

Nature

Let's make some change!

After living in a few decades of a 'consumption-society' there is a lot of renewing going on. The making aware of nature campaigns the most governments were getting on, didn't work out the way that was planned. But with nowadays technology there is a lot more possible for the consumer. So the value they give to possession now, will change in future to possibilities. But why wait till 'the future', when we can do something about it to change it now?!

When you will type 'Prada Sustainability' in your Google search field, you will get about a seven hundred thousand hits. But when we will get a closer look on it, they are all about the same subject: a report about the brand and their social responsibility. How much they respect the environment around them and work ethics of the people who work for them. To make their whole outcome of the report even better, they tell a lot about how much money they put in the community support. Off course it's better then doing nothing but it's relatively a small amount of money what the company generates each year. And really a small amount for what they do amongst nature...

On environment issues there are still a lot of steps to make for the Prada Group. One of the few things they did was like replacing the light bulbs in their offices for low energy light bulbs. It was actually done after the European Union decided that the old light bulbs are not allowed to produce anymore. So is it really such a big subject to be proud of?!

The most interesting part of the report is about the new production site *The Valvingna Factory*. It is packed with green plants and tree's to reduce the CO2 emissions with 19,5 tons/year. That's almost 4% of the total emission, still 565 tons/year to go. And if the destroying of the garments by burning them, to keep the prices high, is also part of the emissions, the report does not make clear.

The advantages Prada has, like having the traditional classic cut and that they say that they trend wise could be into the market for a decade, should really be questioned in these times. The way of the market is moving now, is way faster then when Prada came into it. So they really have to review that kind of arguments they publice in their report. Because in the end a brand does certainly not decide that by itself, And that will certainly count for the *Prada Clash* part. It is all about the streetstyle and that is developing way faster on trends then the classical sides of the fashion industry is doing. Streetstyle developings happen where the news is coming from, the street. So mostly it will be a direct response

other, going side by side or are even a countermove on other trends.

In the last years the technology was really focused on how we can tear down a product to molecular level and build up a new product from scratch on. The thought on that process was right but the last step of real sustainable thinking was not thought out and tested that well. Because what you make of the new fabric and what will be the harm of that product seems to be left out of the thinking process. And with testresults we see now, we certainly can say that we really have to make something with added value out of it. Or it will even do more harm to nature...

As example we take the clothes that are made of the reused fibers. Suddenly they seem to be very harmful to nature because they come in even into smaller pieces (microplastics) in nature then they were before.

That's very alarming according to *Bojan Slat* of *The Plastic Soup Foundation*. "What now eventually comes in to nature is just the same end result as

nature will do with it. Only the process doesn't take twenty years... We've just started to take out the bigger pieces of plastic out of the ocean and it feels kind of terrible to know that we are putting labor in something, which big companies will profit from in the end. And that in the end we can start all over... Right now there aren't that many clothing companies that made a donation to us, they don't seem to feel responsible. Most of the time it is the consumer who's made responsible by the government, but they are the group

and responsibility to make donations to the program." Like G-Star who made a spring/summer collection in collaboration with the yarn mill 'Bionic Yarns' called the *Raw for the Oceans*. The collection was one of the bestselling collection in years, because they also involved producer/rockstar *Pharell Williams* in their marketing campaign. But to include him in the campaign wasn't even that hard for the Dutch Jeans company, because

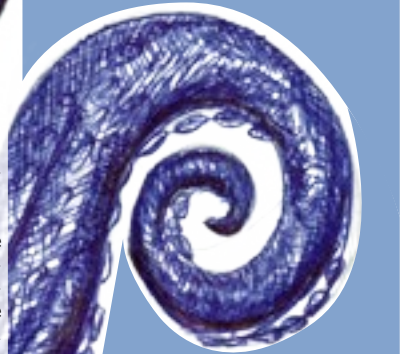
who is changing already.

While the industry offers them products that are making them feel doing good to nature with the knowledge of what's really going on in the end. The only thing we can ask the consumer is: please be aware of your consumption and consume less and natural."

Because the *Plastic Soup Foundation* already knows what's going on they started to do a collaboration with *Mermaids* to make a filter the consumer can place in their laundry machine.

So they can take the solution for the problem at his source.

But even in this stage the big companies don't feel the need



se he is one of the creative directors of *Bionic Yarn*. We really must ask the question if it is really about feeling responsible or is it just a new way of marketing?!

But we must be aware that a lot of companies all around the world are doing the same. We certainly believe that some of them really have the right intention and are not informed well enough, but certainly some of them are using the 'plastic soup' as a marketing tool. On the allegations *G-Star* would not react so it's hard to know which side they're on. It's obvious that the *Prada Group* has a long way to go into this sustainability part. *Prada* defines itself of other luxury brands by using the luxury nylon blends, so they will never score an 'A' if it comes to that point. But being aware of that can make us think in other solutions that extends the use of the fabrics. And certainly of the one that are not being sold. Because destroying the fabrics, from which we think they are renewing and are the most valuable pieces you can get, is not the best option there is. So let's treat them if we really love them. So in the nearby future we certainly have to show that we are looking for new ways to be responsible to nature. Although the customer for 'Prada' or 'MiuMiu' probably will not be in to the sustainability cases that well, the customer of *Prada Clash* will be much more aware of what's going on. At the end they are inspired by what happens on the street. So global issues will certainly influence what they will wear. So they probably will be the pioneers of sustainability for the *Prada Group*.

on what's going on in the world. The way social media is used now, does even make it faster, people are way more informed and influenced on their choices.

So it's harder to put a certain trend directly on the spot, trends are now more then ever developing on each

Examples for how we will see

Prada Clash doing a really sustainable responsibility statement?

