

Forget-Me-Not Sourcing

An Eco-Entrepreneurship Project

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Abstract: Imagine a world where the \$1.8 trillion global apparel industry was responsible, traceable, and transparent. Instead, we live in a world where the environmental and social impact is vast and highly destructive where over 8,000 chemicals are used to turn raw materials into textiles. Cotton production uses 25% of the world's pesticides on just 3% of the world's farmland and China's famed Pearl River in the township of Xintang runs black from denim and textile factory waste. There is a dire need to improve the environmental impact of the apparel industry, and the use of sustainable textiles is a necessary piece of the solution. Forget-Me-Not Sourcing (FMNS) is an online interactive textile library for emerging fashion designers who cannot easily navigate the complex world of environmentally and socially responsible fabrics. Emerging designers spend up to 85% of their time sourcing fabrics, preventing them from doing what they love: designing clothes. While many are interested in using sustainable fabrics, they lack the knowledge, finances, and time to source the fabrics on their own. FMNS will find and evaluate sustainable fabric manufacturers, consolidating information into one place, in order to create an online library that may be filtered based on a number of factors, including: color, fiber, environmental and social benefit, and geographical location. With a monthly subscription to the FMNS library, designers are given the tools to make sustainable design a reality. FMNS' services help designers reach their full potential, at a price they can afford, allowing them to incorporate their responsibility to the planet, compassion for people, and passion for beauty into their designs.

Acknowledgements:

Bren School: Trish Holden (Professor), Sangwon Suh (Assistant Professor)
Richard Appelbaum (MacArthur Chair, Global and International Studies and Sociology)
Tami Snow (Brand Management and Strategic Marketing Consultant)
Summer Rayne Oakes (CEO and Co-Founder, Source4Style)
Jane Cartwright (MESM '11)