

## Fashion Summit (HK) 2021 – Fashion Designers Survey

# WHAT ARE THE DESIGNS FOR THE FUTURE ?

An exploratory research on fashion designers around the globe in responding and adapting to COVID-19 pandemic for green recovery and sustainable growth



Lead Sponsor



Survey Consultant





About Fashion Summit (Hong Kong)

Fashion Summit (Hong Kong) plays a vital role to provide a sharing platform for participants from around the world to exchange insights on the latest sustainable fashion trends, technology, best practice, solutions, and opportunities. It is a result of continuous learning and discovering process, bringing together leading academics, key players from the fashion industry, NGOs, media, decision makers and leaders to achieve sustainable fashion in Asia.

About WWF

WWF-Hong Kong is working to transform Hong Kong into Asia’s most sustainable city. WWF is one of the world’s most respected conservation organization, with a network active in more than 100 countries. WWF’s mission is to stop the degradation of the planet’s natural environment and to build a future in which humans live in harmony with nature, by:

- Conserving the world’s biological diversity
- Ensuring that the use of renewable natural resources is sustainable
- Promoting the reduction of pollution and wasteful consumption

Special Thanks

WWF-Hong Kong would like to warmly thank the co-organisers of Fashion Summit and below-listed supporting organisations for their help in promoting and encouraging all relevant stakeholders of the organisations to participate in the research project.



Co-organisers



CONTENTS

Executive Summary	3
Introduction	4
Regional Highlights	5
Profit	6
Planet	8
People	10
Sustainability	12
Conclusion and Recommendation	14
Appendices	
Appendix I: Questionnaire	15
Appendix II: Respondents’ Profile	18
Appendix III: Engagement Events	19
Appendix IV: Supplementary Materials	20



Name, Title - Region

Throughout the report, you will find quotes from designers / industry experts in this layout. – engagement events

What are the Designs for the Future?

# EXECUTIVE SUMMARY

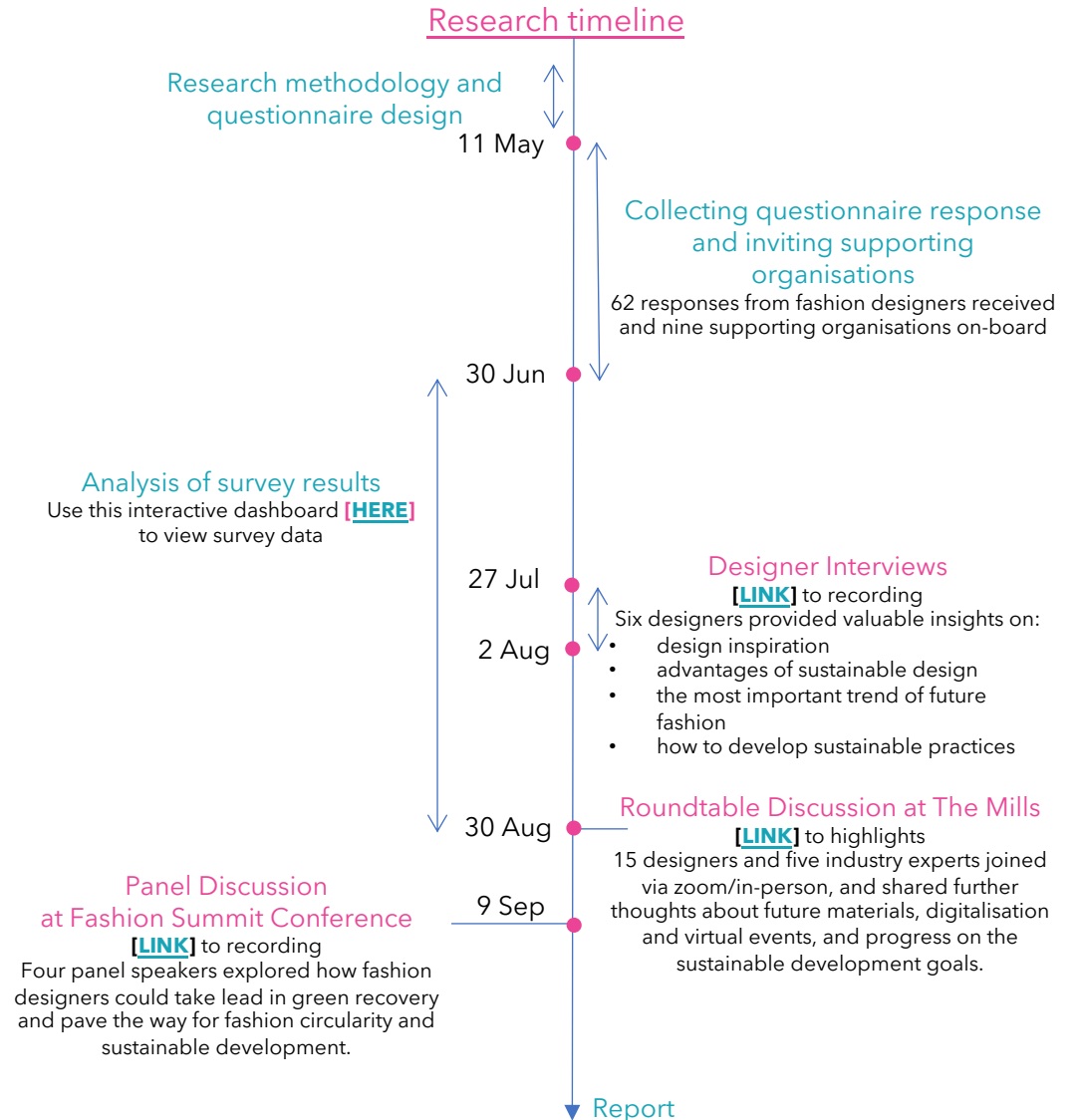
This research “What are the Designs for the Future?” is conducted by WWF-Hong Kong on behalf of Fashion Summit (HK) in 2021, aiming to explore the design mindset and business decisions of fashion designers in the post-COVID era.

The research includes an online survey that was completed by 62 fashion designers from around the globe. Subsequent interviews with five designers were carried out for interpretation of the preliminary survey results and gaining further qualitative feedbacks. The findings of the research were presented and deliberated in the following roundtable discussion and panel discussion.

From the results of the survey, the pandemic has brought various challenges and opportunities. In general, the pandemic has negative financial impact on designers. However, it also offers a unique opportunity for designers and the fashion industry to rethink their progress on sustainability through the lens of the triple bottom line – profit, people and planet.

The use of sustainable material is recognized as one of the key elements in the design for the future, while sustainable practices should also be carefully considered throughout the production processes and the supply chains. Digitalisation is a central feature in the post-COVID era, which is believed to be influential in the designs for the future. There are dynamic and innovative digital skills and tools that could be applied in business model, sales channel, communication with consumers, sampling, etc.

For the future designs, designers may opt to provide information and communicate with customers regarding the sustainability of their own products. Designers are encouraged to increase their level of awareness and knowledge of sustainability to get prepared for customers’ need.



What are the Designs for the Future?

# INTRODUCTION

Commissioned by Fashion Summit (HK) 2021, WWF-Hong Kong conducted this research project “What are the designs for the future?” to explore how fashion designers have been affected by and adapting their businesses during the COVID-19 pandemic. Since the outbreak of coronavirus, there were many different surveys of fashion consumers, retailers, and manufacturers to understand how these players along the value chain were affected by the pandemic. The impact on fashion designers should also be considered seriously, as they are the key actor known for shaking up styles and trendsetting. Would fashion designers take the lead in green recovery and pave the way for fashion circularity and sustainable development?

In light of the evolving COVID-19 situation, the lockdown or quarantine measures, restrictions of overseas travel and risks of face-to-face meetings have caused tremendous disruption to the global fashion industry. Scientists warn that the coronavirus pandemic is linked with wildlife habitats destruction like deforestation and agricultural development on wildland are increasingly forcing disease-carrying wild animals closer to humans. Climate change, biodiversity loss and plastic pollution pose serious challenges to human health and economic activities. It is time to rethink humanity's relationship with nature and other species and ensure sustainable consumption and production.

**Research Objective :** To explore the design mindset and business decisions of fashion designers in the post-COVID era, and to provide insights to designs for the future

**Target Audience:** Fashion designers around the world

**Methodology:** Online questionnaire was developed and distributed to fashion designers and supporting organisations; face-to-face interviews, roundtable and panel discussion were organised to gain more in-depth understanding.

