

BACKSTAGE WITH LUXURY'S TAKE ON SUSTAINABILITY

London, 13th July 2021 – Being environmentally friendly and conscious in fashion are consumers priority nowadays, especially between Gen Z and Millennial consumers as they are considered as “The Sustainability Generation (Petro, 2021)”. This is seen through their purchasing behaviour as they prefer to “buy sustainably or from a sustainable brand” putting forward the care for the earth and its inhabitants to help labourers and supply chains be more ethical towards its starting to end process. According to a study conducted by McKinsey (2020), it is found that there is “A long way to go for the industry to meet the demand towards being more sustainable”, hence, methods to solve excessive inventory and having transparent supply chain is needed. The conference “Re-imagining Global Fashion Business” with a subtopic of “Backstage with Luxury’s Take on Sustainability” held by Coventry University London in partnership with Fashion Research Network on 22nd July 2021, Thursday from 13:00 to 14:15 hours GMT, coordinated by Nathaniel Dafydd Beard, Ranjit Thind alongside students of MSc International Fashion Marketing, Sawani Kulkarni, Quoc Ngo Edward, Ariba Bashir, Nur Qamarina Binti Mohd Faizil and Han Wang. Therefore, this conference will produce insights on how the luxury fashion market could approach towards being more environmentally conscious through our guest panel;

1. Pratik Kela, MSc Sustainability & Consultancy, University of Leeds, Owner of Charitable Organization, Nature Lovers and Epic India.
2. Lewis Waite, Harrods Personal Shopper with over 8 years of experience.
3. Mahila Lisa, Human Rights Lawyer at Shahid Rahman Solicitors, Sustainable Fashion Advocate and Owner of The Square Bars.
4. Konstantinos Kafritsas, Senior Stylist Advisor at Burberry with over 2 years of experience.

Through the panels experience, insights on sustainability could be achieved and understand further in the fashion industry. This topic will also help fashion industry to develop strategies towards having more stability in being environmentally conscious.

Further information on the conference could be found here :

<https://reimaginingglobalfashionbusiness.webnode.com>

Tickets are now available at : <https://www.eventbrite.co.uk/e/re-imagining-global-fashion-business-new-models-values-and-ideas-tickets-161551626263>

About Coventry University London

Coventry University London is a dynamic university providing high quality education to students globally with a Gold award rating in Teaching Excellence Framework (2017). As one of the largest education provider of business-related degree courses in Europe located in the financial district of London since 2010.

About Fashion Research Network

Fashion Research Network is an interdisciplinary network made for researchers in fashion studies through collaboration in regards to promote and circulate conversations that are critically examined in the nature and parameters of fashion studies through its steering committee Nathaniel Dafydd Beard, Bethan Bide, Jana Melkumova-Reynolds, Alexis Romano, Ellen Sampson and Lucia Savi whom have had extensive experiences working academically in the field.

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