



SLOWFASHION**LAB**

DESCRIPTION

The IEU Slow Fashion Lab embraces the term sustainability, which encompasses many concepts that are sometimes difficult to understand and apply. Ethical, responsible, eco, circular, sustainable and innovative are just a few terms connected to this Lab.

The Slow Fashion Lab, pioneer at IE University, is born with the purpose of making these concepts easy to understand and to apply for the students with practical and inspiring training in the fashion industry.

Enrolling in this Lab, students will have the chance to meet professionals, entrepreneurs, fashion business staff, marketing experts, communication managers, designers, etc., completing and enhancing the values and the positive impacts of their future career aligned with sustainability, whether or not related to the fashion industry.

OBJECTIVES

Develop clear criteria around sustainability in the fashion sector

Learn the fashion industry gears from the concept to the shop. In each step students will understand how a fashion company works.

Analyze the fashion industry strengths and weaknesses under the sustainability criteria glasses, as well as the evolution of innovation.

Teaming to make synergies and define concept proposals to a real fashion company which may include mapping, conceptual ideas, prototyping...

Define a slow fashion product for a specific sector of the market (e.g. millennial): composition, colors, accessories, communication and the intangible values associated with the slow fashion movement.

HIGHLIGHTED PROJECTS

PEPE JEANS

Pepe Jeans

Work around design, manufacturing, retail and marketing with the aim to check new potential business models which include circular economy criteria and develop different proposals around sustainability in different parts of the value fashion chain to the Brand.

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