Output 3
Emily Quinn

Portfolio submission
ref 2014

Inspire, lead and innovate

Project
Twisted Tweed

School of Textiles and Design
Heriot Watt University
This collection seeks to find innovative ways to re-utilise Harris Tweed, an original and luxurious heritage fabric only produced by a handful of highly skilled workers on traditional looms in a precise geographical region. Harris Tweed has seen resurgence over the last few years with designers using this luxurious cloth towards fashion and interior contexts. Twisted Tweed is a collection which pushes innovation through the textile print process to add further value. As the Scottish textile industry fights hard against mill closures and redundancies, designers look to re-invigorate a traditional cloth for more unusual applications. Twisted Tweed consists of tailored garments, footwear and accessories which utilise hand printed screen processes to take new applications to the next level. Rigorous testing for handle and drape were undertaken to ensure the quality of this beautiful cloth was not compromised. The entire collection was produced in Scotland and exhibited at The Green Closet, Milan 2012; a project exclusive to the Pitti Immagine salons at Milan Fashion Week and promoted by the British Consulate-General and UK Trade & Investment. Showcasing an exclusive selection of collections from the United Kingdom that focus their research on an Eco ethical approach to fashion, the nine UK based designers including Vivienne Westwood were selected on their green credentials. The opening and introduction by Christopher Prentice, the HM Ambassador in Italy commented:

‘Milan is one of the world’s fashion capitals and the Italian fashion industry is one of the strongest globally. And yet British designers are recognised as trendsetters and British brands are appreciated and demanded by both consumers and trade because they have a unique combination of heritage and innovativeness. The aim of The Green Closet is not only to present new creative collections but also to show how British design and creativity can communicate a strong political and social message: the entire fashion system can contribute to protecting the environment, saving resources and generating skills and new jobs in marginalised communities.’

‘British commitment to sustainable growth is ever more evident in the UK fashion and textile industry where a steadily increasing number of British companies are manufacturing eco-sustainable goods, thereby contributing to the UK pledge to reduce greenhouse gas emissions by 30% by 2020.’

The opening of Green Closet was attended by Vic Annelis, the Consulate General and Director General for trade and investment, the British Consulate General Milan, Kenyan Ambassador Josephine W Gaita, First Secretary Jane Makori, fashion luminaries, press and industry representatives. Match funding was received from UKTI to attend and exhibit at the event. 8075 buyers attended the show and 9400 visitors. The collection received wide acclaim through International press and fashion blogs (see full press list for details).
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Donald John Mackay weaving on Harris
Inspiration
Harris Tweed label featuring the ‘Orb’ trademark
Output 2  Research Process – evidence of rigour, page 1

Printing Harris Tweed
Output 2  Research Process – evidence of rigour, page 2

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Printing Harris Tweed
Output 2  Research Process – evidence of rigour, page 3

Printing Harris Tweed
Output 2  Research Process – evidence of rigour, page 4

Finishing

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Output 2  Research Process – evidence of rigour, page 5

Finishing
Output 2  Research Process – evidence of rigour, page 6

Finished Harris Tweed Printed Skirt - Red
Finished Harris Tweed Printed Skirt - Black
Output 2  Research Outcomes – dissemination page 1

The Green Closet 2012

Green is GREAT official banner and Ethical Fashion Africa Programme’s bags by Vivienne Westwood
© Francesco Stelitano
Green is Great Exhibition, Milan, Feb 2012
Output 2  Research Outcomes – dissemination page 3

Emily Quinn in front of Harris Tweed Products, Green Closet
Output 2  Research Outcomes – dissemination page 4

Detail – Harris Tweed Products
Output 2  Research Outcomes – dissemination page 5

Detail – Harris Tweed Products
The Green Closet 2012

HM Ambassador Christopher Prentice CMG, Kenyan Ambassador Josephine W. Gathia (in the centre), HM Consul General Vic Annells (Extreme right) and the UKTI Italy Staff

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Green is Great Exhibition – Exhibitors, UKTI Staff, HM Ambassador Christopher Prentice and Kenyan Ambassador Josephine W. Gaita
Front Page and Content
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Introduction

Christopher Prentice CMG
HM Ambassador in Italy

When British Prime Minister David Cameron took office, he said that the UK government would be 'the greenest ever' and this is what we are striving to do, in all fields, from transport to Industry, from climate change to culture. Green is one of the slogans of the GREAT campaign. Launched this autumn ahead of the London Olympics and the Diamond Jubilee of HM The Queen. We hope these two events will make Britain the world's pole of attraction in 2012. British commitment to sustainable growth is ever more evident in the UK fashion and textile industry where a steadily increasing number of British companies are manufacturing eco-sustainable goods, thereby contributing to the UK pledge to reduce greenhouse gas emissions by 30% by 2020.

