FASHION FUTURES 2030
FULL SCENARIOS

ABOUT FASHION FUTURES 2030

Fashion Futures 2030 toolkits have been created for industry professionals and educators to engage in critical consideration of fashion and nature through the exploration of four possible future scenarios. By engaging with these future scenarios, fashion industry and education can develop visions and commitments to guide strategy for design, business and communication.

Fashion Futures 2030 toolkits are of relevance to those teaching and working in fashion across a range of design, business and media roles and courses. The toolkits have been designed to be flexible enough to be planned and delivered as an hour-long ideation session, a one day workshop, or even a learning module.

The toolkits have been co-created by experts at C&A Foundation, Centre for Sustainable Fashion and Forum for the Future.

SCENARIO PLANNING: ENGAGING IMAGINATION AS A DESIGN METHOD

We like to see what's in front of us, just over the horizon, yet predictions about what's coming next are based on incomplete knowledge, assumptions and past experience. Designers, and we use this term broadly, paraphrasing Herb Simon, are those who seek to create situations that are better than those that exist now. We face complexity and ambiguity when considering what to do next, whether in products, services or systems development. As a means to navigate this complexity, scenario planning ideates several distinct and divergent visions of what might be ahead. Scenario planning was, incidentally and maybe ironically, pioneered by Shell in the 1970s to help in its drilling strategies. Scenario planning usually involves identifying critical uncertainties about the future and juxtaposing different emerging possibilities and seeing how they interact and coalesce into a set of plausible narratives13 This methodology is widely used in industry, education and policy making settings.

We have used this approach to iterate four scenarios for fashion and nature in 2030; Living with Less, Hyper-Hype, Safety Race and Chaos Embrace. Each of the scenarios has pros and cons, different scenarios will resonate differently with different people. They are not precise or specific portrayals, (nature and humans are never static) but instead offer a range of plausible situations that are familiar enough to be easily understood and provocative enough to encourage critical consideration of our current activities, commitments and intentions. They seek to inform and agitate fashion's professional and academic practices to enable a range of participants to diversify decision-making and to inspire imaginative thinking, bringing new possibilities to light.

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SCENARIO 1

LIVING WITH LESS

The 2020s were a decade of climate shocks, which spurred the world into action. It was astonishing how quickly things began to fall apart: large numbers of deaths resulting from food shortages in central India, hundreds of thousands displaced by storm surge events across Asia, to name but a few. By the middle of the decade, powerful investors and reinsurance companies had realised that the financial implications of climate change were massive. Through new investment strategies and intensive influencing from these powerful voices, governments and businesses took a global u-turn in the fight on climate change. Emissions still have not peaked but by 2030 have levelled off, and are expected to begin dropping in the next 3 years. Despite this turnaround, there is still concern that we could breach the 2C threshold.

Keywords
Trust, collaboration, community, citizen power, connected, peer-to-peer, D.I.T. (do it together), resale, sufficiency

THE WORLD

As we enter the 30s, there is a global ban on fossil fuel subsidies and the use of coal, and all new cars must be electric – all of which is monitored by UN Country Special Rapporteurs. These actions are beginning to bear fruit: oil demand is plummeting, 40% of the cars on our roads are electric or hybrid, and there is a major focus on making agriculture carbon positive.

The world is comprised of regionally-based economies, but with strong oversight by the UN on global issues like climate change, poverty, and water scarcity. Carbon prices are in place in most countries, and average $70/tCO2e in 2030, incentivising investment in zero carbon solutions. Renewables generate more than half of all energy globally. Over 65% of power use on a world-wide scale is generated from sun and wind energy. It looks as though we will be able to meet a number of the SDGs, including gender equality and reduced inequality, however many other SDGs especially with strong ties to environmental sustainability such as clean water for all have not been reached.

Economies are more regionalised with a greater number of small scale businesses with regional supply chains making more economic and environmental sense. Regions are very digitally connected, which is creating strong communities of interest. This makes for more democratic, participatory politics where digital pressure groups influence on key issues across national borders. Certain cities have emerged as powerful and influential mayors from places like San Francisco, Melbourne, KL and St Petersburg are sending representatives to the UN now.
Global economic growth has on average slowed down significantly and GDP is no longer the metric of choice in many places. Societies track progress against the SDGs alongside material wealth. The rapid carbon reduction of the late 2020s has led to adoption of a 'post-consumerist' paradigm. We are economically poorer overall, but richer in social equality terms.