**Questionnaire Response:** 62 fashion designers from Hong Kong, Asia, Oceania, Europe, Americas and Africa completed the online questionnaire from May to June 2021. The survey collects views relating to the triple bottom line i.e. business prosperity, planet and people; fashion and sustainable development.

**Face-to-face Interview:** Six designers including Jessica Lau, Walter Kong, Bojana Drača, Stevie Crowne, Vincent Li and Wendy Borin

**Roundtable Discussion at The Mills:** 15 designers and five industry experts joined the discussion. They are: Aries Sin, Arto Wong, Bojana Drača, Bonny Kwan, Felicity Northeast, Jane Ng, Jesse Lee, Kayleigh McAuliffe, Mannat Gupta, Margaux Rusita, Mass Luciano, Meiyan Chan, Morgane Parizot, Mountain Yam, Rex Mok, Saskia Baur-Schmid, Sissi Chao, Vickie Au, Will Li and William To.

**Panel Speakers at FS Conference:** The four panel speakers are:

- Dr. Alison Gwilt, Associate Professor of Design, University of New South Wales;
- Ms. Aurelie Pernel, Design Manager of Dorina;
- Prof. Thomas C. C. Wong, Chairman of Institute of International Sustainable Development; and
- Mr. Vincent Li, Director & Designer of VINCENT LI PTY LTD.

# REGIONAL HIGHLIGHTS

## Europe

9 responses from Belgium, France, Portugal, and the UK

European respondents rated “water pollution” as a serious issue and “rain-forest destruction” less an issue in terms of impact of fashion on the planet. Compare with other regions, they encountered less hindrance in adopting more sustainable practices.

## America

3 responses from Brazil, Mexico, and the USA

American respondents rated “soil degradation and desertification” not as serious in comparison with other environmental factors as impacts of fashion on the planet.

## Africa

2 responses from Burundi, and South Africa

African respondents gave a high rating for every factor for the severity of the impact of fashion on the planet. Also, they saw the social factors improving as a result of COVID more than other regions.



Margaux Rusita, Founder & Creative Director of Margaux Wong - Burundi

“Being sustainable has been a way of life for everyone in Africa, it’s beyond fashion and lifestyle. People connect to my brand because we use sustainable material. I’m glad to see the rest of the world is practising sustainability.” - Roundtable Discussion



Morgane Parizot - Hong Kong  
Education Director of REDRESS

“Hong Kong has a good cultural heritage of appreciation of craftsmanship.” - Roundtable Discussion

## Hong Kong

25 responses

Hong Kong designers rated “biodiversity loss” not as serious among different environmental factors as an impact of fashion on the planet. They perceived their consumers’ rating of sustainability not as important as designers from other regions do.

## Asia

14 responses from China, India, Japan, Taiwan, Thailand, and the UAE

The main hindrance for Asian designers to adopt more sustainable practice is the higher cost of sustainable alternatives. For environmental factors, they found “water pollution” as a serious issue and “biodiversity loss” less as an issue in terms of impact of fashion on the planet.

## Oceania

9 responses from Australia

Oceanian designers rated society’s performance in achieving progress towards SDGs lower than other regions. As a result of COVID, the ability to source or procure products and services was affecting their business operations.

What are the Designs for the Future?



# PROFIT

The first part of the survey looks into the COVID's impact on profitability in business for fashion designers. Most of the respondents have reported a negative financial impact. The majority of designers had less work coming in (61%) and decrease in revenue (58%) as a result of the pandemic.

## Issues affecting business operations

From question 2, the biggest issue affecting business operations worldwide is the ability to physically visit projects, sites, showrooms and clients (69% of all respondents). While in Hong Kong, the biggest issue is receiving fewer orders from customers. On the other hand, for designers in Oceania and Europe, the biggest issue is affected ability to source or procure products and services.

## Business opportunities emerge

From question 3, the biggest new business opportunity emerges during and after COVID-19 is the increased sales through digital platform or direct to consumers, followed by more design of work-from-home or comfort clothing. The trend is similar in different regions.

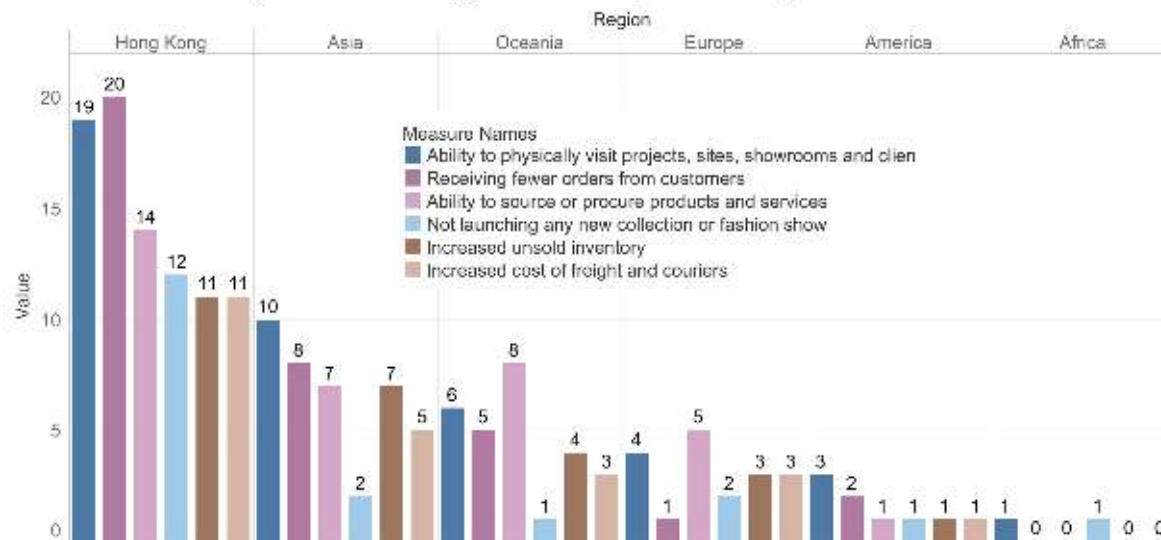
Most of the designers encounter new opportunities of increased sales through digital platform or direct to consumers, which is in-line with the findings of digital skills as essential to adapt in the post-COVID era as discussed later in the report. Comparatively speaking, less respondents have experienced boundary-free digitalisation and virtual events as new opportunity.



Mannat Gupta, Founder & Creative Director of MANNAT GUPTA - India

"My experience in virtual showroom was helpful to avoid overstocking; Also, digitalisation has been beneficial to gain more exposure for my brand."  
- Roundtable Discussion