Vic Anwells
Consul General and Director General for Trade & Investment, UKTI Italy
British Consulate General Milan

Milan is one of the world's fashion capitals and the Italian fashion industry is one of the strongest globally. And yet British designers are recognised as trendsetters and British brands are appreciated and demanded by both consumers and trade because they have a unique combination of heritage and innovativeness. The aim of The Green Closet is not only to present new creative collections but also to show how British design and creativity can communicate a strong political and social message; the entire fashion system can contribute to protecting the environment, saving resources and generating skills and new jobs in marginalised communities.

Marina Tresmera
Head of Fashion & Design Unit
UkTI Italy
British Consulate General Milan

Green is GREAT. The GREAT campaign logo and Green Fashion is GREAT, I would add. These words celebrate the second edition of The Green Closet exhibition held during the Milan Fashion Week and presenting women’s fashion collections for S/S 2013.

The Sustainable Clothing Action Plan was launched in 2007 by the UK Department for the Environment to promote, together with the entire fashion supply chain, not only the adoption of systems and processes with a low environmental and social footprint, but also the use of organic raw materials and their traceability, recycling and upcycling solutions, ethical working conditions and Fair Trade. Over the last six years the Estetica section of the London Fashion Week has been entirely dedicated to eco designers and brands. Both designers and brands are manufacturing eco-sustainable goods, thereby contributing to the UK pledge to reduce greenhouse gas emissions by 30% by 2020.

London Fashion Week has been entirely dedicated to eco designers and brands. Both young designers and brands are manufacturing eco-sustainable goods, thereby contributing to the UK pledge to reduce greenhouse gas emissions by 30% by 2020.
The Sustainable Clothing Roadmap aims to improve the sustainability of clothing by gathering evidence on the environmental, social and economic impacts, and working with a wide range of stakeholders across the clothing supply chain to build on existing interventions and add value to work already underway.

The reason for the roadmap is because clothing, while an economic success story (globally worth over £300 billion), has a significant environmental and social footprint across its supply chain which is exacerbated by high consumption levels, in particular in the developed world. In the UK alone about 2 million tonnes (value £23 billion) of clothing are purchased per annum, with the fast/discount fashion sector characterised by low cost, short lifetime garments making up one-fifth of the UK market. The environmental impacts include:

- Energy use and generation of Greenhouse Gas (GHG) emissions from washing (water heating) and drying of clothing.
- Energy use, resource depletion and generation of GHG emissions from processing fossil fuels into synthetic fibres.
- Significant water use, toxicity from fertiliser, pesticide and herbicide use, energy use and GHG emissions associated with fertiliser generation and irrigation systems from fibre crops, e.g., cotton.
- Water use, toxicity, hazardous waste and effluent associated with production stage pre-treatment chemicals, dyes and finishes.
- In the UK, 2 million tonnes of textiles are consumed per annum compared to 1 million tonnes of landfill. Of this, over 1 million tonnes is clothing, with the remainder being domestic carpets, household fabric and footwear. Approximately 0.5 million tonnes of textiles is collected for reuse or recycling.

As 90% of UK clothing is imported, many of the significant impacts are occurring overseas as well as in the UK. Social impacts include labour exploitation, in particular child labour and poor working conditions, trade inequalities and animal welfare. The roadmap action plan will be successful if it stimulates the clothing and fashion industry to take increasing actions in the five key areas, where it can be most effective.

So In The Green Closet you will see further evidence that British fashion can be both GREAT and Green, and how a fashion capital such as Milan is opening its doors to the Green agenda.

