

Contents

Fair Trade, Alternative Business Models and the Future of Fashion
Philipp Kenel, Phyllis C. Sawall, Lina Pfeifer, Uwe Bettig and Johanna Michel7

PART 1: Conceptualising Fair / Sustainable / Social Fashion

Sustainability Paradoxes
Katrina Sark and Tanja Gotthardsen 23

Fashion as Creative Economy
Learning from London, Berlin and Milan
Angela McRobbie 41

Fair Purchasing Practices in Garment Supply Chains
Connecting Theory and Practice
Matthew Anderson, Tamsin Bradley and Sutirtha Sahariah 57

Approaching Fashion Differently
Insights from the Fair Trade Model
Calypso Hock and Philipp Kenel 75

Fair Trade and Fairness in the Artisan Sector
Cynthia Lawson Jaramillo 93

Can Fair Trade be Culturally Sustainable?
Monica Boṭa-Moisin and Fredericke Winkler105

PART 2: Empirical Insights, Business Practices and Case Studies

Does Responsible Gold Certification Enhance Transparency?
The Knowledge and Communication of Jewellers
Erwin Lefoll, Antoinette van der Merwe and Isabel Günther 121

Strength-Based Design in the Textile and Fashion Industry
Jette Ladiges143

Between Lack of Cooperation and Funding Gaps
An Exploratory Study of Business Insolvencies in the Sustainable Fashion Industry
Olivia Hofmann and Özlem Yildiz155

A Fair Trade Approach to Craftsmanship, Technology and Sustainability
The Animaná and Hecho Por Nosotros' Toolkit
Adriana Marina, Camilla Tettoni and Edison Benites Leiva173

**PART 3: Expanding the Discourse: New Directions
and Sustainability Pathways in Fashion**

**The Role of Fair Trade Principles and Justice within the Transformation
to a Circular Textile Economy**
Maike Demandt and Burcu Gözet 191

Fair Trade Foundations and Regenerative Futures
Building a Systemic Approach to Ethical Fashion
Jo Salter 207

Rethinking Fashion
Can Local Initiatives Drive Systemic and Sustainable Change?
Giorgia Trasciani, Carolina De Nicolò and Maryline Filippi215

Authors/Contributors..... 233