2. Which of the following issues are affecting your business operations during COVID-19?



3. Which of the following new business opportunities emerge during or after COVID-19?

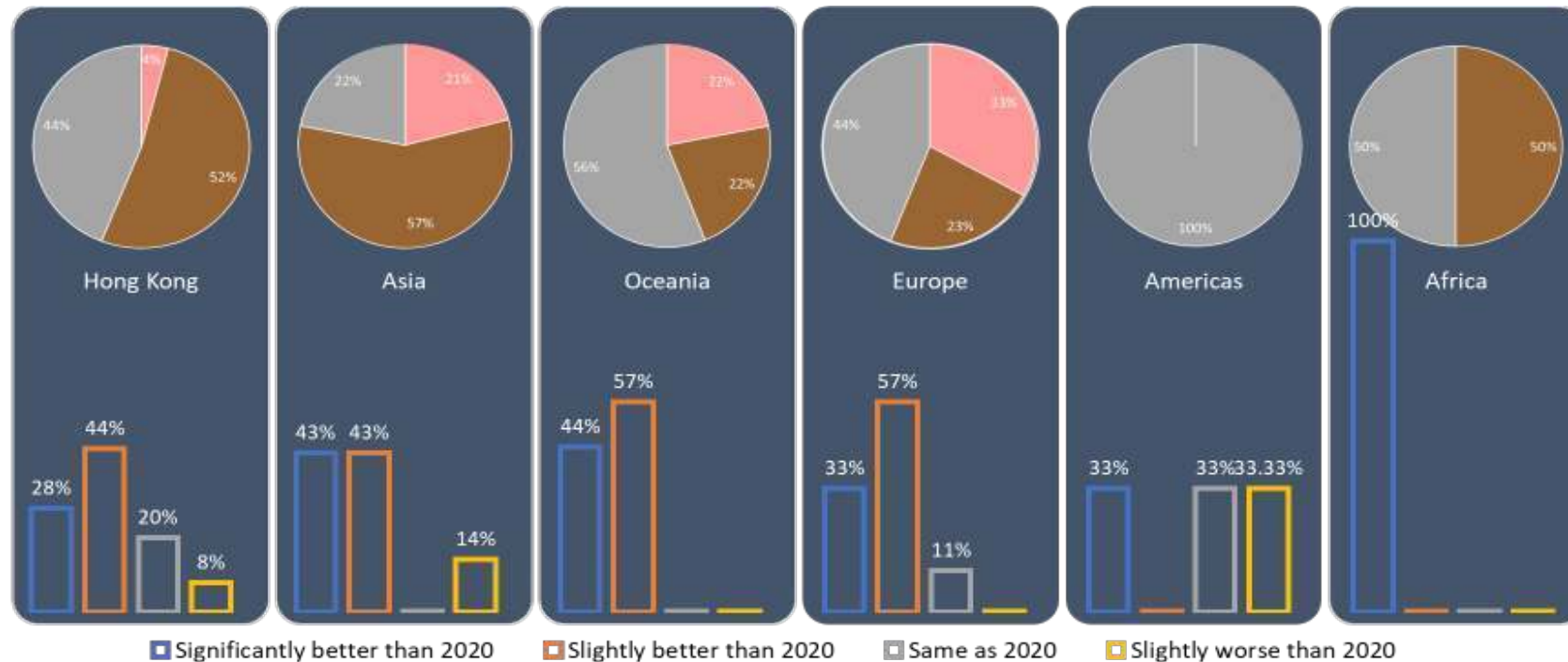


What are the Designs for the Future?

# PROFIT

Q4. How would you describe the overall financial impact on your business due to the COVID-19 outbreak?

- [STAR] "No expected impact to revenue/profits" or "Increase in revenue/profits"
- [STRUGGLER] "Decrease <10%" "Decrease 10-24%" "Decrease 25-50%" "Decrease >50%"
- [UNSURER] "Difficult to assess at this point" or "Decrease but range unknown"



Q6. What is your expectation for your business, or your employer's business in 2022?



Alison Gwilt, Associate Professor of Design, University of New South Wales - Australia

"We can see the resilience of fashion designers during the pandemic, small brands are adopting to the new norms by switching to sell comfort clothing. Clothing companies also diversify, giving designers the confidence to discover more." - Panel Discussion

## Financial Impact

Results of question 4 are grouped into "star", "struggler" and "unsurer" to analyze how respondents encountered different financial impact. On average, 15% of respondents belong to the "star" group, with no expected impact or even increase in revenue/profit due to the pandemic.

Europe is the region with the most "star" respondents (33%), while Asia is the region with the most "struggler" respondents (57%), who stated a decrease in revenue.

## Being Optimistic

Majority of designers feel optimistic about their near future business. 37% of total respondents expect their business to be significantly better and 44% think it would be slightly better than 2020.

Africa is the most optimistic region with all respondents expecting business in 2022 to be significantly better than 2020, while America is rather pessimistic with two-third of respondents expecting business in 2022 to be either the same as or slightly worse than 2020.

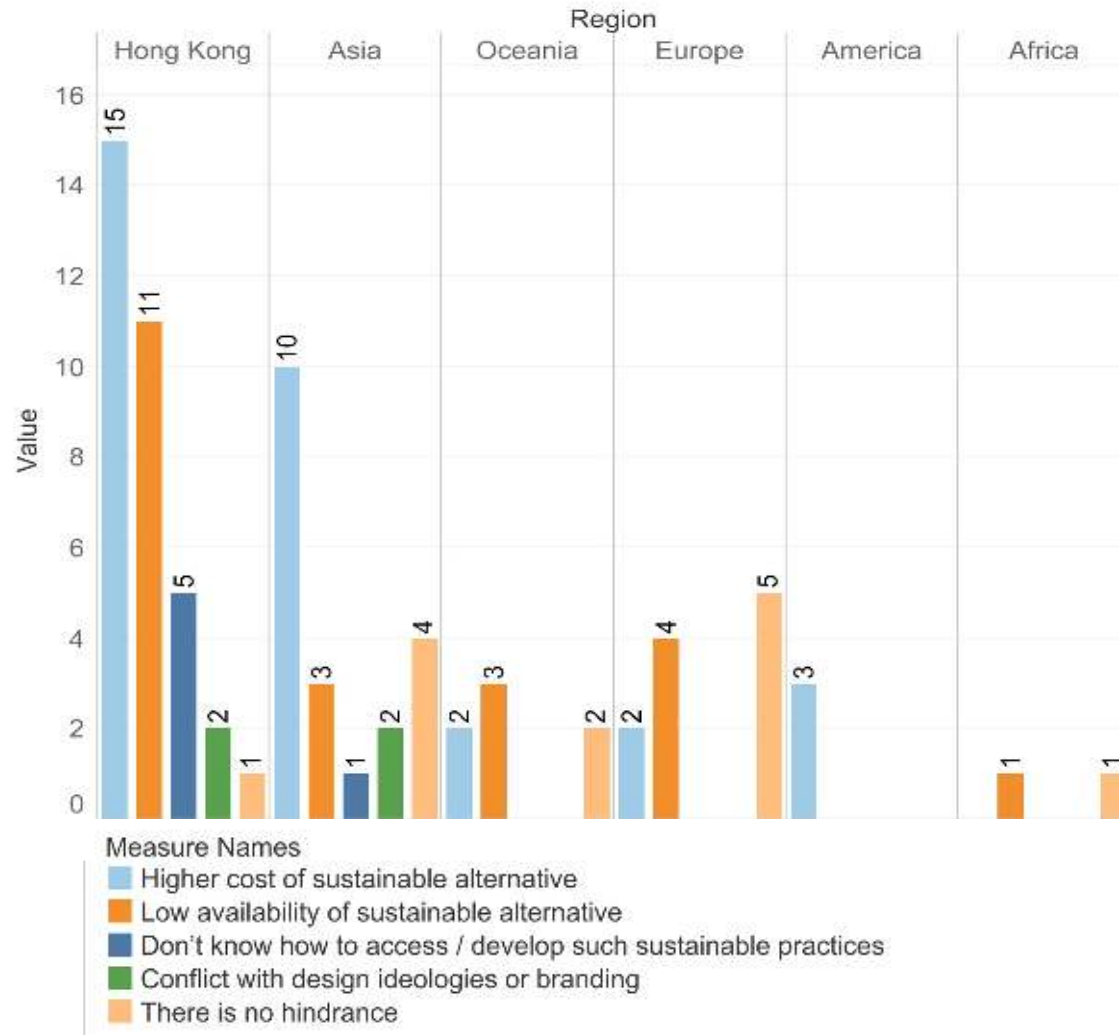
What are the Designs for the Future?





# PLANET

12. What might hinder you, and/or your brand to adopt more sustainable practices?



## Hindrance to adopt more sustainable practices

Although designers had the knowledge of impact of fashion on the planet and taken some actions to address the impact, there are different hindrances they encountered to adopt more sustainable practices, as reflected in question 12. The higher cost of sustainable alternative is the main barrier identified by the majority of respondents in Hong Kong and Asia. In Oceania, the primary concerns is the low availability of sustainable alternative. On the other hand, designers in Europe encounter less hindrance.



Vincent Li, Director & Designer of VINCENT LI PTY LTD - Australia

"For designer brands to adopt sustainable practices or initiatives, they can start by communicating with consumer - to build awareness and willingness to changes. Designers can also offer renting, repairing and customised repurpose services." - Interview



Morgane Parizot, Education Director of REDRESS - Hong Kong

"As people wear the product itself instead of fibre, in order to maximise the sustainability of the product, it's needed to look into the entire lifecycle and aiming for the best for each stage and factor." - Roundtable Discussion

# PEOPLE

The third part of the survey examines some social factors of designs for the future and how designers adapt to the post-COVID era themselves. Also, the role of sustainability in the relationship of designers with customers is investigated.

## Social factors changing in the fashion industry as a result of the pandemic

From question 17, it is observed that the changes in social factors as a result of the pandemic are very different across the globe ranging from 4.72 (improving) to 2.90 (deteriorating). The average rating of the nine factors ranges from 3.82 (product responsibility and traceability) to 2.66 (employment rate).

## Adapting skills in the post-COVID era

Respondents explained how they have adapted their skills due to COVID-19 pandemic. From those who have responded question 14, 52% of them mentioned online or digital skills, including different types of skills such as e-commerce, communication tools, virtual showrooms.

