materials, designing for disassembly or reuse, and taking into consideration the energy used in production. Improved durability can also significantly contribute to a more preferable overall lifecycle.

## Labor

Labor associated with the fair trade movement ensures living wages and safety-oriented manufacturing. The garment industry is somewhat notorious for overlooking the treatment of workers involved in the manufacturing of its goods. Fair trade can be as much a domestic issue as international one. The most rigorous approaches involve independent third-party certification, although other viable solutions also exist, such as union involvement or direct trade.

## Location

The transportation of clothing from manufacturers to distributors to retail stores and finally to customers often depends on a global fleet, most of which rely on fossil fuels. Designing and producing locally or exploring logistical strategies that reduce energy consumption and/or offset carbon emissions can abate this.

## Function

Not to be overshadowed by other considerations, function and aesthetics are an important part of the overall sustainability equation. If a piece of clothing is able to maximize its sustainable profile, and yet never finds favor with consumers, has its purpose been realized?

# EcoModa – The Sustainable Fashion Showcase Application Form

**Deadline for consideration is September 5, 2007.**  
You are encouraged to submit your application as soon as possible.

## 1

### Your Information

Name:

Last \_\_\_\_\_ First \_\_\_\_\_ Mid Initial \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Postal Code \_\_\_\_\_

Primary Phone \_\_\_\_\_ Cell Phone \_\_\_\_\_

E-mail \_\_\_\_\_

Web Address \_\_\_\_\_

Please check one:

- Emerging/Student Designer  
School Attending \_\_\_\_\_
- Independent/Established Designer

**Note:** *The DIY fashion contest will use a separate entry form, which is available at:*  
<http://www.sustainableconvergence.org>

## 2

### Visual

Submit a detailed photo or illustration of your submission in a common file format (e.g. jpg, eps).

# 3

## Description

Please answer the following questions concisely, although with sufficient detail to accurately describe your entry.

1) Describe your design concept including:

- Materials
- Method of construction
- Usage and function

2) Explain the sustainable characteristics of your design.

You may want to consider origin of material, labor practices, lifecycle of material, transportation and location.