

THE *FUTURE FASHION NOW*

SUSTAINABLE GLOBAL DESIGN COMPETITION

Launched in August 2020, the *Future Fashion Now* is a global, sustainable design competition that enables entrants to rethink how the fashion industry works. The competition engages students, designers, fashion weeks and the global fashion industry to design a sustainable outfit or accessory to inspire the future of fashion. No formal design background is required to participate.

Organized by [WeDesign](#) and inspired by the Ellen MacArthur Foundation's [Make Fashion Circular](#) initiative and by the UN [Sustainable Development Goals](#), the competition will bring together young people and the global industry to create new models for a successful, sustainable, circular industry.

The fashion industry is inherently linear - resources are used to make clothing that ultimately ends up as waste. The industry is producing twice the amount of clothes than it was in the early 2000s and at the same time we are wearing our clothes less and less. Almost 75% of all clothes are landfilled or burned, with only 1% being recycled into new clothes. In a circular economy for fashion, clothes, shoes, and accessories are used more, are made from safe and renewable materials, and are made to be made again.

Competition entries should embrace circularity and the UN's Sustainable Development Goals whilst still maintaining a product that will look and feel good. The item needs to reflect the times we live in, the fashion industry we need, and the future we want to see.

In particular, [the Competition considers the following criteria](#):

- The solution should be cool, desirable, and attractive for customers;
- The entries should be innovative and creative;
- Entries should embrace the three principles of a circular economy:
 1. design out waste and pollution.
 2. Keep products and their materials in use.
 3. Regenerate natural systems.
- Entries should embrace the United Nations Sustainable Development Goals (UN SDGs);
- Entries should reflect a systemic approach to the challenge. The challenge is about going further than simply introducing recycled material in the garment composition or making a garment more durable. It is about building a successful fashion system that doesn't use resources up. A system that is regenerative and restorative by design, and reflects the times we live in, the fashion industry we need, and the future we want to see;
- The solution should reflect the current crisis reset.

The competition is open to all, with different categories and prizes. The deadline for receiving nominations online is September 30th 2020.

The poster features a blue background with a stylized, glowing human figure. Text includes: 'FUTURE FASHION NOW', '时尚 当下即未来', 'GLOBAL DESIGN COMPETITION 全球设计大赛', 'Design a sustainable outfit or accessory to inspire the future of fashion', '设计一件可持续服装或配饰来引领未来时尚', 'PRIZES Cash prizes for all levels', 'Lead Collaborators 领导团队' with logos for WeDesign and Ellen MacArthur Foundation, 'Inspired by the UN SDGs 受联合国“可持续发展目标”启发', and a QR code with the text 'To learn more scan or visit www.wedesign.org/future-fashion.com 了解更多信息，请访问该网站'.



To know more

[Future Fashion Now in wedesign.org website](#)

[News in Ellen MacArthur Foundation website](#)

[Make Fashion Circular Initiative](#)

[Sustainable Development Goals](#)

[Circular economy in Ellen MacArthur Foundation website](#)

[Ellen MacArthur Foundation website](#)

[Fashion Industry Charter for Climate Action](#)

[Fashion Industry Charter in un.org/sustainabledevelopment/blog](#)

[United Nations Alliance for Sustainable Fashion](#)