## Design Inspiration

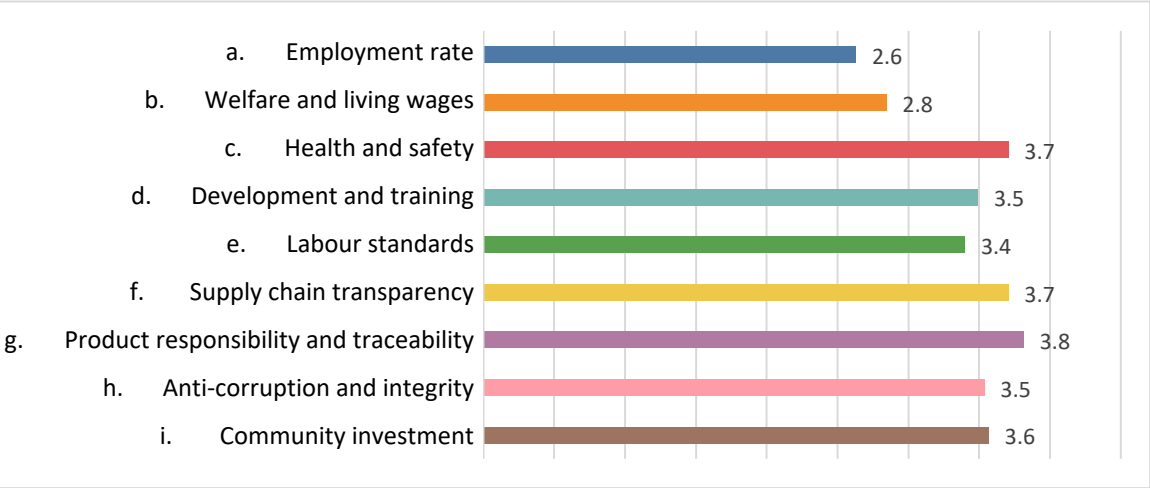
Respondents were asked whether their design inspiration have changed since the pandemic. 35% stated they do and 21% were not sure. For those who have changed in design inspiration, sustainability is one of the key words most frequently mentioned. Across different regions, Hong Kong designers focus more on functionality while overseas designers focus more on comfort clothing.



Margaux Rusita, Founder & Creative Director of Margaux Wong - Burundi

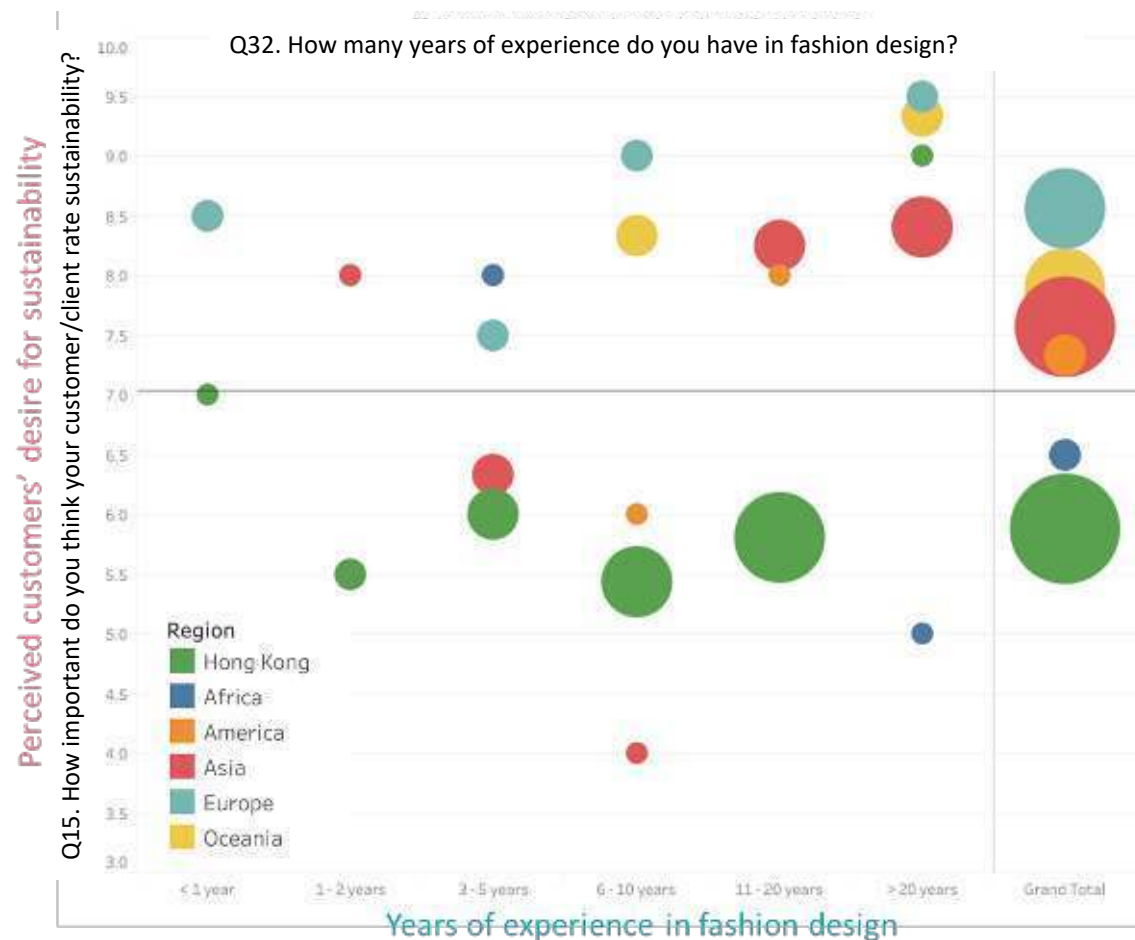
"I've developed an organised dashboard to present my designs online. In this era, we must make use of the tools we already have and learn the new tools. Moreover, there's a need to find a way to combine virtual and physical platform to cater the need of human touch." - Roundtable Discussion

Q17 How do you see below factors changing in the fashion industry as a result of the pandemic? [Deteriorate 1 - 6 Improve]				
	Top most improved	2 <sup>nd</sup> most improved	3 <sup>rd</sup> most improved	
Hong Kong	Product responsibility and traceability	Community investment	Supply chain transparency	
Asia	Anti-corruption and integrity	Community investment	Product responsibility and traceability	Health and safety
Oceania	Health and safety	Supply chain transparency	Product responsibility and traceability	
Europe	Product responsibility and traceability	Supply chain transparency	Health and safety	
America	Health and safety	Supply chain transparency	Product responsibility and traceability	Labour standards
Africa	Anti-corruption and integrity	Community investment	Health and safety	Labour standards





# PEOPLE



Aries Sin, Founder & Creative Director of MODEMENT - Hong Kong

"Hong Kong consumer doesn't understand why sustainable fashion cost more. And they often look for clothes that are easy to take care with, which is not a common feature for natural material." - Roundtable Discussion

## Customers and Sustainability

Respondents rated how important they think their customers consider sustainability. Hong Kong respondents have the lowest average score of 5.88 for perceived customers' rating of sustainability. On the contrary, European designers have the highest average score of 8.56.

When we cross analyze the responses of question 16 "How do you help your customers/clients to live a more sustainable lifestyle, and/or increase the wellness of the society?" by the rating of question 15 "How important do you think your customer/client rate sustainability?", designers who have a higher perceived customers' rating of sustainability (i.e. 8 - 10) tend to communicate and educate their customers about sustainability matters, while for those who have a lower rating of sustainability (i.e. 1-3) tend to give information and use sustainable materials in their products/business. It reflects that designers or brands can devise or adapt their strategies according to the varying degrees of customers' sense of sustainability.

