



# HONEST FASHION

Beyond Transparency



**DE MONTFORT  
UNIVERSITY**  
LEICESTER

# Fashion transparency is in short supply

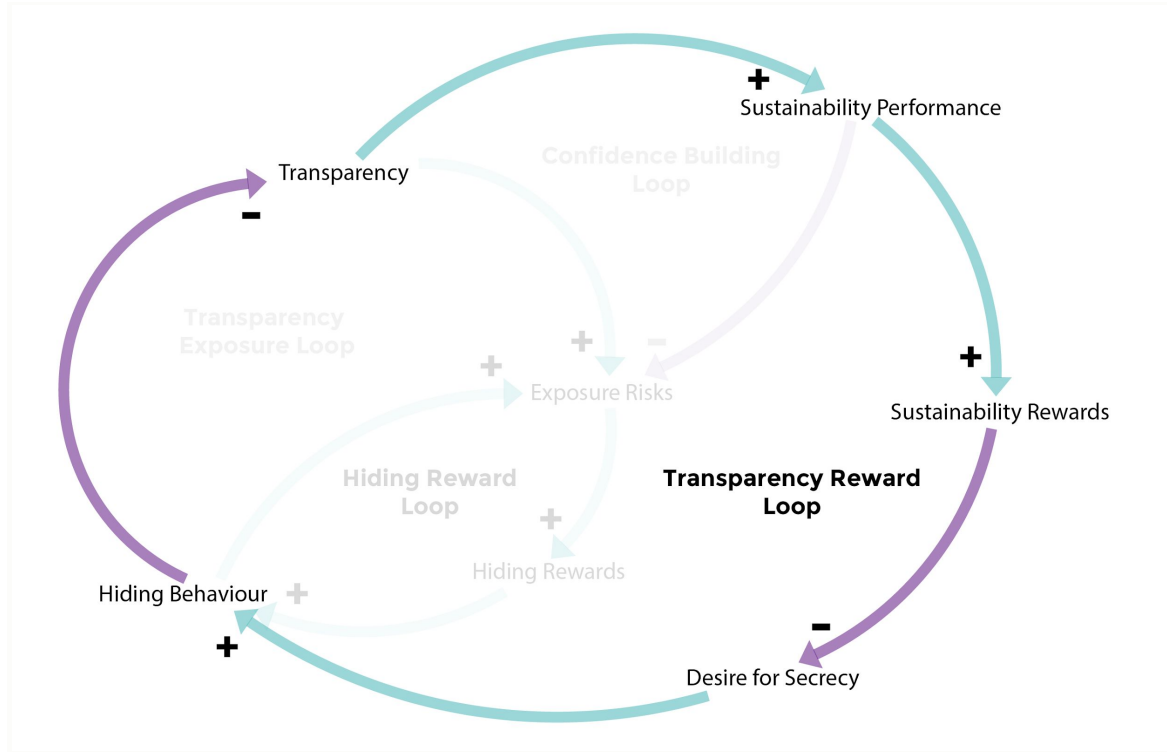
**21%**

**The average Fashion  
Transparency Index  
score for 200  
global fashion brands**

**76%**

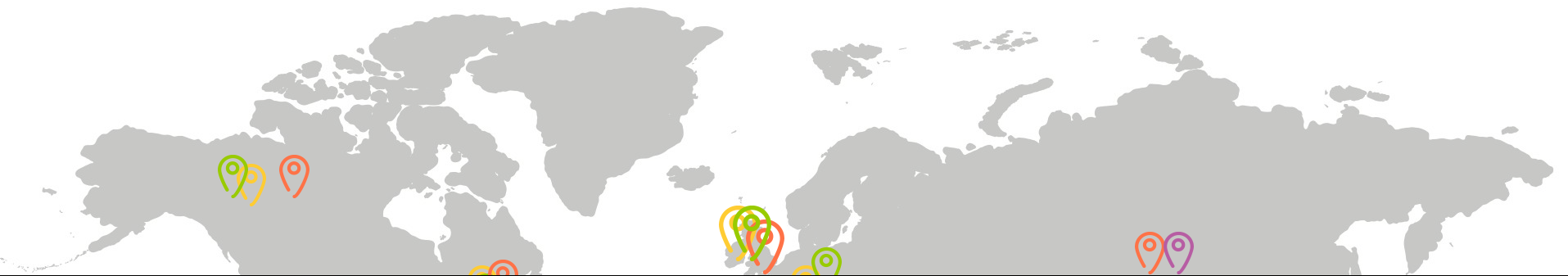
**Consumers want more  
information on the  
social and environmental  
impact on their clothes**

