

# STADIO



## SCHOOL OF FASHION

# DESIGNING A SUSTAINABLE FASHION FUTURE FOR SOUTHERN AFRICA

SHORT LEARNING PROGRAMME  
ONLINE ASSISTED

FORMERLY

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# DESIGNING A SUSTAINABLE FASHION FUTURE FOR SOUTHERN AFRICA

SHORT LEARNING PROGRAMME | 10 WEEKS | ONLINE ASSISTED

## CAREER OPPORTUNITIES

• DESIGN CONSULTANT

• SUSTAINABILITY EXPERT

• INDEPENDENT DESIGNER OR BRAND OWNER

• ELEVATE YOUR CAREER - SUSTAINABLE PRACTICES

## MODE OF DELIVERY - ONLINE ASSISTED

Saturdays from 09:00 - 11:30

## DESCRIPTION

This online course will introduce you to some of the most pressing discussions for the fashion industry in Southern Africa, as it looks to move towards sustainable design practices that benefit both people and the planet. You'll develop a holistic view of where the fashion industry is headed by exploring new synergies for the fashion industry from emerging technologies, innovative fibres and textiles, new business models, and design strategies that are changing fashion's landscape. Additionally, this course will also look at what a sustainable fashion future for Southern Africa could look like, highlighting the socio-economic benefits of a fairer fashion system for the region.

Each week you will meet online with your facilitators and a small group of fellow classmates, for mini-lectures, discussions, and review of current case studies. The course is highly interactive with lots of opportunity for question and answer. Weekly homework will be given in the form of additional readings, documentaries, and answering short questions, to enable students to deepen their understanding of the topics.

You'll gain a fresh perspective on the industry today, providing you with knowledge of current sustainability theory, innovation in the field and business models that are waiting to be unleashed. This course is for you if you want to be a game changer in the fashion industry and drive a sustainable fashion future for Southern Africa.



## OUTCOMES

You will learn about some of the most pressing issues facing the fashion industry's transition towards sustainability including:

- Understand key sustainability challenges and opportunities
- Identify solutions for current challenges
- Gain a good understanding of the relationship between fashion and the ecosystem
- Become familiar with emerging, disruptive business models within the fashion industry
- Explore how the digital revolution is impacting the fashion industry
- Understand how the South African case for sustainability differs from that of the Global North
- Produce a research assignment that analyses and visually represents sustainable concepts across the entire fashion ecosystem
- Access additional resources to continue your journey after the course

## ON COMPLETION OF THIS COURSE YOU WILL BE ABLE TO

Comprehensively understand the key issues and challenges to implementing sustainability in the fashion industry, as well as how you can contribute to changing the system from within.

## ADDITIONAL OR SPECIFIC ADMISSION REQUIREMENTS

Age 16 and above, some background or understanding of Fashion Design/ Fashion Industry will be beneficial in understanding the course material.

Ideally, you should have some experience and knowledge of the fashion industry to draw from, with a basic understanding of material fibres.

## ARTICULATION POSSIBILITIES

Successful completion of this short course can be included to your portfolio of evidence for RPL consideration.

## COURSE KITS + SPECIALISED EQUIPMENT

No course kits are required, but a Personal Computer with reliable internet will be required to successfully attend each class.



**STADIO SCHOOL OF FASHION IS THE ONLY INTERNATIONALLY ACCREDITED FASHION SCHOOL IN SOUTH AFRICA!**

# MODULE DESCRIPTIONS

## MODULE 1 – INTRODUCTION + THEORETICAL UNDERSTANDING of SUSTAINABILITY + SUSTAINABLE DESIGN

- Introduction to facilitators
- Course overview
- Introduction to resources
- Introduction to final assignment
- Get to know you Q&A
- Defining sustainability
- An introduction to sustainable design concepts:
  - Biomimicry
  - Cradle 2 Cradle
  - Circular Economy

## MODULE 2 – FASHION IMPACT ON THE ECOSYSTEM

- Understand the Planetary Boundaries framework
- Understand how the physical limits of what the earth can support will impact fashion systems of the future

## MODULE 3 – SUSTAINABLE FIBRES

- Short overview of Fibre types
  - Natural Fibres
  - Man-Made Fibres
  - Regenerated Fibres
- Synthetic Fibres
- The impact of processing
- Overview of Seals and Standards
- Discussions around:
  - Organic cotton
  - Polyester vs. Recycled Polyester

## MODULE 4 – INNOVATIVE TEXTILES AND PROCESSES

- In-depth on Regenerated Fibres
- Innovative Fibres such as:
  - Algae
  - Banana Fibre
  - Milk Fibre
  - Orange Fibre
  - Sea Cell
  - Sea Wool
  - Pineapple Fibre
- Innovative Processes

## MODULE 5 – CONSUMER PSYCHOLOGY

- Introduction to the ethical behaviour gap
- Shift to sustainable consumption
- Understanding the new role of design in designing for emotional durability

## MODULE DESCRIPTIONS CONTINUED

### MODULE 6 – THE CHANGING ROLE OF THE FASHION DESIGNER

- From solitary designers to fashion collectives
  - Breaking the stigma of the solitary genius and introducing fashion collectives
  - Participatory design and spaces for co-creation
  - Open-source transferred into fashion
- Designers turning into holistic thinkers
  - Impact of design decisions
  - Planned obsolescence of clothing and fast fashion environments
  - Addressing collective needs of the planet and people

### MODULE 7 - CIRCULARITY IN FOCUS

- Introducing Circular Business Models
  - Subscription
  - Rental
  - Resell
- Circular Design Strategies
  - Design for Disassembly
  - Design for Upcycling
  - Design for Cyclability
  - Design for Permanence

### MODULE 8 – FASHION AND FUTURE TECHNOLOGIES

- Introducing the World of Digital Fashion
  - Fashion & Video Gaming
  - 3D softwares
  - XR technologies
  - The Digital Fashion Realm
  - Introduction to Blockchain, NFT's and other technologies on the horizon

### MODULE 9 - SUSTAINABLE FASHION FOR SOUTHERN AFRICA

- Decolonising Fashion
- Sustainable fashion in the Global North vs the Global South
- The importance of social sustainability
- Outlook: What can sustainable fashion look like for South Africa?

