

Sustainable Fashion Design Checklist

10 Steps to Start Your Conscious Fashion Design Journey

Thank you for joining us on this mission!

Inside Fashion Design

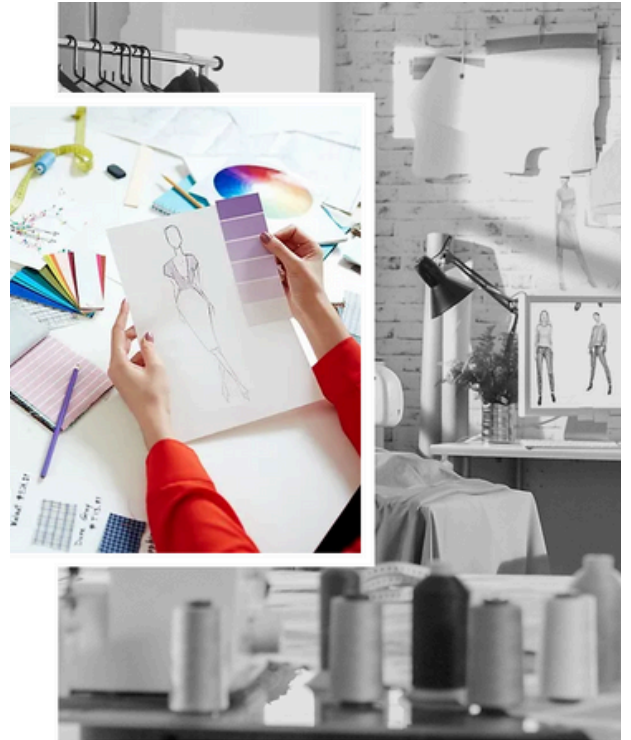
10 Steps to Start Your Conscious Fashion Design Journey

Unlock the first steps toward building a sustainable and ethical fashion brand! This free checklist is designed to give you a quick start on incorporating conscious design principles into your fashion business. We have included tips, resources and information about our online workshops and trainings where you can deep dive & gain necessary knowledge and know-how to achieve essential steps to establishing a solid foundation for your work

Download this valuable resource now to kickstart your journey with intention and purpose.

Looking for more? Join us at Inside Fashion Design & The Conscious Fashion Design Academy

www.insidefashiondesign.com



Britta Cabanos

Founder, Creative Director IFD

Check List

10 Steps to Start Your Conscious Fashion Design Journey

1. Define Your Brand's Mission & Values

- Identify the core values that drive your brand.
- Clearly define your mission statement, focusing on ethics, sustainability, and conscious design.

****Tip**:** Ask yourself, "What positive impact do I want my brand to make in the world?"

Read: [Craft Your Mission Statement For Your Personal & Professional Brand](#)

Join our Live Workshop with Anna Cosentino: [Discovering Your Big Purpose and Building Your Manifesto.](#)

2. Conduct In-Depth Market & Consumer Research

- Study the market trends and target consumers.
- Define your ideal customer, focusing on their lifestyle, values, and shopping habits.

****Tip**:** Use free online tools like Google Trends for market research.

Read: [4 Free Ways to Conduct Your Own Consumer Research: Get to know your Customer!](#)

Join our Live Workshop with Rebecca Kaufman: [Market Research & Establishing Consumer Construct](#), and walk away with your defined Consumer Construct

3. Create a 'Closed Loop' Design Process

- Outline steps to minimize waste during production.
- Incorporate recycled or upcycled materials into your designs.

****Tip**:** Research local manufacturers who prioritize sustainable practices.

Read: [Top Recommendations to Achieve Circularity in Design](#)

4. Choose Ethical Suppliers & Materials

- Identify suppliers who share your ethical and sustainable values.
- Opt for eco-friendly, organic, or recycled materials whenever possible.

