



SENNAIT GHEBREAB & SALLY HEALE

responsible fashion. business in practice

sustainable concepts and cases across the fashion industries

published by **Routledge**

book launch

introduced by

Alessia Cappello, councillor of economic development, fashion and design

with

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Sally Heale, author

Nicola Giuggioli, president Eco Age

Sara Sozzani Maino, moderator

Thursday **April 27**, 2023 at 6.30 pm

Fondazione Sozzani

via Enrico Tazzoli 3, Milan

This unique text offers a holistic, insightful and timely exploration of sustainable practices across the fashion industry.

The book takes the reader logically through each part of the authors' new **Responsible 9 Framework™**, providing a clear perspective and examples for each component. The framework thoroughly explains the move away from a singular product commercial focus to a **Conscious Item** approach and **Circular Services** business mindset. An organisation's people are at the heart of the new framework and have therefore been rebranded as **Community**. Next addressed is the **Perceived Value** of an item or brand, and how sustainable pricing initiatives actively influence consumer purchase. Insights into **Accountable Systems** are reviewed to examine the importance of responsible processes when considering and integrating a successful, sustainable supply chain into a fashion business. The section on **Governance** looks at the different global organisations available to fashion brands and customers alike, which support their transition into a responsible and sustainable future existence. The last two sections of the framework are labelled **Storytelling Platforms** and **Honest Communication**, where transparent and honest strategies are highlighted and discussed from a viewpoint of how modern brands are engaging and connecting to the new conscious consumer. For each of the nine aspects, contemporary case studies from global brands such as Stella McCartney, Zalando and Arc'teryx, alongside insights from current, leading experts within the fashion world, bring the theory to life.

Showing how sustainability has been integrated throughout the entirety of the fashion business, this textbook is perfect for advanced undergraduate and postgraduate students Fashion Management, Fashion Brand Management and Fashion Marketing, as well as reflective leaders and practitioners within the industry.

Sennait Ghebreab is a highly professional and motivated member of the Higher Education and UK fashion business community. She has worked for Burberry, Matthew Williamson, Pringle and Joseph. Since 2015 she has been the Academic Course Leader of the BA Business, BA Buying and BA Communication courses at the Istituto Marangoni in London.

Sally Heale has worked successfully as a retail buyer for UK and International fashion, beauty, lingerie and home stores for over two decades. Sally has been teaching at Istituto Marangoni in London for 10 years and at the University of Westminster for 5 years.

Fondazione Sozzani was established in 2016 by Carla Sozzani and is dedicated to the promotion of culture through photography, fashion, the fine arts, and applied arts. The Foundation has assumed the patronage of Galleria Carla Sozzani and continues all relevant public functions that the Gallery has supported since 1990. Since 2021 Sara Sozzani Maino has curated and coordinated projects dedicated to education, responsibility and the next generation of creatives.

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