Ways to help customers live a more sustainable lifestyle by respondents with higher perceived customers' desire for sustainability:

- " Be interactive! Designers can't only hide at the backstage/studio anymore. We should communicate with our customers, workers , suppliers etc. to exchange ideas and share knowledge.
- " Educate on sustainable alternatives and provide tips and facts about the impact fast fashion has on the environment

And by those with lower perceived customers' desire for sustainability:

- " Giving information
- " Provide repair and alteration services, sustainable materials, cradle to cradle design

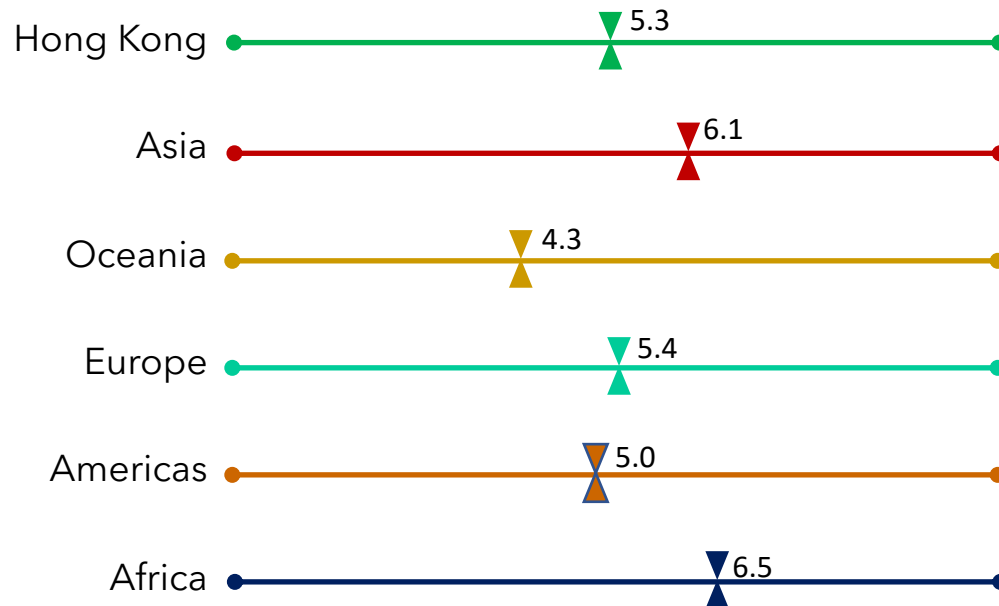
# SUSTAINABILITY

The fourth part of the survey assesses progress towards sustainability and the United Nations 17 Sustainable Development Goals (SDGs) and identifies opportunity gaps among SDGs from the perspectives of designers.

## Progress of Sustainable Development Goals (SDGs)

Respondents were asked to rate the society's performance in achieving progress toward the 17 SDGs. Africa respondents have the highest rating of 6.5 for the overall progress toward each one of the 17 SDGs, while Oceania respondents have the lowest rating of 4.3.

Q18. How do you rate society's performance in achieving progress toward each one of the 17 SDGs?

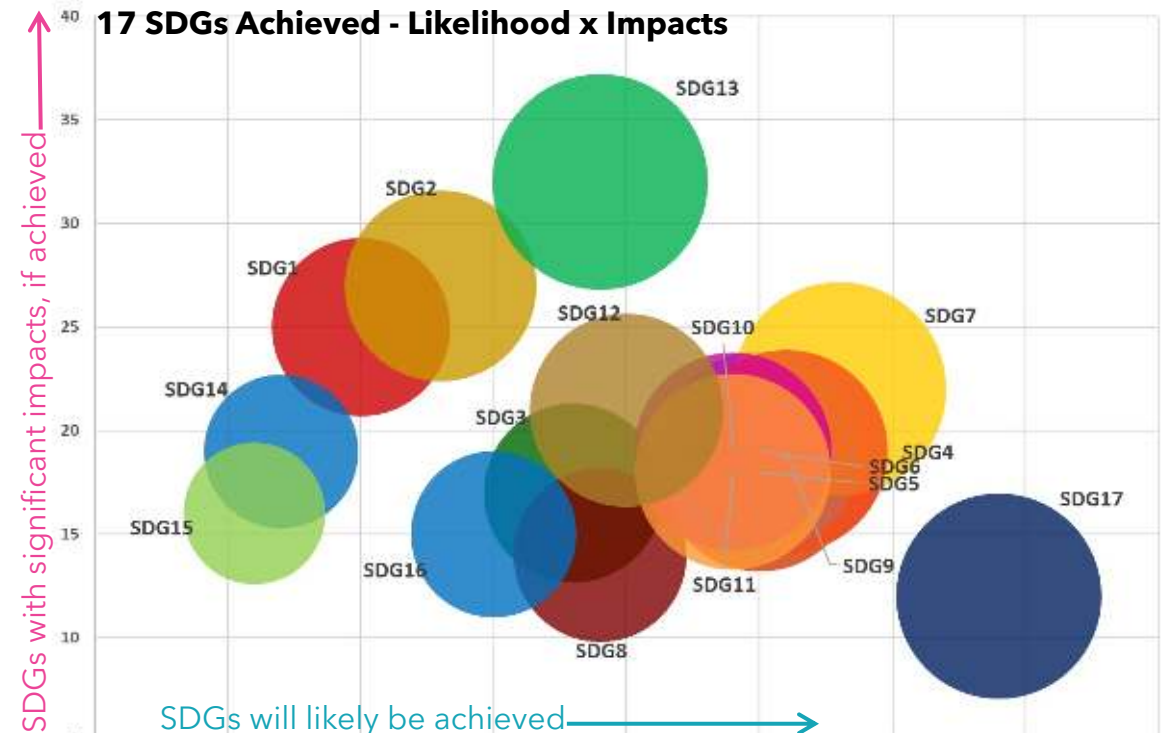


## SDG most likely to be achieved

Respondents chose the five SDGs that they thought to be the most likely to be achieved. From respondents' opinion, the SDG most likely to be achieved is SDG17 - Partnerships for the goals.

## SDG with significant impacts if achieved

Respondents chose the five SDGs that they thought to have significant impact if achieved. The most popular choice is SDG 13 - Climate action.



What are the Designs for the Future?



# SUSTAINABILITY

## Designers can contribute to...

The top 3 SDGs that respondents believe they can contribute to achieve are SDG 12: Responsible Consumption and Production, SDG 8: Decent Work and Economic Growth and SDG 5: Gender Equality.

By contrast, far fewer respondents consider they can contribute to achieve the “red light” SDGs (less than two votes) – SDG1: No Poverty, SDG2: Zero Hunger, SDG14: Life Below Water, SDG15: Life On Land, SDG16: Peace, Justice and Strong Institutions. The attitude towards life under water and life on land correlates with the result of question 9 where soil degradation and desertification, rainforest destruction and biodiversity loss are rated as ‘not so severe’ environmental impact of the fashion industry.

## Analysis

In order to increase the likeliness of achieving SDGs with significant impacts, the key is to align the aspect that stakeholders can contribute to achieve with the aspect with significant impact if achieved. For example, to foster climate action by reinforcing partnership for goals.

It is also important for the designs for the future to support the advancement of different themed yet interlinked SDGs to ensure the sustainable development of the fashion industry, because designers and related stakeholders could have a role to play in achieving most, if not all of the 17 SDGs.

Q19. Which SDGs do you think you can contribute to achieve?



Thomas CC Wong - Hong Kong  
Chairman of Institute of International Sustainable Development

“Speaking of sustainability in fashion, say sustainable material, people mostly focus on environmental protection only, also need to balance social inclusion and economics” - Panel Discussion

What are the Designs for the Future?

# CONCLUSION

This research project aims to explore “What are the Designs for the Future?” through questionnaire survey, personal interviews, roundtable and panel discussion with fashion designers and industry experts around the globe.

The COVID-19 pandemic has brought various challenges and opportunities for fashion designers and the industry. Inability to physically visit projects, sites, showrooms and clients is the key challenge affecting business operations and financial performance. However, the pandemic also presents an opportunity for designers and the fashion industry to review their progress on sustainability through the lens of the triple bottom line - profit, people and planet.

Designers hold positive attitude towards green recovery and look to shape a sustainable post-COVID future. 81% of respondents expect their business in 2022 to be better than that in 2020. 51% of them consider that climate action (SDG13) will have the most significant impact, if achieved, for people and the planet, now and into the future. Respondents in all regions except Africa see product responsibility and traceability as one of the top three most improved factors in the fashion industry as a result of the pandemic.

Responsible consumption and production (SDG12) is the highest voted SDG that designers think they can contribute to achieve. This relates to the views that water pollution, waste accumulation and water consumption are the top three most severe impacts fashion industry has on the planet. Designers feel obligated to influence their customers for good through providing sustainability information, cradle-to-cradle design and fashion circularity, sustainable use of regenerative natural/recycled materials, offering alternative solutions such as renting, repairing, and customized repurpose services to extend the life of products. Sustainable practices throughout the production processes and supply chains are also cited as core elements in the designs for the future.

