

THE UN ANNOUNCES CHARTER FOR SUSTAINABLE FASHION

By Holly Friend and Livvy Houghton

06 : 12 : 2018 Fashion : Sustainability : Materials



Global – Fronted by designer **Stella McCartney**, the UN's charter hopes to incite collective action around fashion's impact on climate change.

While **the charter** has reportedly been signed by major fast fashion brands, the UN now hopes to rally luxury brands to pledge their commitment, with the charter launching at climate talks in Poland on 10 December. McCartney hopes the charter will make a business case for sustainable fashion, such as allowing low-carbon production methods to be scaled up to improve their economic viability.

According to McCartney, persuading brands to prioritise sustainability is not about peer pressure but about getting them excited about the opportunities it brings. 'The sustainability conversation is really the only one that I am interested in having,' she explains. 'Prospects for lab-grown alternatives to leather are the kind of topics I find sexy now.'

With the fashion industry historically resistant to change, ethically produced fabrics have remained expensive owing to lack of demand. But if the UN's charter is successful in gaining signatures from decision-makers, brands will have to be **more rigorous** about their climate impact.