New boost for the fashion industry as it prepares for a turbulent decade

Forum for the Future and Centre for Sustainable Fashion launch Fashion Futures 2030, an interactive toolkit exploring how current trends - from climate change to nationalism and AI - could shape fashion in 2030.

19:00 CEST, Copenhagen, 14 May 2019 – Today, Forum for the Future and Centre for Sustainable Fashion (CSF) at London College of Fashion, UAL with the support of C&A Foundation, have launched _Fashion Futures 2030_ at the 10th Annual Copenhagen Fashion Summit, to guide and inspire the fashion industry in its critical sustainability journey and help companies and educators navigate an uncertain future.

The next decade is likely to be one of the most game-changing in human history. As we approach the deadline for action on climate change, there is no more room for business as usual. We need nothing short of transformational.

Fashion Futures 2030 is an open source interactive learning toolkit designed to disrupt the status quo and find new solutions. The toolkit explores what fashion and nature might look like within four possible future world scenarios. The scenarios were created to help identify risks and opportunities, stimulate new ideas, test business strategies for long-term resilience, and plan for success. They are not meant to be predictions or favoured visions, but rather serve as practical tools to help navigate an uncertain future. The scenarios are:

Living with Less: _nature-based and globally connected_
A decade of climate shocks have left many devastated by food shortages and extreme storms. This spurred powerful companies into action to ban dirty fuels as a route to cut carbon emissions. Slow fashion is the new norm, with sharing networks encouraged by social credit having shifted mind-sets towards sustainability.

Hyper Hype: _technology-paced and economically stimulated_
Advancements in AI technology have eliminated the need for manual labour, leaving many reliant on a small universal basic income. Government and business are working together to rapidly reduce emissions through zero-carbon investments. Fast fashion thrives as digital shopping becomes even more accessible and high-tech. Clothes are casual, genderless and disposable as fewer people are inclined to leave the comfort of their homes, and are fully recyclable after just a few wears.

_Safety Race__: regionally located and culturally fragmented_
A global recession has led to a rise in nationalism and a break-down of The Paris Climate Agreement, leaving climate action to The Environmental Truth movement. Huge numbers of climate related deaths have caused widespread unrest and conflict. Fashion is driven by identity politics; it becomes common to dress patriotically as a way of feeling distinct, and supply chains have regionalised.

Chaos Embrace: _people-centred and governance re-invented_
After failing to act to mitigate climate change, the world experienced intense climate shocks, causing mass social unrest. As global leaders failed society, power was redistributed to local

governments to focus on self-sufficiency and resilience. Materials are scarce, with fashion focusing on utilitarian garments that are kept and worn for a long time, mended, altered and worn again.

Using the Fashion Futures 2030 scenarios industry professionals, fashion educators, and students can explore how radically different the future can be and use the wide range of practical resources contained in the toolkit to develop future-fit products and innovations, as well as business and communications strategies.

"The world is set for turbulent times with climate change, resource shortages, population growth and other challenges set to shape the 2020s and the future of fashion. At Forum for the Future, we are hearing that many business leaders are overwhelmed by this uncertainty, and by the expectations to take action. Where do we start? *Fashion Futures 2030* considers four future scenarios, each based on solid research; current environmental, economic, social, cultural and technological trends, and consultation with experts. They take the guesswork out of shaping truly transformative plans that will deliver positive sustainability impacts at the scale and pace needed" says **Dr Sally Uren, CEO of Forum for the Future**.

Prof Dilys Williams, Director of Centre for Sustainable Fashion (CSF) at London College of Fashion, UAL says: "*Fashion Futures 2030* asks us to question our addiction to the current fashion system – to see beyond the adrenalin rush and fleeting satisfaction that we are sold – to consider what we really want, whether that's through a career in fashion, through education or our personal style choices. This toolkit examines where our current fashion practice might be taking us – and at the same time, enables us to consider the ways in which we might seek to change or support a particular direction. It's a chance to be future makers, mavericks and pragmatists – and critically, to find ways to create a future where we can all thrive together."

Fashion Futures 2030 was conceived by Professor Dilys Williams and Renée Cuoco at Centre for Sustainable Fashion, through a commission by V&A Museum, as part of the exhibition [Fashioned from Nature](). This work was first exhibited at V&A Museum London in 2018 and is currently touring internationally. Through a longstanding collaborative relationship between Centre for Sustainable Fashion and Forum for the Future, Fashion Futures 2030 was informed by a fashion scenario planning project, [Fashion Futures 2025]() originally undertaken in 2010 by Forum for the Future, with the support of the Levis Foundation. With the support of C&A Foundation, CSF and Forum for the Future have extended Fashion Futures 2030 from the version developed for the exhibit into these toolkits, which are openly available. They offer a means for industry practitioners, tutors, students and others to be part of an age of interdependence, where fashion honours our connections and distinctions.

As the world starts to wake up to the reality and challenges we face in the coming decade, the time is right to have those difficult conversations, to be confronted with - and inspired by - the possibilities and to take action. The future is not inevitable. The time to act is now.

The Fashion Futures 2030 toolkit is available at http://ff2030.h5mag.com/scenarios

For more information, comment and interviews, contact:

Ulrike Stein – Forum for the Future
u.stein@forumforthefuture.org
+44 (0)790 358 1400

Rebecca Munro - London College of Fashion, Centre for Sustainable Fashion
r.b.munro@fashion.arts.ac.uk
+44 (0)207 514 2998

- **ENDS -**

*** Notes for Editors ***

About Fashion Futures 2030

Fashion Futures 2030 is an open source interactive learning toolkit that explores what fashion and nature might look like within four possible future world scenarios. The module and educational toolkit aims to engage and inspire new thinking and practice for fashion through research-based future scenarios. It enables fashion industry professionals, higher education tutors as well as fashion and design students to explore how to inform, develop or refine strategy, create stretching innovations, and communicate powerfully about how the future of fashion is developing and our role in shaping it.

Launched in May 2019, the Fashion Futures 2030 scenarios were created through a partnership between Centre for Sustainable Fashion (CSF) at London College of Fashion, UAL, and international sustainability non-profit Forum for the Future, with funding from C&A Foundation.

In 2018, the Fashion Futures 2030 scenarios were part of the CSF contribution to the *Fashioned from Nature* exhibition at the Victoria & Albert Museum in London.

Access *Fashion Futures 2030* at http://ff2030.h5mag.com/scenarios

About Forum for the Future
Forum for the Future is a leading international sustainability non-profit with offices in London, New York, Singapore and Mumbai. We specialise in addressing critical global challenges by catalysing change in key systems. For over 20 years, we've been working in partnership with business, governments and civil society to accelerate the shift toward a sustainable future. Together we are reinventing the way the world works. www.forumforthefuture.org

About Centre for Sustainable Fashion at London College of Fashion, UAL
Centre for Sustainable Fashion (CSF) is a University of the Arts (UAL) research centre based at London College of Fashion. It explores fashion's relational ecological, social, economic and cultural elements to contribute to sustainability in and through its artistic, business and educational practices. CSF sits in a unique position connecting governments, education and business - radicalising practise, challenging conventional aesthetics, being a voice for change and influencing citizen action. http://sustainable-fashion.com/

About C&A Foundation
C&A Foundation is a corporate foundation here to transform the fashion industry. We give our partners financial support, expertise and networks so they can make the fashion industry work better for every person it touches. We do this because we believe that despite the vast and complex challenges we face, we can work together to make fashion a force for good. www.candafoundation.org