What are the Designs for the Future?

# RECOMMENDATION

**Digital innovation for future-proofing business.** Accelerated by COVID-19, digital innovation is of vital importance for future-proofing business. Respondents are already very familiar with online communication, social and digital marketing, e-commerce and virtual learning. However, designers are much encouraged to acquire other digital skills such as 3D design and augmented reality to save cost of physical sampling, improve time-to-market, reduce carbon footprint and waste. Digital showroom and virtual catwalk are also worth exploring for reaching out to a wider audience and creating immersive and interactive experience with direct customers.

**Reconnect people and fashion with nature.** The COVID-19 pandemic is a wake-up call to stop exceeding the planet's limits. Deforestation and land use change, illegal wildlife trade and biodiversity loss, intensified agriculture and livestock production all increase the likelihood that zoonotic diseases make the cross-species leap. Climate change and global warming will likely accelerate the emergence of new viruses. Fashion industry, known as shaking up styles and trendsetting, can take lead in the development of circular economy and build a nature-positive fashion world.

**Collaboration and collective actions for resilience and sustainability.** On one planet, all species, countries, and geopolitical issues are ultimately interconnected. The outbreak of COVID-19 in one place can wreak havoc on the entire world. Likewise, climate change, biodiversity loss, and financial collapses do not observe national or even physical borders. These problems can be managed only through collaboration and collective actions that start long before they become full-blown crises. The global fashion industry spanning across developed and developing economies is in the best position to drive collaborative work and collective actions for building a sustainable future for all.



# APPENDIX I: QUESTIONNAIRE

## PART I: TRIPLE BOTTOM LINE: PROSPERITY (8 questions)

1. Have you noticed a change in the amount of work coming in as a result of COVID-19?
  - a. I have more work coming in
  - b. I have less work coming in
  - c. The amount of work is the same and has not changed
  - d. I have no work coming in
2. Which of the following issues are affecting your business operations during COVID-19? Please tick each box that applies.
  - a. Ability to source or procure products and services
  - b. Increased cost of freight and couriers
  - c. Ability to physically visit projects, sites, showrooms and clients
  - d. Not launching any new collection or fashion show
  - e. Increased unsold inventory
  - f. Receiving fewer orders from customers
  - g. OTHER, please describe
3. Which of the following new business opportunities emerge during or after COVID-19? Please tick each box that applies.
  - a. New business related to the pandemic e.g. designing PPE (personal protection equipment)
  - b. More design of work-from-home or comfort clothing
  - c. Increased sales through digital platform or direct to consumers
  - d. Boundary-free digitalisation and virtual events
  - e. New opportunities in virtual fashion (e-Fashion in the alternative cyber universe)
  - f. Higher profit margin
  - g. OTHER, please describe
4. How would you describe the overall financial impact on your business due to the COVID-19 outbreak?
  - a. Increase in revenue/profits
  - b. No expected impact to revenue/profits
  - c. Difficult to assess at this point
  - d. Decrease but range unknown
  - e. Decrease > 50%
  - f. Decrease 25% to 50%
  - g. Decrease 10% to 24.9%
  - h. Decrease < 10%

5. How likely is it that you, or your employer will hire additional designers over the next six months?
  - a. Very likely
  - b. Likely
  - c. Not applicable
  - d. Unlikely
  - e. Very unlikely
6. What is your expectation for your business, or your employer's business in 2022?
  - a. Significantly better than 2020
  - b. Slightly better than 2020
  - c. Same as 2020
  - d. Slightly worse than 2020
  - e. Significantly worse than 2020
7. How do you think design can contribute to rebuilding economy as it recovers from the pandemic? \_\_\_\_\_
8. What ideas, strategies or recommendations do you have that could support and assist you and/or your business to recover from the impacts and changes resulting from COVID-19? \_\_\_\_\_

## PART II: TRIPLE BOTTOM LINE: PLANET (4 questions)

9. Do you agree with the following impact of fashion on the planet? [Not an issue 1 - 6  
Extremely serious]
  - a. Water pollution
  - b. Water consumption
  - c. Microfibers in our oceans
  - d. Waste accumulation
  - e. Chemical additives
  - f. Greenhouse gas emissions
  - g. Soil degradation and desertification
  - h. Rainforest destruction
  - i. Biodiversity loss
10. What actions have you taken to restore the health of our planet? \_\_\_\_\_

# APPENDIX I: QUESTIONNAIRE (cont'd)

11. How do you think design can contribute to support the vision of “people and nature can thrive together”? (E.g. design for longevity and circularity, end-of-life solutions, sustainable use of natural materials) \_\_\_\_\_
12. What might hinder you, and/or your brand to adopt more sustainable practices? Please tick each box that applies.
  - a. Higher cost of sustainable alternative
  - b. Low availability of sustainable alternative
  - c. Don't know how to access / develop such sustainable practices
  - d. Conflict with design ideologies or branding
  - e. There is no hindrance
  - f. OTHER, please describe

## PART III: TRIPLE BOTTOM LINE: PEOPLE (5 questions)

13. Have your design inspiration or ideas been changed since the outbreak of COVID-19?
  - a. Yes \_\_\_\_\_
  - b. No
  - c. Not sure
14. How do you adapt your skills due to COVID-19 pandemic? \_\_\_\_\_
15. How important do you think your customers/clients rate sustainability? [Not important 1 – 10 Extremely important]
16. How do you help your customers/clients to live a more sustainable lifestyle, and/or increase the wellness of the society, if any? \_\_\_\_\_
17. How do you see below factors changing in the fashion industry as a result of the pandemic? [Deteriorate 1 – 6 Improve]
  - a. Employment rate
  - b. Welfare and living wages
  - c. Health and safety
  - d. Development and training
  - e. Labour standards
  - f. Supply chain transparency
  - g. Product responsibility and traceability
  - h. Anti-corruption and integrity
  - i. Community investment

## PART IV: FASHION AND SUSTAINABLE DEVELOPMENT (3 questions)

The 2030 Agenda for Sustainable Development, adopted by all United Nations Member States in 2015, provides a shared blueprint for peace and prosperity for people and the planet, now and into the future.



18. How do you rate society's performance in achieving progress toward each one of the 17 SDGs?
  - a. Overall progress [Poor 1 – 10 Good]
  - b. The top five SDGs likely to be achieved \_\_\_\_\_
  - c. The top five SDGs with significant impacts if achieved \_\_\_\_\_
19. Which SDGs do you think you can contribute to achieve, and how?  
\_\_\_\_\_
20. What recommendations do you have to boost sustainability in fashion industry?  
\_\_\_\_\_

# APPENDIX I: QUESTIONNAIRE (cont'd)

## PART V: YOU AND YOUR BUSINESS (13 questions)

21. Name: \_\_\_\_\_
22. Email: \_\_\_\_\_
23. Which of the following best describes your role in the design industry?
- Sole proprietor
  - Freelancer
  - Full-time employee
  - Part-time employee
  - Company owner employing staff
  - OTHER, please describe \_\_\_\_\_
24. Which one of the following options best describes your business size?
- Micro-business employing 1 - 4 people
  - Small business employing 5 - 19 people
  - Medium business employing 20 - 99 people
  - Large business employing > 99 people
  - Not applicable
25. Where is your business and/or brand based in? \_\_\_\_\_
26. Link to your business and/or brand (Website, Instagram, or other social media platform): \_\_\_\_\_
27. How do you describe your brand purpose, value and positioning?  
\_\_\_\_\_
28. What kinds of products do you handle, or does the company produce?  
\_\_\_\_\_
29. What is your sales and distribution channel before the outbreak of COVID-19? Please tick each box that applies.
- Online direct sale to end-user
  - Own physical stores
  - To wholesalers
  - 3rd party online platforms
  - 3rd party physical stores
  - Intermediaries to local sales
  - Intermediaries to export sales
  - OTHER, please describe \_\_\_\_\_
30. What is your sales and distribution channel during and after COVID? Please tick each box that applies.
- Online direct sale to end-users
  - Own physical stores
  - To wholesalers
  - 3rd party online platforms
  - 3rd party physical stores
  - Intermediaries to local sales
  - Intermediaries to export sales
  - OTHER, please describe \_\_\_\_\_
31. How long has your brand been established?
- < 1 year
  - 1 - 2 years
  - 3 - 5 years
  - 6 - 10 years
  - 11 - 20 years
  - > 20 years
32. How many years of experience do you have in fashion design?
- < 1 year
  - 1 - 2 years
  - 3 - 5 years
  - 6 - 10 years
  - 11 - 20 years
  - > 20 years
33. What are your main duties and responsibilities? Please tick each box that applies.
- Design
  - Material choice
  - Sample and layout
  - Marketing and sales
  - Management
  - OTHER, please describe \_\_\_\_\_