We will have to take a look at other creative industries. Because it's clear that the fashion industry is not 'as on trend' as they look like, and also that we can learn a lot of other creatives. So it is important to know what's on the mind of the other disciplines and catch up with them to see what's going on in people's minds and on the streets.

Instead of making clothing out of plastic bottles, the organization of *Plastic Whale* were collecting the caps (made of a harder plastic) to make a real usable product out of it: a skateboard. The so called *Wasteboard* are made by the organization to get attention for the wasting of plastics into the ocean and let people see the value of plastic as resource.

To make the skateboards they made a mould where they can put up to a amount of 200 lids in. By pressing and heating them the plastic will get a

new shape. Which will result in a very colorful skateboard.

They are now busy to make a *Mobile Wasteboard Bakery* so they can travel to festivals where's always a lot of waste. The people who are at the festivals are the right target audience and can buy a unique bord for a 100 euro's or deliver two hundred cups and the board will be yours for fifty euro's.

All around the world people drink the black gold: coffee. While it is a natural product not many of the people knows that because of the overconsumption there is a lot more byproduct then nature can tear down. That's why '3Dom USA' came with the idea to integrate it to a now-a-days invention the 3D printer. 3Dom created the filament 'WoundUp' out of the byproduct that has the same strengths and capabilities as normal plastics. So we'll have a good replacement for the plastics were using now. When threatened right the wound up will hold the same strength for over a decade and when it eventually will come into nature we won't will sea it back in the ocean as plastic because nature can tear it totally down.

The Dutch artist and innovator *Daan*

van Roosegaarde made the greatest example of 'reuse' of total waste material. He and his team innovated 'the Smogtower' which can be build in to big cities where air pollution is really a big problem. The smog is created by micro dust that is flowing in the air and will only disappear by rain, so it will falls on the ground, or wind that will only put it in another direction.

But the Dutchie thought it would be better to really clean it out of the air and don't let it go back in nature. So he invented *The Smogtower*, which is comparable with a vacuum cleaner (that not runs on more electric power then a water boiler) in a tower that sucks the air in and filters it. So you get out clean air out at the other side, and also a filter full of dust.

Most people would say it's dust and would be good to put in the asphalt or something like that. But not *Van Roosegaarden* he sees it at a basic material for something valuable. He knows the process of industrial diamonds that can be created by putting the carbon in a certain atmosphere and puts the test on the dust he has collected by filtering the air. It works

and he designs all kind jewelry with a industrial diamond with a little dust inside.

The jewelry he sells for a good amount of money, the money will be invested in new smogtowers and to make the tower run on green energy. The production of the solar cells will be higher by cleaning air around itself. In his work you really see a first step into the future. And where he makes examples in a small scale, it is imaginable that it could work out also way bigger. He also sees it as an investment of all the people because with the jewelry comes a certificate to thank you for contributing 1000 cubic meters of clean air to society. It's really about making people aware of the situation that's going on in the world and in life he says about it.

This last case is really inspiring to see what's possible with something filtered out of a factor that makes life able: air. We as the *Prada Group* must also think in such kind of way to contribute in a factor that is making life on earth possible. So we will really let the people see that we opened our eyes and are sorry for all the years we've ruined the world for the generations after us.

The big question will be, what can we do for the *Prada Group* at 'Prada Clash' to make a responsibility statement? It must be very powerful right after the start of the brand so it will be a real statement and not a 'one-dayfly-trendy-kind-of-thing'.

We have to set up a program that will slowly involve into the *Prada Groups* DNA and will eventually overrule the 'cancer cells' that are in our company. To set up a good base we really must put a new team on this so they will make it work smoothly and are the contacts in responsibility relations for everyone from inside or outside the business.

But before we place people together we must make a roadmap with tasks for the short and long distance of how it will work out for the *Prada Group* and *Prada Clash* division.

As said before we know it will be hard for *Prada* to do like second hand fabrics. But the counter question is when will it be second hand fabric. At least when it will be still in our department stores it isn't sold and it will be still firsthand fabric so certainly it still can be sold. But it's obvious that we cannot just put them in the racks a year later. What destiny can we give them other then burning or recycling? Because burning is still a total waste of material and labor and recycling is almost as bad as burning we've learned from the research.

To understand a little bit more from what our possibilities are as for up-cycling, we'll take a look at former sailor *Lady Ellen MacArthur*. After her professional sailing career she started the *Ellen MacArthur Foundation*, a foundation that focuses itself on how we can be more polite with Mother Earth and find new destinies for all the material we already have on this planet. The placed info graphic comes from the research of her foundation and really makes clear what's going on in the production process now, and how we as the *Prada Group* must work in the future.

Prada Clash thinks it would be great to introduce such nice fabric into their design. So the couture will still come back to the streets like the old days.

But they are aware that the fabrics must not be the basic of the design. So the main suggestion is, what would it be like when they use them as interlining, labels or fabric trims as labels. First it would be great to see how the fashion industry is aware of how things have to change and also that they are backing the street part of their company group. Secondly it is a great visual statement to all people who will spread out the word on the street, so the brand image will eventually change.

To re-build our image and be more conscious of what we are doing with the earth there's made a plan with the goals for the whole *Prada Group*, on which we as *Prada Clash* will give our fullest contribution to. The plan we've made is thereby realistic and will be adjusted to the red thread that leads through our company. A special team with supporting members from all

the *Prada Group* divisions will divide the tasks and make the plan work out for the whole *Prada Group*. We're loo-

king forward to see a better brand for humanity and nature.



Visual Recycle-schedule of the EllenMacArthur Foundation