Christopher Prickett CMG, Her Ambassador in Italy

Useful Sources of Information

Department for Environment, Food and Rural Affairs
http://www.defra.gov.uk/
Launched in Sept 2007 by DEFRA (Department for the Environment, Food and Rural Affairs), the Sustainable Clothing Action Plan sets out agreed stakeholder actions in the following five key areas to improve the sustainability performance of clothing:

1. Improving Environmental Performance across the Supply Chain
   - Sustainable design
   - Fibres and fabrics
   - Maximising reuse, recycling and end of life management
   - Clothes cleaning
2. Consumption trends and behaviour
3. Awareness, media, education and networks
4. Creating market drivers for sustainable clothing
5. Instruments for improving traceability along the supply chain (ethics, trade and environment).

Led by DEFRA, the roadmap is based on the co-ordinated action of key clothing and fashion stakeholders as they can affect the most improvement through their operations. Nearly 300 stakeholder organisations along the supply chain of UK consumed clothing have participated in the roadmap to date to include clothing retailers, fibre/fabrics/garment manufacturers, suppliers, clothing reuse and recycling organisations, charities, Industry associations, government, NGOs, practitioners, academia and support organisations.


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Key Criteria

Fair
The ethical treatment of people involved in the supply and production chain, including a focus on fair treatment of employees, gender equality, paying a living wage, and no child labour.

Eco
Environmentally considerate practices which inflict minimal or no harm on the natural environment. Encompassing carbon reduction, sustainable technologies and a measurable reduction of use of harmful substances.

Organic
Farmers operate under strict regulations with an emphasis on the protection of wildlife and the environment. Pesticides are restricted, artificial chemicals and GM crops are banned, and animals must be free range.

Recycling or Re-use
A consideration of the earth’s resources, processing used materials into new products to prevent waste and reducing the consumption of fresh raw materials.

The Green Closet shows to buyers, agents and press clothing, accessories and lifestyle products which are exciting, innovative, creative: the essence of British fashion, each with a strong eco-sustainable content.

Marina Tremorger
Head of Fashion Design Unit: UKTI Italy
British Consulate General Milan
Detailed Criteria
Animal friendly
Could include cruelty free, not tested on animals, or free range high living standards for animals used for wool or skins.

Biodiversity
From sources that do not damage the natural environment and safeguard or promote habitats for diverse local flora and fauna.

Carbon neutral
Having an overall zero carbon footprint. This could include a form of carbon emissions trading e.g. having a net zero carbon footprint, offsetting, or buying carbon credits to balance carbon emitted.

Charitable Donation
A voluntary gift, usually financial, made to some worthwhile cause.

Charity
A foundation created to promote and serve a public interest or common good.

Cooperative
A business organization owned and operated by a group of individuals for their mutual benefit. Achieving common economic, social, and cultural goals through a democratic process.

Eco-friendly materials
Resources which do not cause damage to the natural environment.

Energy saving
Refers to efforts made to reduce energy consumption either through production of the product or in the use phase of the item. Examples of energy saving may include increased efficiency or use of renewable energy sources.

Ethical sourcing
Refers to finding a supply of products or materials which are manufactured under decent labour conditions – or from sustainable resources.

Fair trade sourcing
Fair trade is about better prices, decent working conditions, local sustainability, and fair terms of trade for farmers and workers in the developing world. By requiring companies to pay sustainable prices (which must never fall lower than the market price), Fair trade addresses the injustices of conventional trade, which traditionally discriminates against the poorest, and most vulnerable producers. Fair trade enables them to improve their position and have more control over their lives.

Fair trade cotton
Guarantees the cotton farmer has been paid a fair price for his crop. The Fair trade mark assures the product is from a certified producer via a fully transparent and registered supply chain.

Green factory
A building that was designed and built, or adapted using strategies aimed at improving performance against environmental standards. Delivering energy savings, water efficiency, CO2 emissions reduction, improved indoor environmental quality, and stewardship of resources and sensitivity to their impacts.

Investing in people
A successful framework for business improvement. Launched in 1991, to help organisations become more effective by developing and harnessing the skills of their people to achieve the organisations’ goals. It is administered by the UK Commission for Employment and Skills and supported by the Department for Business, Innovation and Skills (BIS), and has been licensed to a number of other countries.

Made in UK
This applies to products that are assembled in the UK (England, Northern Ireland, Scotland and Wales). Although materials may in some cases be imported.