# Why does this lack of transparency exist?



# Fear, distrust, secrecy and silence pervades system

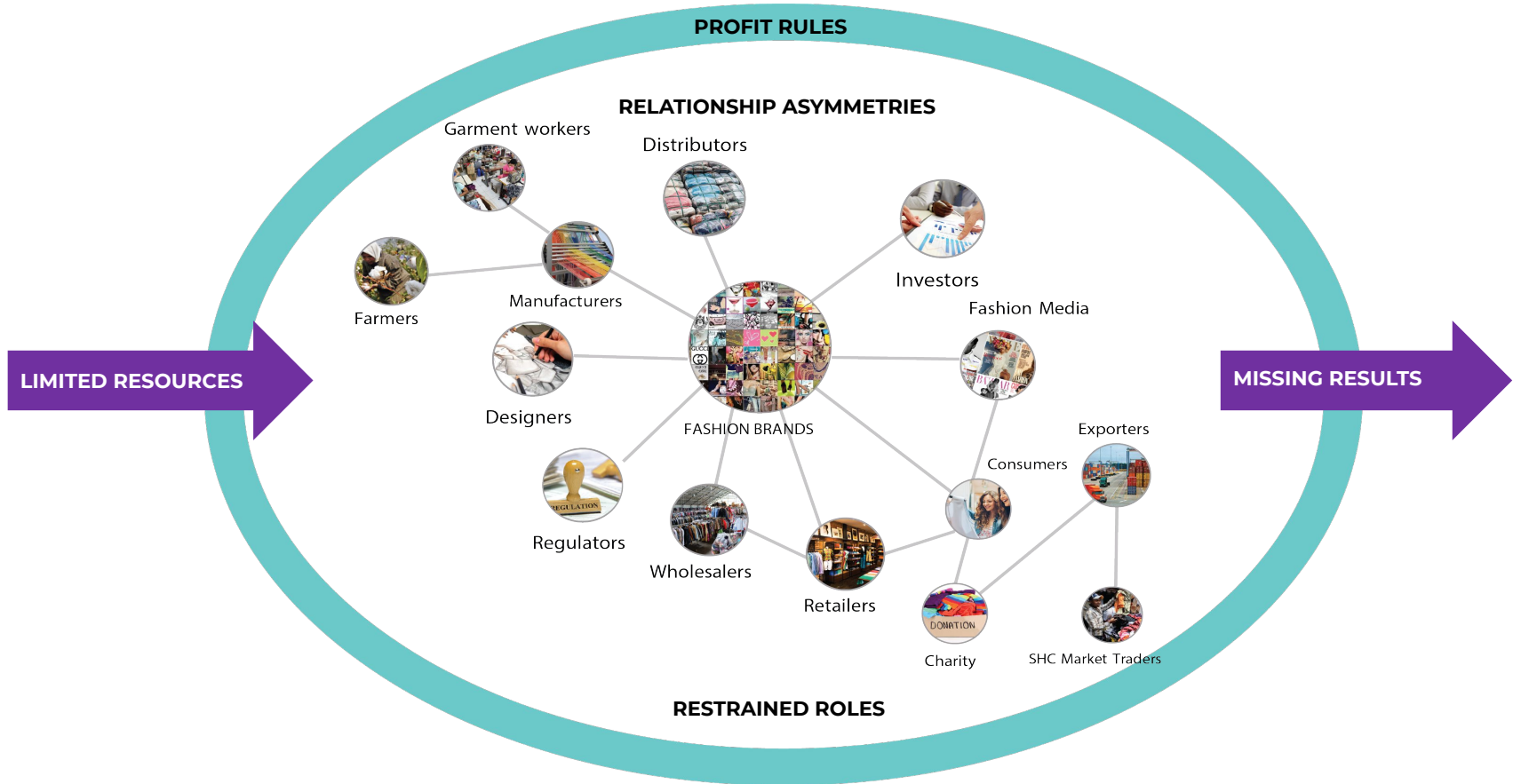




We need to be **HONEST** and **TRANSPARENT** about these issues

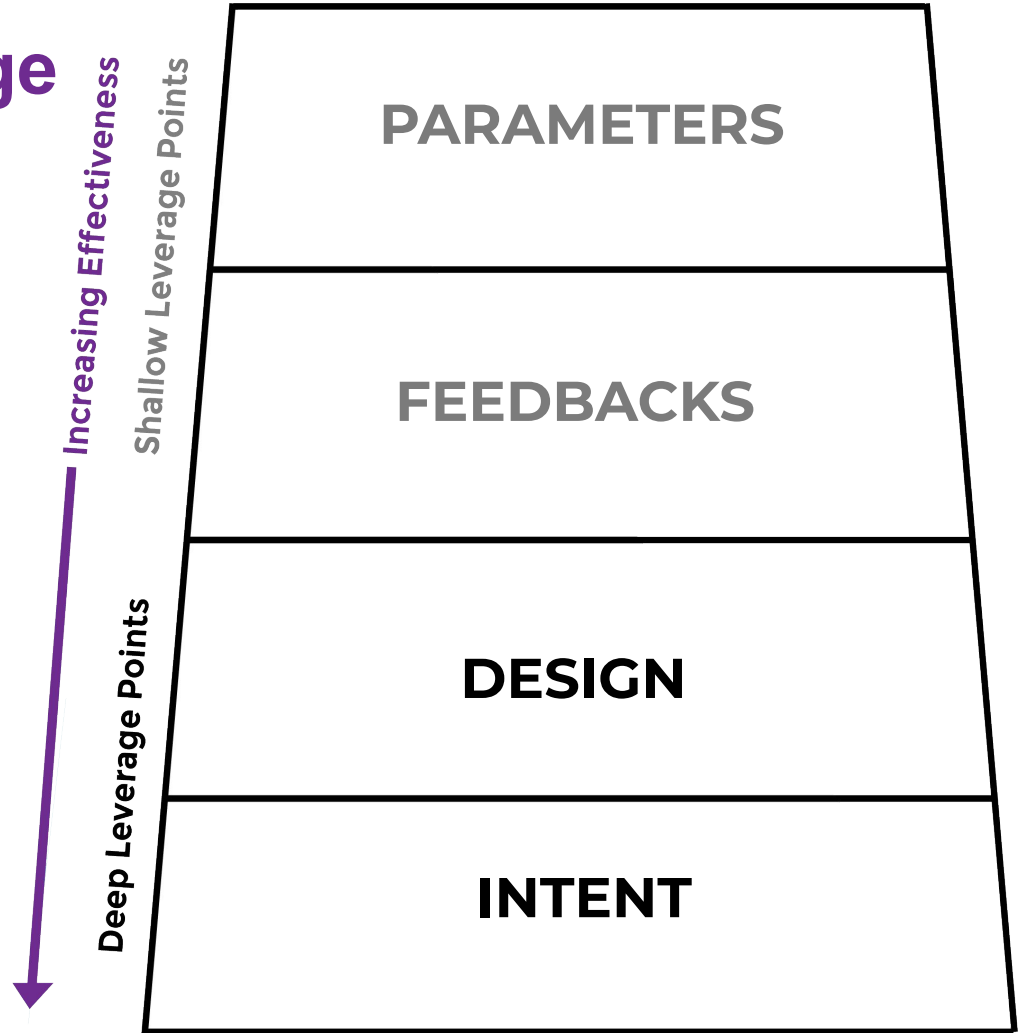


# Why does this lack of transparency *persist*?





# Levers of Change



# Parameters of Change



**H&M