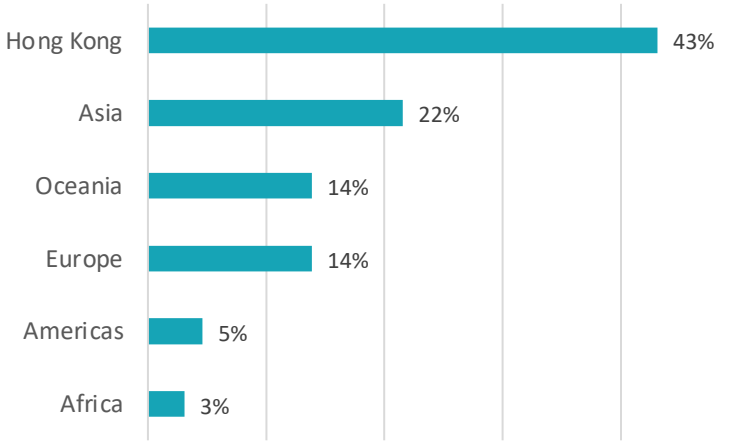
What are the Designs for the Future?



# APPENDIX II: RESPONDENTS' PROFILE

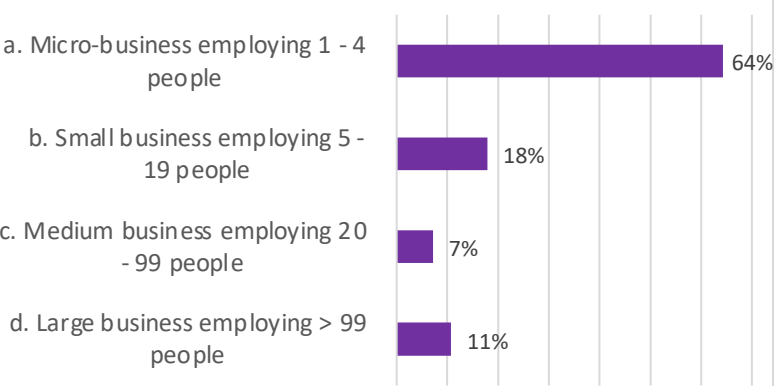
## Geography

Respondents surveyed span 17 countries in 5 regions



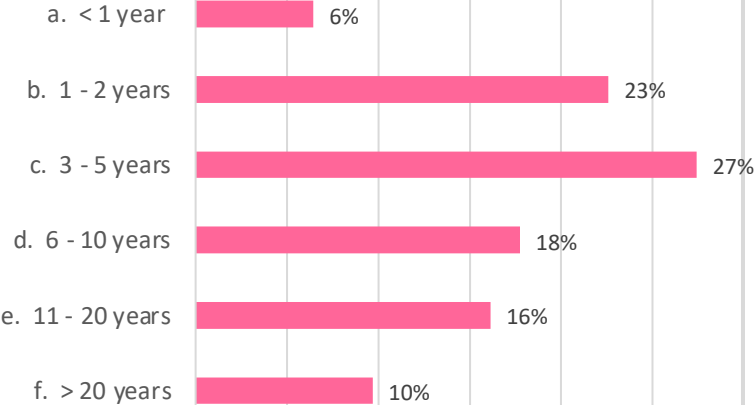
## Business Size

64% of respondents have micro business employing 1 - 4 people



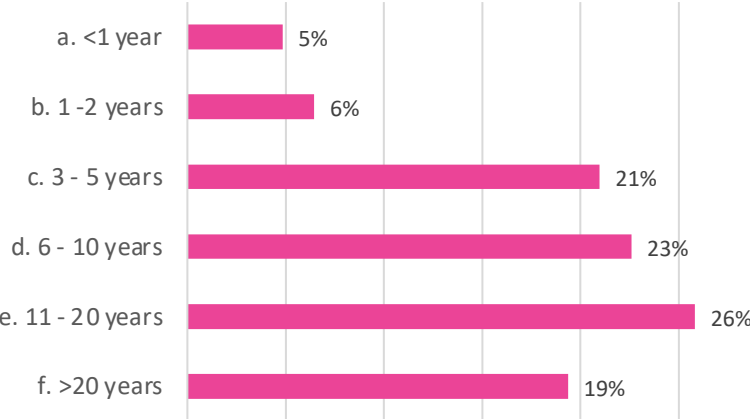
## Brand History

Number of years respondents' brands have been established, mostly 3 - 5 years



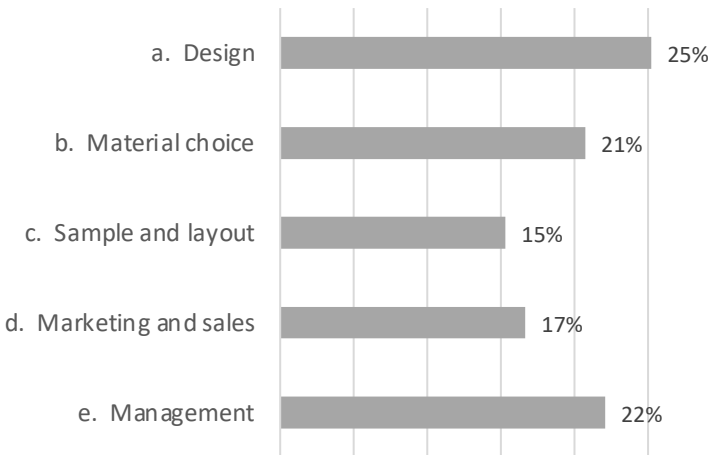
## Experience

Respondents have the below working experience in fashion design



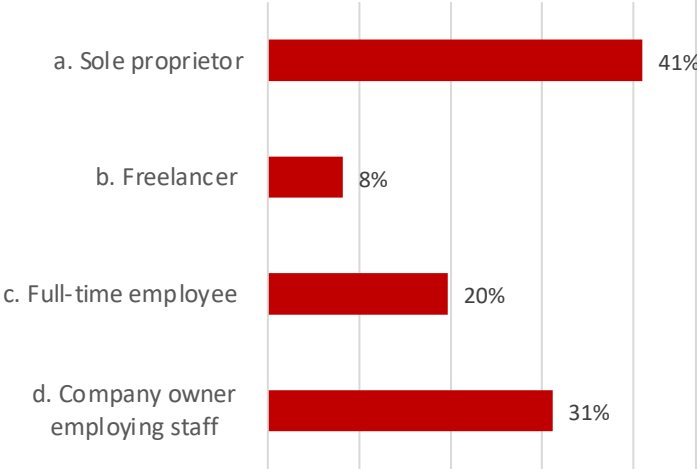
## Main Duties

Respondents' main duties and responsibilities include



## Sole Proprietor or Employed

72% of respondents are sole proprietors or company owners



# APPENDIX III: ENGAGEMENT EVENTS

## Designers Interview

[\[LINK\]](#) to recording

Date: 27 Jul to 2 Aug

To explore:

1. What is your design inspiration?
2. What are the advantages of sustainable design?
3. What is the most important trend of future fashion design?
4. How do you develop sustainable practices?