Large businesses are still influential within society, but only those that can demonstrate strong environmental sustainability and full transparency across supply chains. Natural capital accounting is mandatory in many countries. Because the pressure coming from investors and governments is focused on decarbonisation and adaptation to climate change, we are failing to mobilise adequately on issues like biodiversity loss and are witnessing some major extinction events by 2030, including the Hawksbill Turtle and the Black Rhino. Man-made structures are being installed in oceans in order to boost coral growth.

The sharing economy dominates – ownership of many personal use goods, such as cars, is down significantly. Social credit systems, similar to a credit score, are widespread as people track their skills, reputation, and adherence to certain values. These are important currencies in the sharing economy. Vegetarianism is approaching the 50% mark globally. Responding to decades of information bombardment, advertising, and digital interaction, generations Z and Alpha seek a greater sense of time, experience and connection, which is just as well because they lack disposable income.

But there are pockets of social unrest from those who refuse to adapt to living with less, including many on the radical right in the US and Europe and communities that were unable to adapt to the decarbonisation agenda, such as many coal mining communities in countries such as Indonesia, Australia, the U.S. and Russia. There are pockets of the uber-rich who lay low because it is risky to be seen as engaging in conspicuous consumption.

Progress on global farming systems was achieved through the sharing of best practice and a move away from irrigation-fed agriculture, often by using low-tech innovations. Community-managed forests flourish in areas where soil erosion was a key issue previously. In large part due to carbon pricing policies, over 65% of power use on a world-wide scale is generated from sun and wind energy.

FASHION

Fashion continues to have an important function in societies, clothing is treasured and kept for a long time, as well as passed down within family and friend groups. Sharing networks, enabled by the social credit system proliferate. Brands have also tapped into this 'heritage is queen' mentality and now offer 'product + service' models as their primary offering.

Luxury and style are now dominated by companies redesigning from previous collections in new and creative ways. Small brands focus on design and collaborate to make and maintain increasingly distinctive pieces. Manufacturing is regionally-based even in the case of larger companies, which means more appropriate resource use, less waste and allows for easier repair and remanufacture. Automation and human ingenuity have made garment recycling processes highly efficient. Production is partly automated, although 'hand-made' is a trademark of luxury in many places. Knowing how and where something is produced is highly desirable. This set of customer preferences – combined with regionalised production levels and lower levels of income inequality overall – means that labour exploitation is much less of an issue than in the past. Producers face heavy fines for lack of compliance with strict pollution, emissions and working condition laws.

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There is a global ban on fur, and a very small market for leather using hides that are a by-product of a much smaller global meat industry or recycled from other industries such as home goods and the auto industry. But a small contraband market for materials like fur persists, fuelled by the ultra-rich unwilling to give up these 'luxuries'. A new world-wide ban has just been announced on virgin oil-based material (i.e. polyester, spandex, acrylic & nylon) production, due to the persistent ocean plastics crisis. This is sending prices of natural fibres such as cotton, wool, hemp, and linen skyrocketing, and restricting production volumes. Farmers of these commodities are much more highly skilled and produce using regionally appropriate and sustainable approaches such as rotation with food crops. Recycled bio-based fibres are more affordable and accessible to a wider audience. Circular fibres, especially recycled cellulose fibres such as tencel and modal made in more sustainable ways than conventional viscose, are increasingly available. Many farming co-ops are partnering with start-ups that re-purpose food related waste into fibres.

Fashion businesses have begun to refer to their USP as their Unique Service Proposition and all pieces come with a manual and membership to their service offering where you can send your clothing to be mended and tailored slightly to fit this seasons trends. Marks and repairs become creative prints, evidence of human interaction, heritage, and celebration of everyday imperfections. Polyelectrolyte fabric coatings are the latest hit. They make ripped fabric self-heal by simply submerging the treated area in water and applying pressure. If you want more variety, there are low-cost wardrobe rental options. For some frequent use pieces, such as underwear, fully bio-degradability is offered due to high interest in compostable clothing which will degrade in your garden or can be exchanged for a small credit to be planted in your community plot, reinforcing the cultural preferences towards active citizenship.

