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CRISTÓBAL **BALENCIAGA** MUSEOA

Towards an Ethics of Fashion. Challenges and Advances



UDA IKASTAROAK
CURSOS
DE VERANO
SUMMER COURSES
UPV/EHU

Presentation

Fashion, as an active, heterogeneous and relational phenomenon, converges with society, culture and economy. Thus, it generates questions that can relate to its whole chain: design, production, commercialisation, communication, preservation.

In recent years, and given the growing attention and analysis it receives from the academic and social sectors, added to the increasingly greater awareness and active role played by the consumer, the fashion industry has set about reviewing its policies on the working conditions of its workers, the sustainability of its production processes, the environment or animal rights. Similarly, the conceptual and expression vectors of fashion design are promoting a growing debate on the issues that the fashion system itself may reproduce, such as discrimination for reasons of gender or sexual orientation, race, body type, class or age, etc.

Objectives

- A Provide a context for the areas, factors, subjects, topics and production, commercial, sociocultural, environmental and creative processes addressed by today's ethical policies and perspectives on the subject of fashion.
- B Examine the new paradigms, as well as the challenges, obstacles and objectives corollary to these, that the questioning and ethical demands made by contemporary society are raising in the fashion industry, the consumer and their interaction.
- C Provide a vision of specific measures and innovations -research, actions and experiences- currently being adopted both by the design and the entrepreneurial practice of fashion, in order to respond to the ethical transformations demanded by society and government regulations.

Programme

The course aims to provide an overall view on the encounters currently being developed by fashion towards ethics and its confluences with society and the environment.

With the participation of three speakers recognised in their respective academic areas related to fashion, the course will set about providing a context for and analysing issues that can be related to the ethics of fashion in its aspects as material and cultural product. It will approach specialised perspectives, presenting specific actions and experiences which, in relation to ethical objectives, are being carried out in both the conceptual-creative scope of its design and the entrepreneurial sphere of fashion. The course will pay special attention to innovations and improvements being made both in the fashion value chain: sustainability, working conditions, respect for the environment and animal rights, etc., and in relation to the symbolic mediation of fashion in the construction of social, political and cultural identities.

The course programme, running over a full day, will include three papers and a round-table with three prestigious experts: two international and one national. Overall, we will look at theoretical content, case studies and current, relevant experiences affecting the matters tackled by this initiative.

5 July

10:00-10:30	WELCOME AND DOCUMENTS
10:30-11:00	<p>COURSE PRESENTATION</p> <p>The introduction will include an explanation of the course objectives and contents by:</p> <ul style="list-style-type: none">– Miren Vives, director of the Cristóbal Balenciaga Museum.– Yon and Xabier Martínez-Jauregi from Estudio yox, the course directors.– Mikel Mendarte, director of the Kutxa Kultur Programme.– Laura Chamorro, director of the Donostia Moda Cluster.
11:00-12:00	<p>LECTURE</p> <p>Joanne Entwistle</p> <p><i>Towards and ethics of fashion: Challenges and advances.</i></p> <p>This keynote speech will provide a sociological perspective on the main obstacles and opportunities faced today by fashion to foster ethical and responsible practices in its design, material-symbolic production and consumption processes.</p>
12:30-13:20	<p>LECTURE</p> <p>Elena Salcedo Allende</p> <p><i>The challenge of sustainability in the fashion industry.</i></p> <p>This paper will address the principal harmful effects of fashion as an industry and, with it, the ethical and ecological challenges to which it must respond. It will look at the different approaches to sustainability –from efficiency to regeneration– based on real examples of improvements and innovations in technologies, models and systems applied throughout the whole product life cycle.</p>
15:30-16:20	<p>LECTURE</p> <p>Sass Brown</p> <p><i>Innovation in conscious fashion design.</i></p> <p>Fashion brands and designers are under increasing pressure to respond to the ethical and environmental impact of the fashion industry. This lecture will look at disruptive yet responsible fashion design practices, from concepts to solutions that are challenging the system of fashion: how we do business and how we consume..</p>
16:30-17:10	<p>ROUND TABLE</p> <p>With the participation of the three speakers and the moderation of Estudio yox.</p>

Speakers



JOANNE ENTWISTLE

She holds a PhD in sociology from Goldsmith College University. Lecturer, researcher and writer. Her research interests lie in fashion, body, cultural mediation, aesthetic production and gender. In the academic field, she is Reader at the Creative and Cultural Industries Department of the London's Kings College since 2011. She has recently been appointed as Education Lead of this Department. Prior to this, she has lectured at the London College of Fashion, University of the Arts, London; the London Metropolitan University, and the Sociology Department of the University of Essex. In the international panorama, she delivers talks, papers and workshops, being the most recent her lecture New Models of Diversity presented in New York at The Museum at FIT's 19th fashion symposium, Fashion and Physique. Dr Entwistle has been awarded a grant from British Economic and Social Research Council (ESRC) to examine the behaviours of fashion buying within the UK retail sector and more recently was a co-investigator for a British Academy grant examining infrastructures and women's safety in India. In addition to a large number of academic and mainstream essays and articles, she has written the following books: *The Fashioned Body: fashion, dress and modern social theory* (2015 -first edition in 2001, Polity Press, Cambridge) and *The aesthetic economy of fashion: markets and value in clothing and modelling* (2009, Bloomsbury, Oxford). She has co-edited *Body Dressing* with E. Wilson (2001, Bloomsbury, London) and *Fashioning Models: Image, Text and Industry*, co-edited with E. Wissinger (2012, Bloomsbury, London) and *The Handbook of Fashion Studies*, with S. Black, et.al., (Bloomsbury, London). She holds a PhD in sociology from Goldsmith College University.



