

**Responsible**

# **FASHION COLLOQUIA**

## **Jaipur Responsible Fashion Manifesto 2020**

We, the participants from 15 nations across 4 continents who met at ARCH College of Design and Business in Jaipur, India between 27- 30 January, 2020, at the 15th International Fashion Colloquia about 'Heritage...stories of Change.. our Shared Future!' have produced the following Manifesto:

Having discussed and addressed policies, education and research in fashion, sustainability and artisanship within a global perspective, we issue the following summary collected from our discussions and presentations in Jaipur:

1. Firstly, we use the word 'fashion' to encompass various sectors – including Craft, Culture, and the Apparel Industry etc. Collectively these sectors are often seen as one of most polluting industries and exploitative of social differences among people across different continents. With this manifesto we as educators, researchers, designers and representatives from the industry, we want to promote the reality of Responsible Fashion. We believe that it is essential that this industry needs to change its attitude away from its tendencies of the past, that seemed to become increasingly exploitative in recent years towards a new call for responsibility and investment in the future well-being of people and the planet.
2. Fashion should not be seen as a cost to society, but rather an enabler and supporter of change and, most importantly, in a way that invests in the future. Imagination, creativity, and technological innovation are fundamental resources for Responsible Fashion and vital resources for the future vitality, sustainability, and continuing enrichment of cultures, economies, and societies.
3. Responsible Fashion designers and entrepreneurs focus upon ways in which crafts, cultural assets, community arts and events can be deployed to enrich individuals and communities; to develop creative industries; to improve quality of life; and to preserve and enhance the specificities and diversity of cultures.

4. Responsible Fashion entrepreneurs are innovating work and practice; they are opening new jobs and opportunities in the emerging knowledge economy; developing innovative forms of collaboration inside and outside of the fashion industry; and, including all strata and strands within our evolving societies.
5. Responsible fashion contributes to different SDG's (#1No Poverty, #2 Zero hunger, #5 Gender equality, #8 decent work and Economic growth, #10 reduced inequalities, #16 peace and justice, #11 sustainable cities and communities).
6. Responsible Fashion contributes to women empowerment and the design of social responsibility. We touch the lives of farmers, weavers, dyers, and countless families, through fashion. Therefore, industry and society needs to value more the work of artisans and makers as authentic forms of heritage and as key multi-national contributors to industry value.
7. Responsible Fashion can make the world a better place by reusing and upcycling waste and thereby contributing to a more sustainable world by valuing more the local ecosystem and the role of fashion designers within the local community.
8. We recognize fashion heritage as part of our identity and as a way to hold effective dialogues among different cultures in order to create a common and sustainable future.
9. Education in fashion and fashion entrepreneurship taught by design schools, universities and other learning institutions, can provide opportunities to open societal doors so that we might explore new ways of interdisciplinary learning in continuous interaction with society and the industry.
10. More academic and practice-based research is needed, approaches that are connected to practice, policy-making and education, and that contribute to the professionalization of the fashion sector. Platforms like the Fashion Colloquia (and IFFTI) are compulsory to create fruitful and open dialogues among educators, researchers, practitioners and policy makers.

### *Summary*

*The future of fashion is to turn towards a responsible future and renounce its exploitative past and thus invest in the future well-being of people and our planet. Fashion needs to act now and move forward to take responsibility for its and our future.*