In this new 'experience economy' where people have moved from buying to doing, fashion involves visually splendid manifestations of culture, represented by performers and audience alike, and is often a component of cultural and religious celebrations. Creating an experience is the main focus of fashion shows, ensuring a memory that lives on long after seasons have changed. People have moved away from the concept of 'brand loyalty' into 'style communities', where style functions as a linking value for shared responsibility, rituals and distinctive manner of expression. Being a part of a style community enables people to find out where the next local exchange will take place. Transnational networks organize local exchanges of distinctive resources, materials and products.

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SCENARIO 2

HYPER HYPE

The application of Artificial Intelligence (AI) to different industries ramped up dramatically through the 2020s and eliminated the need for most manual labour, leaving many unemployed and reliant on a small universal basic income (UBI) and the gig economy. In order to accelerate decarbonisation, a number of countries invested significantly to bring large-scale CCS and bioenergy crop farming online, and shifted a large chunk of food production from the land into the lab.

Keywords
Corporate branded, high-tech, fast, decarbonised , circularity, transparency, Big Data, homogeneous, Bio-fabrication

THE WORLD

The world is high-tech and efficiency led. Governments and business leaders work together to respond to climate change. There are strong subsidies for zero-carbon investments. Fossil fuels are being rapidly phased out, and a number of countries have declared themselves as running on 100% renewable energy sources. Public private investments in desalination plants are keeping water scarcity at bay. Buildings are made of materials that clean particulate matter from the air, reducing pollution. Carbon Capture and Storage has been scaled-up, further helping to reduce emissions.

But climate change is still hitting us pretty hard: decades of high-carbon production and deforestation have had long lasting and, in some cases, irreversible effects. Volatile seasonal temperatures spike to record highs and lows across the globe, with a record number of deaths as a result. The wealthy and the middle classes rely on rapidly emerging innovations to protect themselves, such as cooling clothing and dehydration-detecting sensors. The approach to climate change is to stay a step ahead of disaster, and people mostly believe that technology will save us.

The global economy is reliant on fast-paced innovation and high levels of production and consumption. Corporate power is at an all-time high: mega-businesses provide solutions for everything from healthcare to climate change adaptation. In exchange, they benefit from deregulation, lower taxes and trade freedom. The lines between business and government are increasingly blurred, with governments effectively acting as the administrators of corporations, and a number of high profile CEOs taking up political positions.

The inequality gap is bigger than ever: those with access to capital and data ownership prosper, while many others displaced by AI applications suffer economically, socially and psychologically. The Internet is free as it is considered a basic human right, and data is the new currency. Advertising is everywhere and people are continuously linked to sponsored content through their smart glasses, earpieces or watches. High levels of consumption continue to dominate and our throw-away culture has intensified. There is simmering resentment and unrest from a large base of the have-nots who feel irrelevant and invisible. Politicians and corporations appease people through the provision of 'free'

services in exchange access to their data. Mental health issues are at an all-time high due to social isolation and digital overstimulation. We live predominantly in massive urban centres because the countryside is reserved for large-scale food and energy production operations. Wildlife is dramatically depleted and people are largely disconnected from the natural world. A big part of daily life is spent online through buying experiences and interaction in online communities. The lack of physical connectivity and owning too much 'stuff' causes many people to suffer from anxiety, fuelling a growing and increasingly experimental pharmaceutical trade.

FASHION

Fashion is fast, frivolous, cheap and entertaining. Seasonal clothing along with the runway have been abandoned as new styles are released every day via digital runway shows and adverts by big multi-brand conglomerates. There is a shift towards genderless clothing which is largely attributed to the rise of casual clothing and streetwear, which continued to dominate the fashion trends post 2020, and became increasingly more popular once 'going out' became less common. A segment of the fashion industry creates solely for digital interaction. However, spurred by a curiosity and obsession with 'pre-digital' life, there is a growing subculture amongst some of the younger generation, who collect vintage clothing and textiles and patterns and use them to create their own clothes.

Mainstream design is fad- and technology-led. It has become harder to distinguish between luxury and mid-market because everything has become hyper accessible through digital channels combined with automated production. At-home 3D printers have become so affordable that everyone can play at being a fashion designer and maker. There is a huge market for downloadable design templates. Trends are set by influencers. Tech engineers design up the latest things they wear, and they are then sold as mass-market commodities by big brands. Garments worn by celebrities are often taken apart, with tiny fragments incorporated into a large number of fashion items, their authenticity ensured through nano-tagging.