CONSCIOUS**  
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**15% OFF**  
your purchase when you  
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We accept clothing and home textiles  
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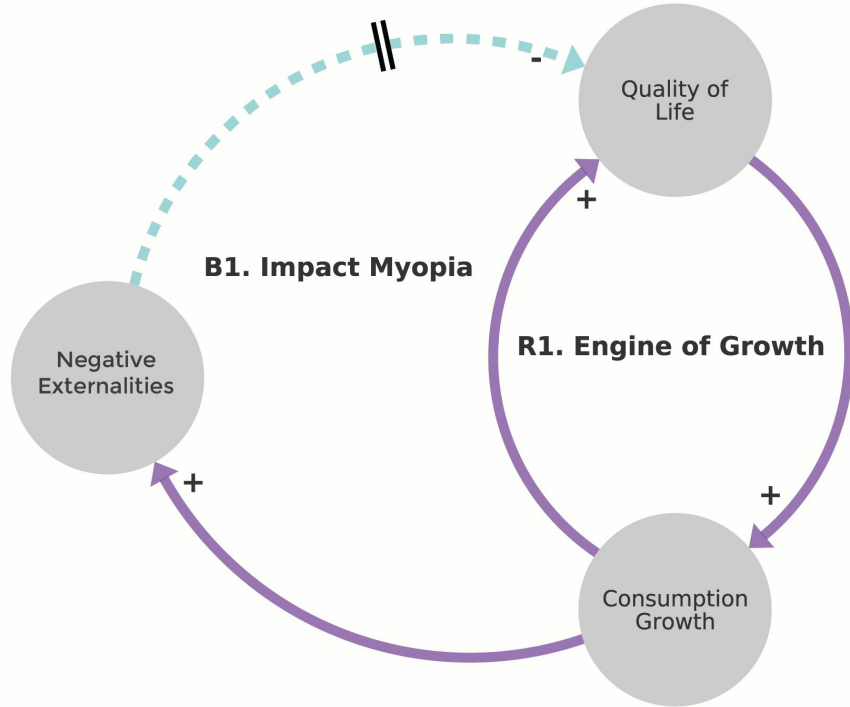
Learn more at [hm.com/garment-collecting](https://hm.com/garment-collecting)

