



# FORESTS FOR FASHION

FOR SUSTAINABLE  
DEVELOPMENT GOALS

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## FOR SUSTAINABLE DEVELOPMENT GOALS

**The fashion industry is valued at more than 2.5 trillion dollars and employs over 75 million people worldwide.**

**The sector is an engine for economic development, but how does it align with sustainable development?**

Leading brands and fashion consortiums are increasingly concerned about the environmental and social impacts associated with the textile industry. Almost 65 percent of global fabric consumption consists of synthetic fibers derived from fossil fuels, whilst the majority of the remainder is made up of cotton, a water- and pesticide-intensive crop.

**RENEWABLE AND RESPONSIBLY  
SOURCED WOOD FIBERS ARE PART OF  
THE SOLUTION TO TRANSFORM FASHION  
INTO A MORE SUSTAINABLE INDUSTRY.**

New technologies mean we can now use wood fibers to produce recyclable, renewable and biodegradable textiles. These materials are environmentally friendly, requiring considerably less energy and water to produce compared to cotton and synthetic fibers.

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### FASHION DESIGNERS:

ALESSANDRA PERNA  
ROBERTA PEZZOTTI

FLAVIA LA ROCCA  
SILVIA GIOVANARDI

MARCO ROSSI  
SILVIO BETTERELLI

MARÍA LAFUENTE  
VALERIO MERCURII

MARIAROSARIA FRANCO  
CAMILLE JAILLANT

Yet forests provide us with so much more than just fibers and other sustainable products. They help mitigate climate change, maintain water quality and stabilize soil, provide food and income to millions of people and are home to an extraordinary amount of biodiversity. But we need to manage them sustainably.

### **Sustainable forest management**

**certification**, such as PEFC and SFI, provides assurances that forests are managed in line with challenging environmental, social and economic requirements. Through certification, consumers and companies can make responsible choices and use their purchasing power to support the sustainable management of the world's forests.

### **Building trust in forest products creates additional demand and ultimately increases the value of forests.**

Creating additional value is one of the best ways to keep forests standing, as it prevents them from being cleared for alternative, unsustainable land uses. Maintaining forests and creating sustainable forest value chains is critical for achieving the UN Sustainable Development Goals.

The 'Forests for Fashion' initiative brings together the work of many designers, all inspired to use forest-derived materials for their creations.

**Have a look in your wardrobe – perhaps you too are wearing forest solutions!**

### **THE INITIATIVE IS A COLLABORATION OF ORGANIZATIONS COMMITTED TO PROMOTING THE SUSTAINABLE MANAGEMENT OF THE WORLD'S FORESTS AND SOURCING OF FOREST FASHION.**

It is part of a wider effort of the United Nations Alliance for Sustainable Fashion ([unfashionalliance.org](http://unfashionalliance.org)), which aims to change the path of fashion from a social, economic and environmental concern to a driver for the implementation of the Sustainable Development Goals and the 2030 Agenda.

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#### **PARTNERS:**





# The Forests for Fashion Initiative

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It all started in 2014, when the Italian Permanent Mission to the United Nations in Geneva, the Government of Switzerland and other partners joined forces with the UNECE/FAO Forestry and Timber Section to celebrate a memorable International Day of Forests with a focus on innovative forest fibers. The celebration consisted of a series of events, including an art performance, a conference and a fashion exhibit.

Forests for Fashion was again celebrated during the Regional Forum on Sustainable Development for the UNECE region on 1 March 2018, where stakeholders gathered to discuss “Fashion and the SDGs: what role for the UN?”. At the 2018 High Level Political Forum on Sustainable Development in New York, Forests for Fashion took centre stage: an exhibit brought together the work of many young designers, all inspired to use forest-derived materials for their creations. It highlighted the role of forests and forest products in contributing towards a sustainable fashion sector. The work resulted from a fruitful collaboration between the UNECE/FAO Forestry and Timber Section and the Programme for the Endorsement of Forest Certification (PEFC), along with a range of other partners such as the UN Forum on Forests, Cittadellarte Fashion B.E.S.T., and the Sustainable Forestry Initiative (SFI).