### MODULE 10 - FINAL PRESENTATION + RESEARCH PROJECT

- Research Assignment

At the start of the course students will be asked to answer one question, out of a possible five, related to the themes discussed across the entire course, research it in depth, and produce a final creative outcome demonstrating their findings.

Students are free to select the format of their findings.

In this final module, students will need to present their outcomes in a 5 minute presentation, and answer short questions following their presentation.
- Students will be evaluated based on the following criteria:
  - Coherence
  - Relevance
  - Reference to source material / research
  - Thoughtfulness of answers
  - Reflectivity in answers
  - Originality and aesthetics



## COURSE FACILITATORS

### LAURA LLONCH

#### FASHION DESIGNER TURNED SUSTAINABLE DESIGN THINKING CONSULTANT

Laura is a passionate MA graduate in Sustainable Fashion & Creative industries, who has worked as a fashion designer for six years, and has now pivoted to sustainable fashion consultancy.

Due to her background, she has been able to explore different paths in the fashion ecosystem that allowed her to understand its complexity and potential to drive change. From crafting products with a slow fashion philosophy in small-scale businesses to creating strategies and awakening eco-consciousness at the heart of fast-paced environments while working at a big corporation.

She believes that making sustainable innovation is not merely about crafting beautiful products or offering better alternatives, instead, it's focused on driving increasing sustainable behaviour in everybody.



### SARAH BOTHA

#### FORMER FAST FASHION FOLLOWER TURNED CATALYST FOR UNLOCKING CIRCULAR DESIGN INNOVATION FOR THE CIRCULAR ECONOMY.

Sarah holds an MA in Sustainable Fashion & Creative industries, with an extensive background in communications, business development, and project management in SMEs, startups and social enterprises.

Having grown up in post-Apartheid South Africa, and with degrees in Journalism and Sociology, Sarah has always been driven to use storytelling to provide insight into contrasting worlds and to empower others with new knowledge and insight to overcome social barriers. It was both her love and appreciation for beauty in clothing, as well as the deep conviction in working to better the world, that challenged Sarah to switch course from a career in marketing and PR, to pursue sustainable fashion.

Sarah is passionate about design and innovation's role in unlocking the circular economy, while also ensuring that the conversation surrounding sustainability is not limited to the global north. Instead, she advocates for the inclusion of global perspectives when rethinking the current fashion system, seeking solutions from unexpected places.





## SPECIFIC REQUIREMENTS

### MINIMUM SYSTEM REQUIREMENTS:

- **Wi-Fi:** Reliable broadband Internet access (Wi-Fi is available on all of our campuses, but you may prefer access from home as well)
- **Web browser:** Chrome/Safari/Opera/FireFox
- **Computer/Laptop:** A current Windows or Apple Mac computer/laptop capable of running the Office 365 software. Office 365 includes Word, Excel, PowerPoint and Outlook
- **PDF Viewer:** The free Adobe Acrobat software.
- **Scanning documents:** Ability to scan and upload documents (typically from your cellphone or smartphone)
- **Email/cellphone** for notification and communication
- **Communication:** A cellphone or smartphone for receiving notifications and communication (additionally WhatsApp is recommended for collaborating in student groups)

### PLEASE NOTE

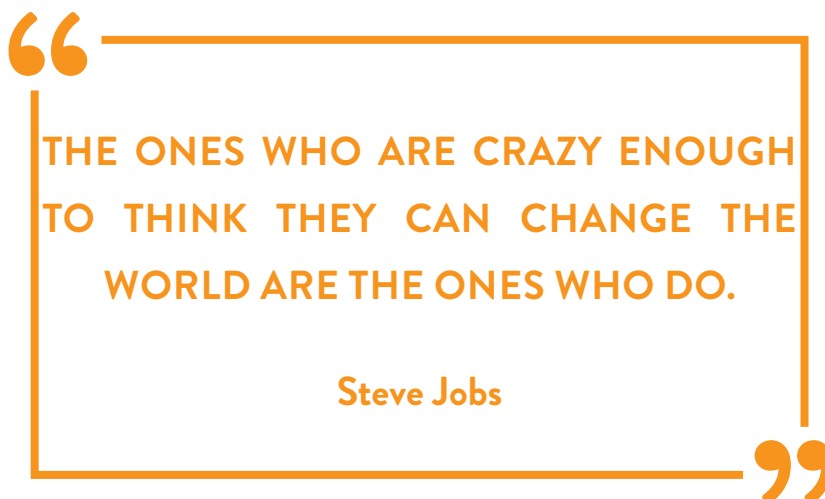
STADIO School of Fashion reserves the right to make course adjustments which might affect the course modules or duration of the course.

Course start dates are subject to reaching minimum intake numbers and dates and might be adjusted.

### ACCESS TO TECHNOLOGY:

STADIO School of Fashion uses its ONLINE student administration and learning environments to provide students with materials and resources, to conduct online assessments, create discussion opportunities and render a range of administrative services.

Therefore, having continuous access to the above ONLINE facilities is essential for efficient communication, learning and success.





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