This is a new era of smart and 'simulated' textiles. We wear bio-fabricated materials grown in labs, cellulosic materials made from food waste, and chemically recycled textiles, which are made from previously existing fibres such as cotton and polyester. A very small amount of new cotton, silk and exotic wool fibres as well as finer recycled materials are produced and for an elite luxury market.

Whilst a growing proportion of our clothing is printed at home, the vast majority is still manufactured in low cost factories globally. In most areas this means bringing manufacturing closer to end markets as lead times for delivery are short. Because these factories operate in higher wage areas they have turned almost entirely to automated systems. Whilst garment workers are still employed in some of the poorest nations such as Bangladesh and Ethiopia, vast numbers of garment workers around the world have lost their jobs in recent years. This resulted in both peaceful and violent protests, in many areas including Turkey, Spain, Mexico and Vietnam through the 2020s as garment workers were displaced by increased automation. The sitdown strike became common across the apparel supply chain as workers blocked factories from AI retrofitting by blocking access to the factory floor. In many cases large payments to the workers were made by

conglomerates who could afford it to gain access. For smaller manufacturers the issues were more difficult to deal with, as authorities got involved a number of deaths of factory workers.

In the end, many of these workers rely on UBI as they retrain to work in other industries whilst a few forward thinking companies retrain a small fraction of factory workers to run and maintain the automated systems.

Fast, distributed, automated machine making has wiped out most hand-based skills and crafts, although at exclusive private members clubs the wealthiest men and women have access to couturiers offering them and their avatars on-call tailoring and styling services.

Dominated by a few global mega brands, the same extensive range of products are available all over the world, and digitally customised pieces are delivered to your door within hours of purchase. People are known to change their outfits physically or on their digital avatars multiple times per day. Subscriptions to megabrands have become a key fashion distribution channel and many offer hyper transparency where you can see your garment being manufactured and track it to your door. There are multiple subscription tiers available, with social status defined by what tier you've reached. Points can be used on real or digital wardrobes. The 80% living in poverty have to use a substantial proportion of their UBI stipends on apparel.

With the use of innovative fabric coatings preventing creases, stains and smells, the majority of clothing needs little care. Nanotechnology is commonly applied to fabrics, building permanent spill and stain resistance right into the molecular structure of the fibre. People throw away their clothing when they get sick of it, secure in the knowledge that chemical recycling will take care of things. Clothing is collected along with all other household recycling and quickly converted into new material, aided by nano-tagging which enables garments to be hyper-traceable even through the redesign process. However, cases of nanoparticle poisoning have been reported as a result of these being absorbed into the skin through clothing, and a backlash is building against the technology.

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SCENARIO 3
SAFETY RACE

A period of widespread global recession is leading to a rise in nationalism and trade protectionism. By 2024, the number of populist parties in power around the world is at record levels. The Paris Climate Agreement has broken down, and no one is talking about the SDGs any longer - any real action is happening outside of global governance structures. In 2028, a combination of drought, crop failure and extreme high temperatures across Africa causes massive heat-related deaths and social unrest. This cataclysmic moment is followed by a massive rise in membership of The Environmental Truth movement, born in Kenya but spreading rapidly around the world.

Keywords
Relocalized , invention, protectionism, nationalism, tribal, resourceful, tech-enabled, culturally distinct, vertical production

THE WORLD

Tensions run high in an unstable global equilibrium. The world is operating in silos of differing magnitude and power, and inequality levels between different countries are high. Many countries feel left behind. In the water-scarce Middle East, India and in Southern Europe and North Africa, there is widespread unrest and conflict. Terrorism, piracy, and a breakdown of democracy are all becoming more common.

We are headed for a 'hothouse earth': in 2030 we have just breached 1.5C, and are tracking for a 4C temperature rise by the end of the century. Action on climate change is now a matter of national security. Countries deploy different strategies to cope with climate stress: wealthier places use technological innovation to stave off the worst effects of climate change, whilst others have had to adapt lifestyles and culture significantly. There have been wholesale improvements in energy efficiency, which have reduced emissions significantly over the past decade, but sadly not enough. A growing global Environmental Truth movement is beginning to unite people across national borders around issues of climate stress. Its momentum is at new levels, enabled through digitally coordinated uprisings in different geographical locations.

