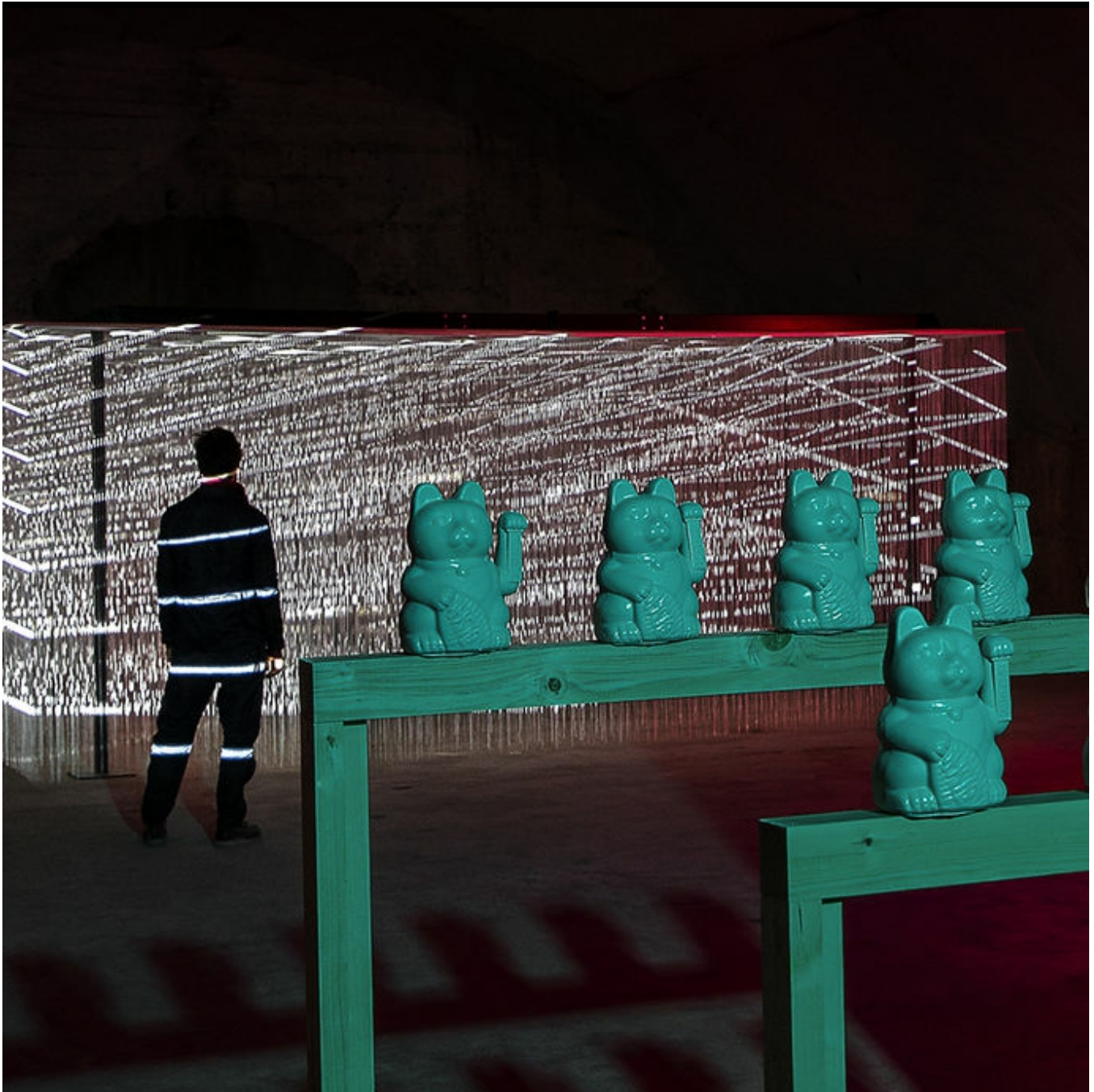


THOUGHT-STARTER: HAS SUSTAINABILITY BECOME TOO MORALISTIC?

By Livvy Houghton and Kathryn Bishop

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Daniel Freitag, co-founder of sustainable fashion brand Freitag, examines how the brand's thought-provoking presentation at Milan Salone Internazionale del Mobile shows that nobody is perfect when it comes to sustainable practices.

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In Milan, Freitag unveiled its provocative installation, Unfluencer – De-sinning the Designer. ‘We took a counter-intuitive approach and said we want to ‘de-sin the designer’ and play with this topic of confession. As brands and designers, we all have our design sins and you realise what is important to you by thinking about these. The installation has three phases to develop your own thoughts.’

When it comes to its own sustainable behaviour, the brand ‘always [tries] to be earnest but not too serious – there should be a certain element of playfulness,’ says Freitag. ‘This is often the problem. You lose a little of the fun and forget that this is still a lifestyle. You shouldn’t buy a Freitag bag or Freitag clothing because you feel sorry for the environment, it should be because you want to express positive things.’

‘Sustainability shouldn’t be a USP,’ he continues. ‘It should be at the core strategy of every brand, in every company.’

Read the full Q&A [here](#).