Net for profit
An organization that is not privately owned, controlled instead by members or boards. While they are able to earn a profit, such earnings must be retained by the organization for its self-preservation, expansion and future plans. Earnings may not benefit individuals or stakeholders.

Organic materials
Textiles manufactured from raw materials grown under strict regulations, that protect the environment and wildlife.

Social Enterprise
Aiming to accomplish targets that are social and/or environmental as well as financial, these organizations can be non-profit and for-profit.

Supporting communities
Taking an active interest in and providing for residents of a particular local area. Generally focusing on sustainable business practice for development.
Supporting traditional skills
Encouraging the use of local expertise in relevant areas of the manufacturing process.

Supporting wildlife
Understanding the effects of the business on animals in their natural environment and consciously minimizing negative impact on all non-domesticated plants, animals and other organisms.

Supporting women
Understanding and meeting needs and challenges presented by a section of society who may be considered disadvantaged, under-educated, and have particular needs in relation to childcare, and home-life responsibilities. Offering financial independence, training and skills.

Vegan
Products contain absolutely no animal resources.

Waste reduction
The process and the policy of minimizing the amount of waste produced by the business itself or the manufacture of the product or even product and shipping packaging.

Water efficiency
The accomplishment of a process with the minimal amount of water feasible, focusing on reducing wastage, not restricting use

London Fashion Week and Estethica
http://www.londonfashionweek.co.uk/estethica

Ecolux London
http://www.ecoluxlondon.org/files/Exhibitors.html

UK Fashion & Textile Association
http://www.ukft.org/lutmakethere/index.php
The UK Fashion & Textile Association (UKFT) is a private trade association. Set up by the industry, for the industry, it is the voice of the UK fashion and textile industry. It provides information and contacts for exporters, acts as the link between international buyers and press and UK companies, organises seminars, workshops and networking events to inform and promote the industry. It represents the views of the industry to Government at local, national and European level.

UKFT works with designers and manufacturers to help them to export safely and profitably and to identify new markets and routes to market. It organises groups at key international trade shows including Milan and Paris Fashion Weeks as well as trade missions to markets in Asia.

UKFT is pleased to support the Green Closet organised by the British Consulate General in Milan. Now in its second edition, the Green Closet identifies new talents from the UK. Eco- and responsible fashion are key elements of the UK fashion industry.

The Green Closet is a very important first step in bringing this British vision of the future to Italy and the rest of the world.

Raffaello Napoleone, Managing Director of Pitti Immagine, stated: "Pitti Immagine has been studying the ecological approach to fashion and products over several seasons. It therefore presents collections that can boost this specific feature and, at the same time, supports green fashion initiatives in its exhibitions. Pitti Immagine is pleased to renew its collaboration with the British Consulate General and UK Trade & Investment at the Green Closet event for the 2012 edition of its menswear exhibitions.

It is a project which has a strong identity and adds value to brands and young designers from the UK. These niche collections have strong market potential, bring innovation to the way fashion is designed and produced, adopt an environmentally conscious approach – giving much attention to the use of fibres, natural processes and working conditions – and at the same time show great creativity in their search for aesthetic values."
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Scotland on Sunday – Spectrum Magazine, Warp and Weft, Front Page, p12,13,14,15
WARP & WEFT

Harris Tweed has always been a practical choice for battling the Scottish elements but the company is winning over new territory in business too.

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F. Martin Ramin for *The Wall Street Journal*, Styling by Anne Cardenas
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Mohd Magazine, Jan 2013 An Enchanting Escape, p27
Mohd Magazine Fashion A/W 11/12, 100 Years Dedicated to Fashion, p36
Mohd Magazine Fashion A/W 11/12, Behind the Scenes, p24,25
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*Mohd Magazine* Fashion A/W 11/12, *NYC Shoot*, p42,43
Mohd Magazine Fashion S/S 12, Ten Must Haves, p4
Mohd Magazine Fashion S/S 12, Photoshoot, p22 and Ones to Watch, p41
Sunday Herald Magazine, Meet the Style Gurus of the Future, p14
Orange Harris Tweed Boots showcased at Harris Tweed Exhibition, Drinishader, 2013
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Photoshoot for *Dazed and Confused* featuring Harris Tweed Printed Skirt
Photoshoot for *Dazed and Confused* featuring Harris Tweed Shrne Boot and Hi-Top