Cultural differentiation and nationalism are at an all-time high. Governments seek to maintain economic growth and pass policies that enable home industries to thrive. Water and other key resources are sources of trade currency, and businesses that supply, manage and protect these resources are best positioned for success. However, this often leaves neighbouring countries at a stand-off over cross-border resource management, and teetering dangerously close to hot conflict. In some cases, tactical trade alliances have emerged in an effort to bolster growth. This is exemplified through the Sino-Nigerian Pact, and NEU, the small coalition of Northern European states which calls itself a successor to the EU.

Efficiency is the name of the game: waste streams are fully valorised and reused as countries seek to make the most of the resources they've got. Sensors are ubiquitous in daily lives, and they optimize everything from energy and water use, to personal health

and wellbeing. Countries seek to maximise economic self-sufficiency, and support local industry. Digital bazaars, where customers can compare wares and prices on the spot, are a common retail format. Skilled workers are highly valued and unemployment levels are generally low - although some types of employment do not lead to a good quality of life.

The tapestry of cultural heritage is rich. National identities make for distinctive communities, often visually identifiable by everyday items - from the types of cars people drive to the clothes they wear - which are often locally manufactured and have a culturally-flavoured aesthetic. People rely on their strong governments to protect them from social and environmental threats. Cohesion is very strong at the national level. Local survivalism chapters are thriving across the globe - people are already having to live with high levels of climate disruption and are increasingly preparing for more. Governments often encourage this, because the constant state of disaster preparation keeps the population distracted from corruption, high prices and other daily political issues.

FASHION

Fashion is driven by identity politics, and heavily flavoured by ethnic and national traditions. In parts of Africa, revival of beading and area specific head wraps are hugely popular and make for vibrant, colourful expressions of regional identity. In China, fashion is based on minimalist practices: the wardrobe is a sign of status and it is highly distinctive fashion elements, rather than volume, that elevate its owner to style leader status. People purposefully seek out patriotic attire and clothes are a visual language for distinction. Fashion is often peppered with historical references, marking out social and tribal divides. Counterculture affinity communities rebel against this by deliberately mixing and matching different cultural references to create political fashion statements promoting collectivism and globalism in vibrant, arresting ways.

Basic ready to wear is designed to be utilitarian in form and function - but is highly customisable. Luxury ateliers have re-focussed energy on their exclusive collections and differentiate their brand through ultra-personalisation for the smaller numbers of customers who can afford luxury goods. National Fashion Weeks thrive and compete globally to develop the best reputation. These shows inspire annual trends across different countries, and dictate what their more mass market peers produce and sell. Design apprenticeships are coveted and reserved for a small selection of top talent, and with skilled migration down, homegrown designers are key to brand's success. The rest of the industry workforce goes into state-sponsored, functional lifelong learning programmes aimed at training and retraining citizens according to emerging industry requirements.

Apparel is made from a combination of both natural and man-made fibres, though there is very little virgin fibre used in the market. National specializations are becoming more prominent, such as wool production in New Zealand and Scotland, paper in Sweden and sustainable cotton and hemp in China. Rain-fed virgin African cotton is the ultimate in luxury fibres, accessible only to the elites in the region. Those working in raw material production and recovery thrive in most regions as they are seen as a key linchpin in the nation's economy.

A number of countries have scaled up the use of waste materials from agriculture in textile production. In these places, the burning of agricultural residue is banned, for reasons of air pollution and wastefulness, and everything from corn husks, to banana leaves and sugarcane is used as raw materials in textile production. Elsewhere, traditional fibres are made to work hard, in a cycle of repeated reuse and recycling. Unfortunately, this deteriorates fibre quality over time and these fabrics often look and feel cheap.

Markets are protected from low cost imports and dumping - the importing of used goods from the West, for example, is now prohibited across Africa and Asia. With extended producer responsibility (EPR) mandates common around the world, 'good corporate citizens' are reaping the rewards of increased market share and governmental support. Supply chains are significantly shorter than in the past and focused on making the most of local materials and skills. This localisation means that transparency issues are no longer such a challenge. Companies are regularly audited by governments and think nothing of disclosing their suppliers, their chemical use, and so on. This is simply the cost of doing business in most places. Most countries have adopted standardised QR codes for tagging garments to enable this level of traceability. Those who pollute or exploit labour, are seen as acting against national interest and severely penalised - not to mention out of favour with patriotic customers.