# United Nations Alliance for Sustainable Fashion

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Following a proposal developed by the UNECE/FAO Forestry and Timber Section in consultation with United Nations agencies and programmes, civil society and industry for the establishment of a partnership on fashion and sustainable development, stakeholders gathered at the side event “UN Partnership on Sustainable Fashion and the SDGs”, on 10 July 2018 in the context of the United Nations High-Level Political Forum on Sustainable Development in New York. Together, they affirmed:

- The collective desire of different United Nations agencies and programmes to establish an Alliance to better coordinate efforts around sustainable fashion, by exchanging information, data and resources more effectively;
- The importance of strengthening cooperation among United Nations agencies and programmes on the social, environmental and economic dimensions of the fashion industry;
- The need to increase awareness among Member States and stakeholders on the role that a more sustainable fashion industry can play in achieving the 2030 Agenda for Sustainable Development and its Sustainable Development Goals.

The overall purpose of the United Nations Alliance for Sustainable Fashion is to change the path of fashion from a social, economic and environmental concern to a driver for the implementation of the Sustainable Development Goals of the 2030 Agenda. More information about the Alliance can be found here: [www.unfashionalliance.org](http://www.unfashionalliance.org).

# UNECE / FAO

The UN Economic Commission for Europe (UNECE), with its joint ECE/FAO Forestry and Timber Section, works with countries of the region as well as forest stakeholders – from forest owners, to businesses, to environmental NGOs – to address challenges related to sustainable forest management.

This is done through organizing meetings to agree upon action to be taken and gathering of experts on specific challenges. The Section organizes events to raise awareness on specific forest and forest product related issues, compiles and analyses data and shares this knowledge through publications and other communication material.

UNECE/FAO, has lead the 'Forests for Fashion' initiative together with various partners such as PEFC since 2014, and together with actress and UNDP Goodwill Ambassador Michelle Yeoh, the Section has also produced a short video on sustainable fashion 'Made in Forests'.



# PEFC Council

PEFC, the Programme for the Endorsement of Forest Certification, is the world's leading forest certification system.

More than 740 million acres/300 million hectares of forests are certified to PEFC's internationally recognized Sustainability Benchmarks, supplying more than 20,000 Chain of Custody certified companies with responsibly sourced timber and non-timber forest products.

PEFC was founded by small- and family forest owners in 1999, to demonstrate excellence in sustainable forest management, and maintains until today the system of choice for these smallholders.

The PEFC Sustainable Forest Management Standards ensure that forests are managed in a sustainable way, creating outcomes that are socially just, ecologically sound and economically viable – the three pillars of sustainability. This includes the maintenance and improvement of biodiversity, the protection of ecologically valuable areas, the prevention of deforestation and the promotion of local employment.



# Cittadellarte

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Cittadellarte Fashion B.E.S.T., born in 2009, is an operative workshop dedicated to the development of sustainability in the textile industry, and gathers in a platform dozens of companies producing eco-sustainable fabrics, yarns and fashion accessories.

## **Cittadellarte Fashion B.E.S.T. is centered on three essential elements:**

- the world renowned productive excellence of the Biellese territory
- Cittadellarte – Fondazione Pistoletto's inherent artistic creativity
- the commitment towards a transformation of society in a responsible and sustainable way

Cittadellarte Fashion B.E.S.T. coordinates meetings and events aiming at raising awareness about a sustainable consumption, takes part in international work groups and organizes seminars and educational studies.

**cittadellarte fashion B.E.S.T.**



**Best Ethical Sustainable Trend**





## WORLD'S FIRST PEFC-CERTIFIED FABRICS

The 'Forests for Fashion' initiative presents the first PEFC-certified fashion collection created by designer María Lafuente, who is profoundly committed to sustainable and ethical fashion. The collection is made entirely from PEFC-certified lyocell fabrics, provided by Textil Santanderina. Made from the pulp of beech trees, lyocell is an environmentally friendly, biodegradable and compostable cellulose fibre.