****Tip**:** Look for certifications like GOTS (Global Organic Textile Standard) to ensure material authenticity.

Access our training session: [Ethical Sourcing and Collaborations with Manufacturers with Emma Bottomley: Ethical sourcing consultant and expert Emma Bottomley.](#)

5. Plan Your Collection with Sustainability in Mind

- Design timeless, versatile pieces that reflect conscious fashion principles.
- Use a minimalist approach to avoid overproduction and promote longevity.

****Tip**:** Consider creating a capsule collection as your first launch

Read: [What is Conscious Design and how do I achieve it? 5 Key Elements You Need](#)
Watch our video replay with Author of Conscious Design, Ian Peterman

Check List

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6. Create a Detailed Cost Analysis

- Breakdown costs for each garment, including sustainable materials and ethical labor.

- Explore ways to maximize fabric usage and reduce waste in production.

****Tip**:** Incorporate fair wages for workers into your cost structure.

[Learn more here: Launching Your Sustainable Fashion Business Bootcamp \(Coming January 18th 2025- watch for early bird sign up!\)](#).

Participants will set up a foundation for a scalable fashion business, including a business plan, creating budgets, and more with industry expert and [coach Jim Chi](#)

7. Develop Your Brand Story & Messaging

- Craft a compelling brand story that communicates your values and mission.

- Use this story across your website, social media, and marketing materials.

****Tip**:** Share the behind-the-scenes journey of your design process to connect with your audience.

[Watch: IFD's Community Conversation with Branding Expert Stephanie Jadotte](#)
[Train with Stephanie: Establishing a Strong Conscious Fashion Brand Identity](#)

8. Establish a Transparent Supply Chain

- Trace your materials from sourcing to production to ensure ethical practices.

- Communicate openly with consumers about where and how your products are made.

****Tip**:** Highlight transparency as a core value in your marketing.

9. Design for Circularity

- Create designs that are easy to recycle, repair, or upcycle.

- Consider implementing a take-back or recycling program for used garments.

****Tip**:** Think about the end life of each product during the design phase.

[Learn more here: Building a Circularity Model in Fashion](#)

Led by Circularity Expert [Caroline Priebe](#), gain a true understanding of circularity in the fashion industry and learn how to incorporate circular design principles into their conscious fashion brand.

10. Develop a Conscious Marketing Plan

- Highlight your brand's commitment to sustainability in all marketing efforts.

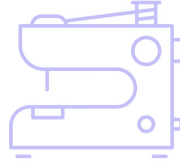
- Engage with like-minded communities and influencers to amplify your message.

****Tip**:** Partner with ethical fashion events to showcase your brand and gain exposure.



Self- Reflection and Notes:

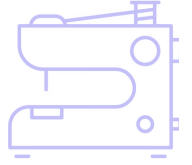
- **Where am I starting from?**
- **Where do I want to get to?**





Self- Reflection and Notes:

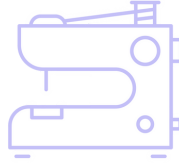
- **How will I get there? Action Steps needed**
- **Where do I need help? Looking for Guidance? Send us a quick note here**





Self- Reflection and Notes:

- **DATE:**
- **Progress Report: What have I achieved so far?**





Learn Online with
Industry Experts²

The Conscious Fashion Design Academy by Inside Fashion Design

[Click here to Explore!](#)

For comprehensive guidance and step-by-step instructions for each stage, check out The Conscious Fashion Design Academy. We provide a variety of courses taught by industry experts from around the globe. Learn at your own pace online or attend our live trainings to enhance your knowledge for both personal and professional development. Engage with like-minded individuals and expert coaches. Consider TCFDA as your route to transformation and growth in fashion design and business development.

Thank You!

Living Your Best Life
ifd



IFD is here for you to provide opportunities to Learn, Grow & Connect within the Fashion Industry. IFD provides resources to achieve results & transformation in your design career journey and having some fun along the way!

You may reach us at [**design@insidefashiondesign.net**](mailto:design@insidefashiondesign.net)

[**www.insidefashiondesign.com**](http://www.insidefashiondesign.com)