Jessica Lau &  
Walter Kong  
Founders of Blind  
by JW



Bojana Drača  
Founder of Farrah  
Floyd



Stevie Crowne  
Founder of  
STEVIE CROWNE



Vincent Li  
Director &  
Designer of  
VINCENT LI PTY  
LTD



Wendyel Borin  
Founder of  
WENDYEL BORIN

## Roundtable Discussion at The Mills

[\[LINK\]](#) to highlights

Date / Time: 30 Aug 2021 /15:00-17:00 (GMT+8 HK Time)

Venue: The Mills Fabrica, 4/F, The Mills, 45 Pak Tin Par Street, Tsuen Wan, N.T. (overseas participants joined via Zoom)

Language: English

Facilitator: Ms. Karen Ho, Head of Corporate and Community Sustainability, WWF-Hong Kong

Aries Sin	MODEMENT	Hong Kong
Arto Wong	ARTO.	Hong Kong
Bojana Drača	Farrah Floyd	Belgium
Bonny Kwan	Cotton Inc.	Hong Kong
Felicity Northeast	Millinery	Australia
Jane Ng	phenotypsetter	Hong Kong
Jesse Lee	The R Collective	UK
Kayleigh McAuliffe	Hop Lun	Hong Kong
Mannat Gupta	MANNAT GUPTA	India
Margaux Rusita	Margaux Wong	Burundi

Mass Luciano	MASSBRANDED	Hong Kong
Meiyan Chan	The R Collective	Hong Kong
Morgane Parizot	REDRESS	Hong Kong
Mountain Yam	112 mountainyam	Hong Kong
Rex Mok	Lenzing Group	Hong Kong
Saskia BAUR-SCHMID	Hyph-n	Australia
Sissi Chao	RemakeHUB	China
Vickie Au	V VISSI	Hong Kong
Will Li	HKTDC	Hong Kong
William To	PMQ	Hong Kong

## Panel Discussion at FS Conference

[\[LINK\]](#) to recording

Date / Time: 9 Sep 2021 /10:30-12:00 (GMT+8 HK Time)

Venue: Meeting Room N101, Hong Kong Convention and Exhibition Centre (HKCEC) 1 Expo Drive, Wan Chai, HONG KONG

Language: English

Moderator: Ms. Karen Ho, Head of Corporate and Community Sustainability, WWF-Hong Kong

Panel Speakers:

Dr. Alison GWILT, Associate Professor of Design, University of New South Wales

Ms. Aurelie PERNEL, Design Manager of Dorina

Prof. Thomas C. C. WONG, Chairman of Institute of International Sustainable Development

Mr. Vincent Li, Director & Designer of VINCENT LI PTY LTD

What are the Designs for the Future?

# APPENDIX IV: SUPPLEMENTARY MATERIALS – FUTURE MATERIALS



Fashion is a trend and trend is change, so fashion is constant change

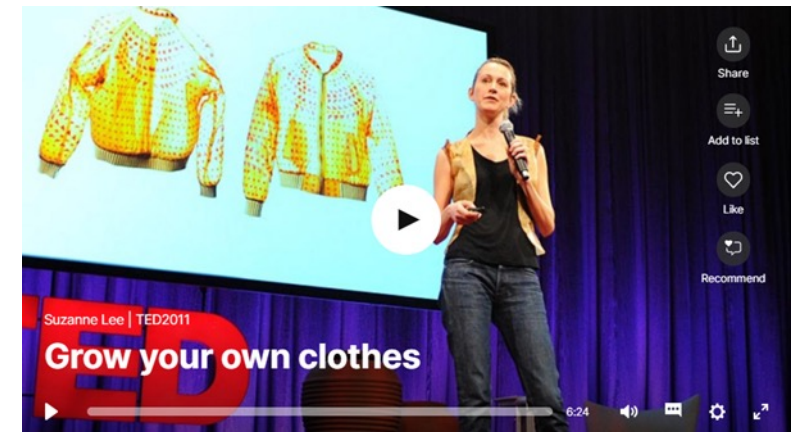
[https://www.ted.com/talks/timosha\\_krivtsov\\_piece\\_wear\\_the\\_future\\_of\\_fashion](https://www.ted.com/talks/timosha_krivtsov_piece_wear_the_future_of_fashion)



Microbial Cellulose \_ A New Material Created By Waste To Metabolize The Urban System

Paper:  
<https://www.sciencedirect.com/topics/engineering/microbial-cellulose>

Video:  
<https://www.youtube.com/watch?v=Ds9qk3oFIRI>

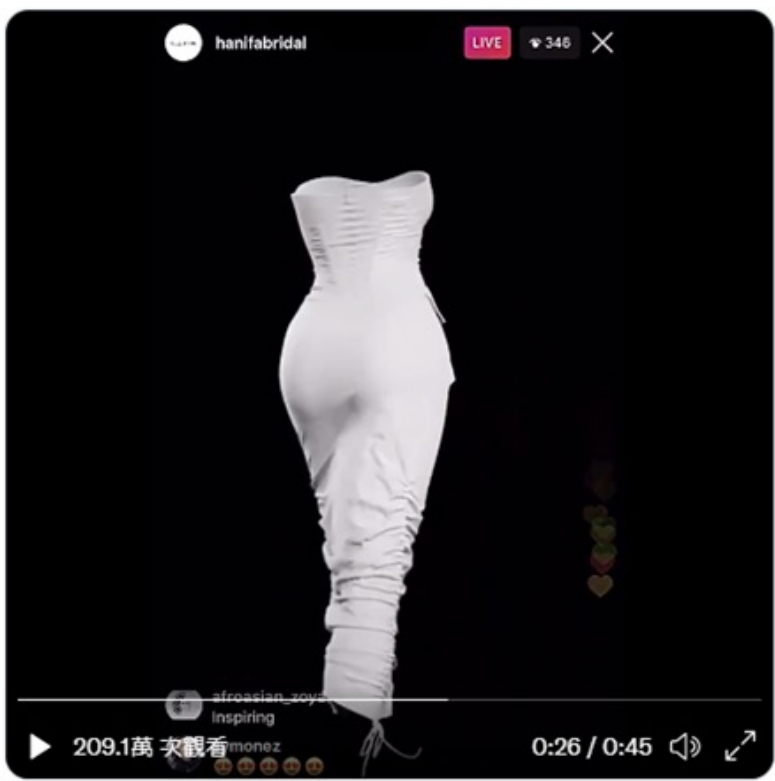


Designer Suzanne Lee shares her experiments in growing a kombucha-based material that can be used like fabric or vegetable leather to make clothing. The process is fascinating, the results are beautiful (though there's still one minor drawback ...) and the potential is simply stunning.

[https://www.ted.com/talks/suzanne\\_lee\\_grow\\_your\\_own\\_clothes?referrer=playlist-the\\_big\\_problem\\_with\\_fashion\\_and\\_how\\_to\\_fix\\_it](https://www.ted.com/talks/suzanne_lee_grow_your_own_clothes?referrer=playlist-the_big_problem_with_fashion_and_how_to_fix_it)



# APPENDIX IV: SUPPLEMENTARY MATERIALS – DIGITAL INNOVATION AND VIRTUAL EVENTS



Anifa Mvuemba, Pink Label Congo Collection. (An African woman, a black woman, setting new fashion industry standards)

<https://twitter.com/nkirurka/status/126402357780723712>

## China Fashion Digital Retail Summit 2021

<http://www.ecvinternational.com/event/en/FashionDigitalRetailSummit>

This summit will focus on the "new normal" in the development of the fashion retail industry, and will focus on "digital supply chain, digital operation, digital channels and digital marketing" as the main subject, and will conduct in-depth discussions on the cost, efficiency, experience and other hot topics of reconstructing retail, to discuss the best practices of China's fashion retail development with domestic and foreign brands, retailers, platform providers, consulting companies, technology service providers, etc., to help fashion industry fully win in the retail digitalization era, and calmly respond to the new opportunities and challenges in the era of "new normal".

## Innovation has been scaled-up along the entire fashion value chain and is here to stay

3D design	Virtual sampling	Digital sell-in	Near shoring	Virtual show
DESIGN	MERCHANDISING & PLANNING	B2B SELL-IN	SOURCING & SUPPLY CHAIN	CONSUMER ENGAGEMENT
AI planning	Video sign-offs	Virtual showrooms	Vendor integration	Social selling

Source: McKinsey & Company

## Follow Fashion Summit

Website

<https://www.fashionsummit.hk/>

Facebook

<https://www.facebook.com/fashionsummithk>

Instagram

<https://www.instagram.com/fashionsummithk>

LinkedIn

<https://www.linkedin.com/company/fashion-summit-hk>

Twitter

<https://twitter.com/hksummit>

## Contact Us

Karen Ho

[kho@wwf.org.hk](mailto:kho@wwf.org.hk)

+852 2161 9676

Christine Cheng

[christinecheng@wwf.org.hk](mailto:christinecheng@wwf.org.hk)

+852 2864 1410



Lead Sponsor



Co-organisers



## Disclaimer

The Government of the Hong Kong Special Administrative Region provides funding support to the project only, and does not otherwise take part in the project. Any opinions, findings, conclusions or recommendations expressed in these materials/events (or by members of the project team) are those of the project organizers only and do not reflect the views of the Government of the Hong Kong Special Administrative Region, the Communications and Creative Industries Branch of the Commerce and Economic Development Bureau, Create Hong Kong, the CreateSmart Initiative Secretariat or the CreateSmart Initiative Vetting Committee.