



**SUSTAINABLE FASHION, SOCIAL
TRANSFORMATION AND THE CHANGING
CONSUMPTION AND PRODUCTION**

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Tuesday October 8, 2019, 18h15 | Uni Sciences III, 15059



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OVERVIEW

Fashion production is one of the most polluting industries in the world, which continues to grow at a rapid pace due to the rise of fast fashion. Unsustainable production and consumption patterns associated with the fast fashion system have emerged rather recently: an average person today buys 60% more clothes and keeps them for half as long as 15 years ago. There are, however, emerging trends that offer sustainable alternatives to fast fashion, such as wardrobe decluttering, downsizing and mindful curation. Does the philosophy of minimalism and mindfulness offer a promising avenue for social change towards more sustainable forms of fashion consumption?

BIOGRAPHY

Dr. Katia Vladimirova is a postdoctoral researcher at the University of Geneva and the University of Milan-Bicocca with a double PhD in environmental ethics and politics. Katia Vladimirova is broadly interested in the challenges of social change towards sustainability in general and sustainable consumption in particular. Her current interdisciplinary research agenda focuses on alternative fashion consumption models in the context of circular economy in Europe.



SUSTAINABLE CONSUMPTION BROWN BAG TALK SERIES