ELENA SALCEDO ALLENDE

Consultant, researcher and professor of sustainability and change management. She specialises in introducing sustainability to companies and organisations, new business models and consumption habits. She is a co-founder of the transformation services company Far&Sound. Since 2014, she has been an external adviser on environmental sustainability for the Inditex group. In 2011 she co-founded the company Beco, the first platform in Spain dedicated to the creation and promotion of initiatives related to sustainability in the fashion industry. She was executive director of the Projecte Bressol, the Catalan Government's fashion company incubator. She has provided consultancy services for numerous fashion firms in Spain and Colombia. As a teacher, she has worked at schools such as the Escuela superior de Administración y Dirección de empresas (ESADE), Felicidad Duce and Elisava in Barcelona. Since 2013 she has been head of the fashion management programme and of the specialisation course in ethical and sustainable fashion at the IED in Barcelona, where she has been teaching since 2003. As a researcher, she is the author of *Moda ética para un futuro sostenible* (Ethical Fashion for a Sustainable Future, 2014, Ed. Gustavo Gili, Barcelona.), and co-author with Mercedes Cardenal of *Moda y Empresa* (Fashion and Enterprise, 2004, Ed. Granica.). She earned a BBA and MBA in Business Administration at the ESADE. She also completed the CEMS Master's in International Management at the wu, Vienna University of Economics and Business, in Austria.

SPEAKERS



SASS BROWN

Previously the Founding Dean of the Dubai Institute of Design and Innovation, DIDI, Sass Brown is currently on sabbatical completing her PhD on global artisanship and models of sustainable development. Prior to joining DIDI, Sass was the Interim Dean for the Fashion Institute of Technology's School of Art and Design in New York. She is a graduate of FIT's Global Fashion Management Masters program, holds her Bachelors degree in Fashion Design from Ravensbourne College of Art and Design in the UK, and is currently undertaking her PhD at Manchester Metropolitan University, also in the UK. As a fashion designer with a background in sustainable development, Brown is an advisor for Sustainia100, the annual Danish sustainable solutions guide that honours developments in sustainability across a multitude of industries. She was also an Associate Design Researcher on the MISTRA Future Fashion educational research consortium that advises on the integration of sustainability into mainstream fashion. As a researcher, writer and educator, Brown's area of expertise is ethical fashion in all its forms from slow design and heritage craft skills to recycling, reuse and alternative business models. She has published papers and spoken around the world on the topic of sustainable fashion, she has served as a sustainable design advisor to women's cooperatives, educational institutions, governmental agencies, NGO's and small and medium sized enterprises around the world. Her publications include the books *Eco Fashion* and *ReFashioned* for British publishers Laurence King, are also published in Italian as well as Spanish.

INFORMATION

DATES

5 July.

PLACE

Cristóbal Balenciaga Museoa, Getaria.

LANGUAGE

Spanish. Lectures in English will be provided with a simultaneous translation service.

PARTICIPANTS

The initiative is mainly intended for students and professionals from the areas of fashion, art and social sciences, and for all those interested in the subject.

NUMBER OF PARTICIPANTS

46 places are available. Places will be assigned in strict order of registration.

REGISTRATION FEE

50 € (until 31 May)

65 € (from 1 June)

PLACES LIMITED

PARTICIPANTS MUST REGISTER ON

www.uik.eus

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Organised by



CRISTÓBAL **BALENCIAGA** MUSEOA

Directed by

ESTUDIOYOX

Collaborators



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donostia
san Sebastián **UP!**

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moda
MODA SUSTATZEN
IMPULSU A LA MODA
IMPULSE TO FASHION



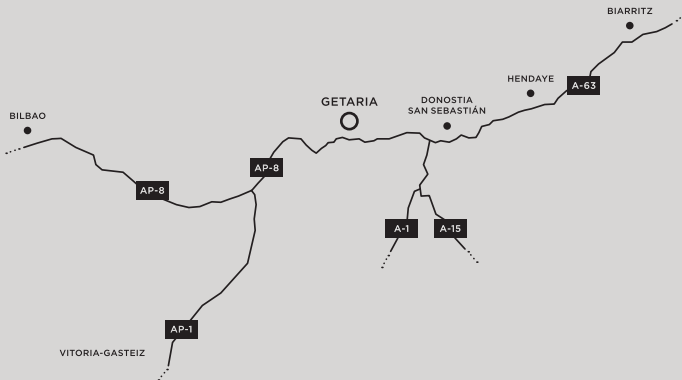
DONOSTIA
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Alkateordetza
Tenencia de Alcaldía

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DESARROLLO ECONÓMICO DE SAN SEBASTIÁN
DONOSTIAREN GABEREN DERRIOZKOA
SAN SEBASTIÁN ECONOMIC DEVELOPMENT

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Biarritz — 71km
Bilbao — 81km
Donostia/ San Sebastián — 25km
Iruña-Pamplona — 97km
Vitoria-Gasteiz — 83km

GPS
43° 18'6.92" N
2° 12' 18.77" W

