

The mainstream fashion industry relies today on globalised mass production where garments are transformed from the design stage to the shop floor in only a few weeks. With retailers selling the latest fashion trends at very low prices, people have a tendency to over consume. *Fast fashion* is all about profits and but less about genuine design. The fashion industry is also contributing to today's waste of natural resources, and as a consequence of a fast growing fibre production, jeopardising forest resources and the ecosystem.

*Slow fashion* is not a typical seasonal trend, it is a movement that is steadily gaining momentum and is likely to stay. A slow fashion approach encourages taking time to ensure quality production. The values of slow fashion are not meant to be one-size fits all solution, but it can encourage creativity and be adapted. Slow fashion producers strive to maintain cultural and social diversity.....