Textil Santanderina has been the first producer of cellulose fabrics worldwide to obtain PEFC Chain of Custody certification. This certification guarantees that the fibers for the fabrics come from sustainably managed forests where environmental, social and ethical criteria have been respected and that labor rights and safety conditions of workers from the whole textile value chain have been protected.



## FORESTS FOR FASHION COLLECTIONS



### ROBERTA PEZZOTTI

Cork dress with ribbons  
in fire resistant fabric  
worn on lyocell pants

"For the fashion world,  
forests are a great  
resource for the creation  
of innovative, unique and  
sustainable products."



### VALERIO MERCURI

Jumpsuit in lyocell  
with ribbons

"Forests offer us a new  
way to live on the planet."



### MARIAROSARIO FRANCO

Suit in lyocell and  
flame resistant fabric

"We must be ready  
for the opportunity  
forests provide to  
make the fashion  
industry sustainable."



### MARCO ROSSI

Suit in lyocell with orange  
cork inserts and ribbons in  
fire resistant fabric

Backpack in wood foil  
laser-engraved

"Trees are the new  
raw material."



## MARIAROSARIO FRANCO

Trench in lyocell and flame resistant fabric

"Fashion needs a change. It is time to move from the use and throw away culture towards sustainable procurement."



## ROBERTA PEZZOTTI

Lyocell suit with cork insert and ribbons in fire resistant fabric

"In the fashion sector, innovation means designing unexplored themes."



## ALESSANDRA PERNA

Cork and wood laser-engraved skirt on a modal top and lyocell trousers

"Through forest based materials, fashion can initiate a change through which today's values and ideals are expressed."



## FLAVIA LA ROCCA

Military green lyocell, zippers with recycled polyester ribbon, ceramic buttons

"Forests are a treasure: they provide raw materials for environmentally responsible production with low ecological impact."



## FORESTS FOR FASHION COLLECTIONS



### SILVIO BETTERELLI

Jaquard lyocell with world maps motif together with details as rouches and volants

"Respect for the world around us is the only solution for a sustainable future."



### SILVIA GIOVANARDI

Mintfiber top and lyocell skirt dyed with g powder – a recycled graphite powder. Sustainable Innovation Endorsed by Perpetua.

"The innovative materials used for this dress reflect a liberating approach and are the result of a collaborative partnership united for one purpose: change."



### MARÍA LAFUENTE

PEFC certified lyocell fabric produced by Textile Santanderina

"With this collection, we want to highlight the need for integration of social diversity within our society."



### MARÍA LAFUENTE

PEFC certified lyocell fabric produced by Textile Santanderina

"We search continuously for original, ecological and sustainable alternative solutions."



## MARÍA LAFUENTE

PEFC certified lyocell fabric produced by Textile Santanderina

"We create, work and produce ethically and sustainably, always selecting environmentally friendly materials."



## MARÍA LAFUENTE

PEFC certified lyocell fabric produced by Textile Santanderina

"Dialogue and respect for life, rivers, seas, plants and animals were the inspiration for this dress."



## MARÍA LAFUENTE

PEFC certified lyocell fabric produced by Textile Santanderina

"We need to create a society where the interests, needs and priorities of woman and men are valued equally."



## MARÍA LAFUENTE

PEFC certified lyocell and lycra fabric produced by Textile Santanderina

"It is our responsibility to promote fashion that respects life, so we can contribute to a harmonious and sustainable society."

THE JOURNEY FROM THE FOREST TO THE WARDROBE



**Certified  
Forests**



**1**

**Wood  
Chips**

**Fabric**

**4**





**Cellulose  
Pulp**

**2**



**3**

**Yarn**



**Certified each  
step of the way**

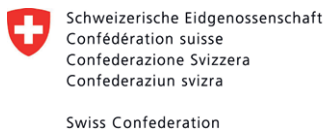
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**#ForestsForFashion**