Retailers use big data and algorithms to create merchandise plans, leading to more efficient stock levels. This demand-led industry model relies partly on automated manufacture, but combined with the use of human labour for the 'finishing' of garments. Often this is more about generating employment and satisfying public opinion, than about real industry need. Carefully crafted, hand-made-to-order items are coveted by those who can afford them. Family businesses, large and small, are recognized for their house style and their vertical approach to producing, selling and taking back their products.

Fashion is bought and sold in a variety of different ways. Most of it happens online, which makes stocking easier, reduces overheads for retailers and means there is less congestion in city centres. However, shopping is still desirable as an experience and small physical retail formats remain in urban areas. Top brands and retailers have a strong national identity and heritage, foreign brands suffer from high import duties and often cannot thrive in other markets.

Apparel is generally expensive due to the scarcity and cost of raw materials, but also more valued by consumers for that reason. Fashion is seen as an investment, and garments and accessories are carefully preserved - people have less disposable income, and wastefulness is frowned upon. Most clothing items require minimal washing due to material innovation and changing cultures and knowledge around overwashing.
'Waste' is a concept that most countries no longer recognise, due to the scarcity of many resources, and this applies to the fashion industry as well. Some countries regulate against fast fashion by controlling prices or textile waste volumes, because they want to minimise waste streams. The Loop Alliance in China is the world's biggest fashion industry organisation, supported by the government, and focused on ensuring closed loop solutions across the country's apparel industry.

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SCENARIO 4

CHAOS EMBRACE

We failed to mobilise a collective, global response to climate change. After a decade of intense climate shocks, a global economic recession and widespread social unrest, a new social order is emerging. In 2025, the world watches in horror as the last of the Western Gray whales died as a result of the oil and gas exploration in the North Pacific. Communities begin to organise beyond classes and national borders in sharing resources and knowledge. In 2028, South Korea and Taiwan become the first countries in the world to announce that they will use crowdsourced intelligence as the basis for all their legislative decisions.

Keywords
Retreat from globalization, community power, self-sufficiency, resilience, diversity, re-generation, nomads, instability, handskills

THE WORLD

Global frameworks like the SDGs and the Paris Agreement are long gone and forgotten. The world retreated from globalization as things crumbled and power is redistributed to local governments and communities focused on building self-sufficiency and resilience, mostly as a result of a prolonged economic recession.
By 2030, societies are regrouping in a different mould, with a rise in citizen-led participatory democracy emerging globally. People are reporting higher levels of wellbeing, despite a very adverse economic environment and a climate-stressed world. This came after a global shift, mainly led by younger generations, to abandon consumerist practices that were seen as abusive to people and the environment. Many communities are questioning capitalism and coming up with alternative systems. Although we are still within the 1.5C rise in average global temperature, water, food and energy security are top priorities, as communities adapt to impacts of resource constraints.

Ongoing political unrest has resulted in some countries breaking into independently governed regions. Several US states, such as Texas, have undertaken a soft secession from the United States in order to protect and manage their natural resources. New nations are formed, such as Catalonia and Novorossiya, and the European Union has largely dissolved. In many places power is decentralized to cities and regional communities, which drive bottom-up change and put local needs first. These places implement locally appropriate solutions for resource management, migration, and climate change mitigation, using participatory democracy approaches. However, in some regions these types of local governance experiments go wrong, leading to a rise in dictatorships and corrupt regimes. A growing numbers of climate refugees live in camps, a number of which are by now recognised as permanent cities.

Responses to climate change are varied, some support renewable energy cooperatives set up and run by local communities – solar panels, wind turbines or hydroelectric power stations, whilst some regions continue to use fossil fuels as they scramble to make the most of existing resources as they transition. Population caps are introduced to many cities

and in the wealthiest neighbourhoods small militias protect inhabitants from 'outsiders'. Governments and philanthropists offer incentives such as access to free or cheap land, to migrate to run-down cities and ghost towns. This is offered in exchange for a commitment to rebuild degraded environments, tend to land for food, and start businesses.