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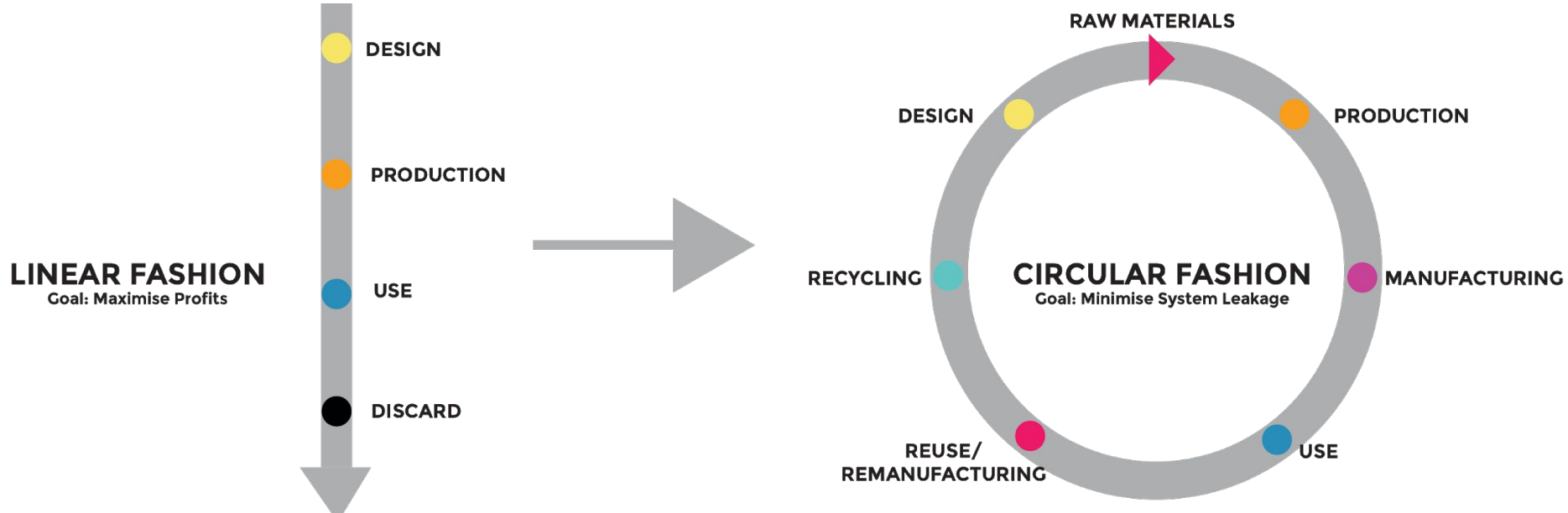




