

Course Title:



Course Instructor:

Dr. Sara Emilia Bernat

Course Code: B-KH-201-ELM-212202-03, M-KH-201-ELM-212202-03

Course Description

The digital revolution has introduced unprecedented transparency that shed light onto the harmful practices of the fashion industry. In response, a new generation of brands embarked on a mission to break the status quo, and create aspiration while also tackling social and environmental maladies. This online course will help students understand challenges and opportunities brands face in the sustainable fashion arena, and provide them a toolkit to identify a range of solutions to sustainability challenges. Topics will include organizational approaches, creative solutions and narratives, as well as impact and measurements.

This **online module class** is open for both BA and MA students across departments.

Enrollment by:

Maximum Enrollment: 15 students

Course Dates: January 31st- February 4th (15.10-16.30 & 16.40-18.00)

Requirements to Complete Course: Class attendance + innovation exercise (ideation to ignite change for chosen brand)

Recommendation:

If you are interested in an interdisciplinary approach combining business, psychology, design, and sustainability studies to help you understand this fast growing consumer segment, the Sustainable Fashion Management class is for you. Enroll to develop a strong foundation in social- environmental-, and economic sustainability, positioning you for your next role in brand development and management.

Links:

[The True Cost](#). Directed by Andrew Morgan, 2015.

Required Readings:

Gwilt, Alison. [A Practical Guide to Sustainable Fashion](#). Bloomsbury Publishing, 2020.

Muthu, Subramanian Senthilkannan. [Sustainability in the Textile Industry](#). Springer, 2017.

Wood, Laura. "12 Brand Archetypes: Characters in Your Brand's Story." *The Drum*, The Drum, 30 Apr. 2021, <https://www.thedrum.com/opinion/2021/04/29/12-brand-archetypes-characters-your-brand-s-story>.

Dr. Sara Emilia Bernat is a sociologist, brand strategist, and co-founder of **Fashion Forward**, a New York City-based think tank. She obtained a masters degree in Branding from the School of Visual Arts, in New York City, and a doctoral degree in Sustainable Fashion and Luxury from Humboldt Universitat Berlin. Her client list includes Mejuri, Borghese, Nanushka, amongst many others. She is a regular contributor of Fast Company, Luxury Daily, and the Fashion Studies Journal.