Despite the downturn in global trade, many neighbouring communities form local trade alliances that involve things like resource swaps and knowledge exchanges. High levels of community cohesion allow local businesses, cooperatives and informal economies to thrive. People everywhere are more frugal, ensuring materials are effectively used and continually re-used. There has been a rise in co-ops and designer-entrepreneurs. 'Big business' no longer exists in the traditional sense of the word. With scaled down global trade and a low-growth environment, all global brands have scaled back their presence and many have gone out of business. People blame big corporations of the past for the state of the world. The guild model has been adapted for the 21st century, with young people trained in skills beneficial to their communities. For example, reclaimed plastic maker spaces are very popular in places where plastic pollution levels are particularly high.

In this slower economy, people are working less, buying less, and are focused on trying to improve their quality of life. Regenerative communes are proliferating, where people choose to live entirely self-sufficiently. There is a rise in small scale-innovation and practicing of the arts. People take an active role in community, participating in education, elder care and production of food and energy. Nature is highly valued, and people spend more leisure time outside contributing to local restoration and regeneration projects. Some of these communities are pioneering new methodologies for measuring Growth in Community Prosperity (GCP), instead of GDP.

FASHION

Everyday fashion is centered around well-crafted, utilitarian garments that are kept and worn for long periods of time. With a shortage of key raw materials, most fashion is either sourced locally or pre-owned & remade. Personal style has become strongly linked to local identity and is often customized with themes, images or symbols that represent community, cultural or political affiliation. Fashion activism played a critical role in protests over the past decade, including people wearing clothes that expressed their dissent with dominant regimes, and sculptural clothing worn by performance artists to bring attention to social and environmental issues.

Faced with resource scarcity and radically different purchasing behaviour, many fashion conglomerates have gone out of business. Fashion designers reference local cultures and heritage, and employ traditional skills. Fashion has a slower cycle of designing, making and wearing. There has been a significant rise in small-scale designer/entrepreneurs working in communities. They can be found making small runs and one-off pieces in their studio shops. There is a revival of traditional techniques, from embroidery to felting and the use of natural dyes. There is a revival of traditional regional embroidery techniques across Indian communities, new applications of felting in Central Asia and innovation in natural dyes across South America. Across East Africa, artisans apply unique batik print to the old western garments dumped onto the continent in past decades. Styles are eclectic and bricolage

Supply chains are more transparent, especially around the high level of utilization each garment once it is produced. People want to know the journey of the clothing they've owned and shared, so online social network platforms allow you to leave a digital snapshot of your use of a garment, these communities help strengthen people's connection to their community through fashion.

With reduced economic capacity and a focus on resource conservation, the environmental impact of apparel production has been significantly reduced. The lifecycle of garments has been extended through slower consumption, material resourcefulness and recycling techniques, dampening demand for new pieces. New service-based business models in fashion are helping create employment for the so-called 'resilienceurs': entrepreneurs employing different upcycling techniques to create products of higher quality and value than the original. A small amount of new fibres are grown and turned into products through local fibersheds. These include wool, linen, silk, or hemp depending on the conditions of the local environment.

Completely new garments are very expensive and in some communities, new clothing is rationed, limiting the number of pieces you can buy in a given time period in order to ensure the needs of the community are met on a tight resource budget. People are more pragmatic and utilitarian in how they buy fashion: they shop much less frequently and work hard to preserve the items they have. Shifts in worldview and thinking have gone from 'needing to own' to preferring simply to have access to shared goods and services, allowing people to receive the benefits of a product without having to actually own it themselves. This encourages a rise in collaborative consumption, making peer-to-peer renting and local exchange trading systems (LETS) very popular.

Curated vintage shops are popular, especially with young people and clothing libraries allow people to rent garments for one-off events or specific purposes. Community centres have established swap shops. In some areas a local barter system have replaced currency exchange for clothing. Staple garments like t-shirts and underwear can be found in local supermarkets. People have grown more used to not having access to everything at all times. As with food, new garments are made available through slower cycles that are dependent on resource availability and seasonal needs.

Clothes are washed at communal laundromats where energy and water use is rationed, and filters are in place to collect plastic microfibers. In some wealthier communities waterless washing technology has been implemented. Garments are mostly designed to air dry quickly. They are also commonly sprayed with anti-shed coating, in order to reduce pollution and prolong longevity of the item.

As more clothing is made of natural fibers, end-of-life is easier to manage when it comes. Fibers like cotton, linen and wool are cut up into small pieces to encourage the biodegrading process, and fabrics such as jute are composted. Fabrics which are blends of different materials are remade into things like cleaning cloths and furniture stuffing by the resilienceurs.