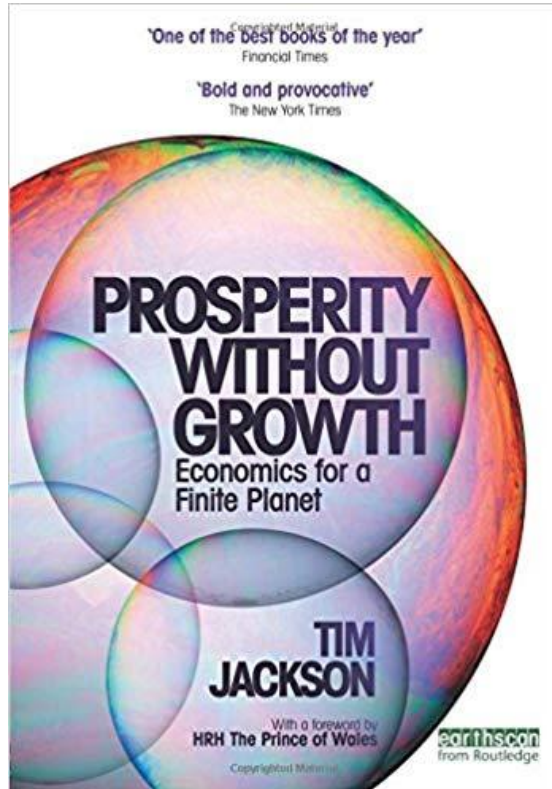
# Fashion System Feedbacks



# Design for Change



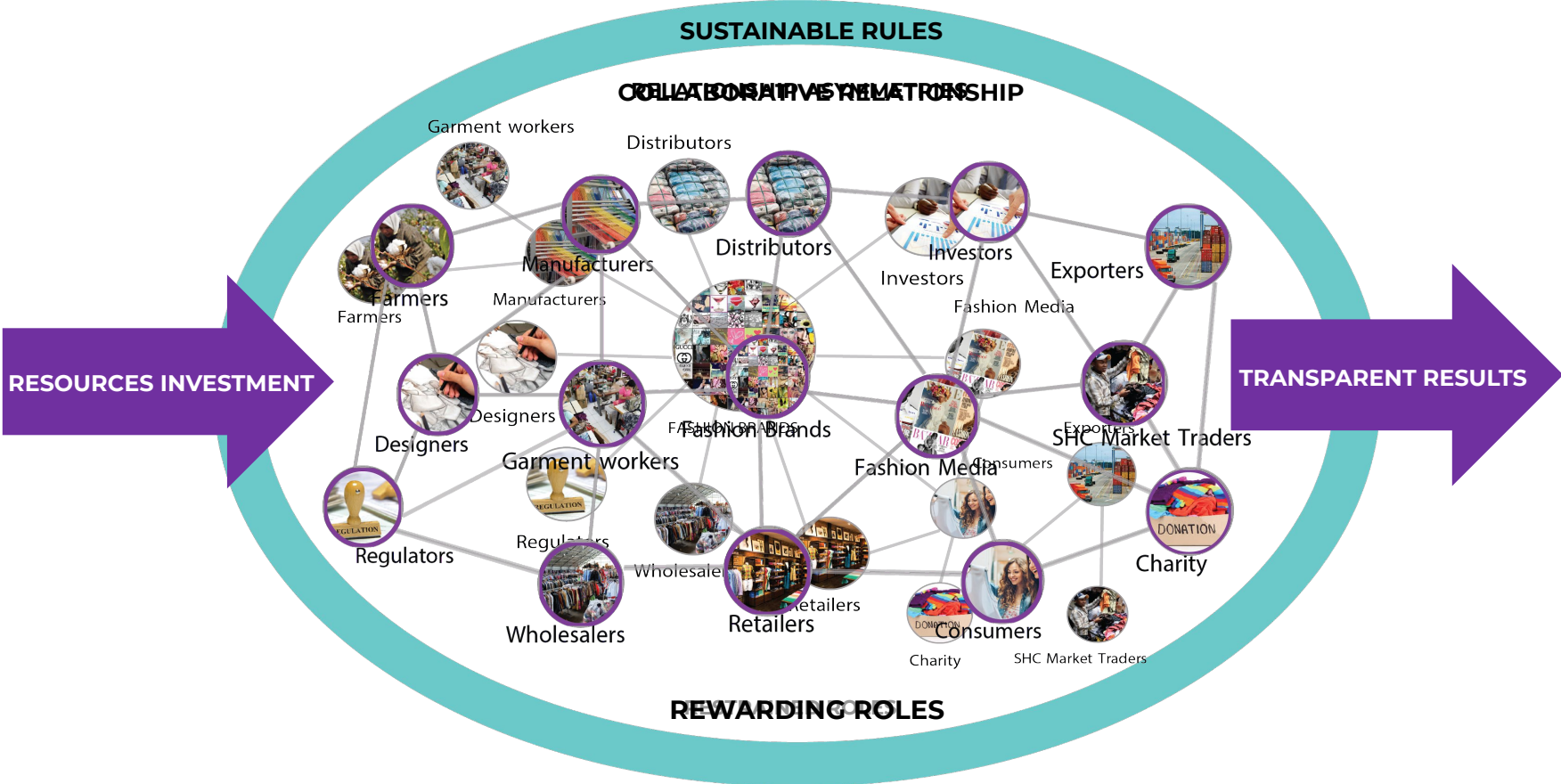
# Intent for Change



versus



# Build Rewards to Bridge the Gap



# FOOD HYGIENE RATING

0

1

2

3

4

5

VERY GOOD

# RESPONSIBLE FASHION RATING



IMPROVEMENT  
NECESSARY





***Could transparency at  
point of purchase  
create a butterfly  
effect?***



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**#BePartoftheConversation**

**@honestfash**



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