

# Outfit of Tomorrow - The future of sustainable fashion

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Fashion is one of the largest industries, generating about 2% of the global GDP (\$2.5 trillion) and employing millions of people. Today there is much discussion about the adverse effects of fashion on society and the environment. Its main issues include the lack of transparency and trust; high CO2 emissions with responsibility for about 10% globally; intensive water and chemical usage; unsustainable materials; issues with workers' rights and an immense amount of waste generated by the continuous cycle of consumption. The system needs to change as it cannot be sustained in its current form in the long run without severe consequences.

Consumers demand this change as well; however, several obstacles are preventing them from making sustainable fashion choices. In our research, we found that the two main reasons obstructing them are that they find sustainable clothing brands too expensive, and it takes much time and research to find them. There is a value-action gap, meaning that people are not buying in line with their ethics. Outfit of Tomorrow is set out to bridge this gap. We bring sustainable fashion to the masses online, by highlighting certified, trustworthy, local brands and making it easy to find alternatives to the desired items. Our website and future browser extension enable fashion consumers to make informed sustainable choices quickly, easily and with the right information. Our website showcases sustainable fashion in a creative way. And our free browser extension recommends users similar priced sustainable alternatives to items they search for, utilising cutting-edge technology.

We are a team of five dedicated students, comprising three founders with commercial expertise, and two technologically focused team members. Edinburgh Innovations has supported us with advice, mentoring and coaching, via their EARTH Centred Business Design framework tool, on how to develop a circular net zero business model. This helped our company to set future milestones and plans, including support to create a rating system of fashion brands we partner with, to provide transparency about the level of information we hold of them.

We decided to incorporate triple bottom line accounting, measuring impact on people, planet, and profit. Our brands are chosen in line with established sustainable fashion certifications, that ensure that they are performing ethical practices, paying a fair wage, and conducting business in an inclusive way. We support small fashion brands by providing

them with an e-commerce channel alongside providing exposure, generating sales and growth, indicative of our impact. We aim to transform fashion consumption patterns and are closely aligned with the United Nations Sustainable Development Goals. Our special focus is on Responsible consumption and production (Goal 12), as we are promoting efficient resource use, including responsible management of electricity, and water, prevention of pollution, and hazardous chemical use by encouraging and facilitating the shift in consumer habits. We want to contribute to changing the fashion industry one purchase at a time, as we know that sustainability is a benefit, not a compromise.