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# The Responsible Fashion Company

*Francesca Romana Rinaldi, Salvo Testa*  
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## THE RESPONSIBLE FASHION COMPANY

Integrating ethics and aesthetics in the value chain



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**Francesca Romana Rinaldi, Salvo Testa : The Responsible Fashion Company** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Responsible Fashion Company:

1 of 1 people found the following review helpful. I really like this bookBy Anna Abdallah AlvarezI really like this book, it was informative and it provided lots of data pertaining to sustainability in the fashion industry.

The Responsible Fashion Company provides an overview of the theory, challenges and opportunities of sustainability in the fashion, design and luxury industries and presents inspiring examples from pioneers such as Gucci, Levi's,

Timberland and Brunello Cucinelli.

"We are at the point of an economic revolution, and consumers are increasingly moved by the injustice of trade and the human and environmental costs of big corporate profits. Francesca Romana Rinaldi and Salvo Testa's book 'The Responsible Fashion Company' goes a long way to pulling together existing research on sustainable fashion and is full of positive examples of better practice in luxury fashion. An inspiring read for new economists, intellectuals, fashion people and consumers, alike." (Safia Minney, Founder and CEO)"I love this book...it provides a clear framework of how the fashion industry is moving, business and managerial models, and rich case studies." (Rossella Ravagli, Head of Corporate Sustainability and Responsibility)"The Responsible Fashion Company offers a comprehensive picture of the challenges and opportunities of sustainability in the global fashion industry. The discussion about the role of the neo-consumer and the LOHAS practitioners is particularly inspiring. Across industries, enterprises have seen their sustainability initiatives fail or only develop into symbolic action because of a lack of consumer buy-in. The Responsible Fashion Company gives useful examples of how sustainable business models may be created in the necessary dialogue with consumers. Read, learn from others and develop your own innovative way of doing business the right way." (Mads Oslash;vlisen, Chairman)"Nudie Jeans started as a dream about not having to compromise, making the jeans we want at the same time as bringing a consideration for the environment and human rights into every aspect of products. This book describes many good examples of how this is happening in our industry." (Henrik Lindholm, CSR Manager)"Rinaldi and Testa's book addresses a fundamental but neglected issue inherent in the fashion sustainability debate: the fragile and apparently impossible balance between beauty, values, and the economic imperative; the model it proposes merits applause. The book is a must read for managers and academia determined to contribute to a better world through responsible fashion business practices and education." (Michela Ornati, Program Director, Fashion Luxury Sustainability Summer School)"This book fills a gap in the market for students and employees of fashion who want to understand the industry's current cultural context and the role sustainability now plays within this. It also provides a good overview of sustainability models and initiatives that are relevant to fashion, as well as a breadth of brand case studies which help underline that strong ethics and environmental considerations now underpin the success of leading commercial companies." (Allanna McAspurn, CEO)"All the ideas and cases shown in this book highlight how the aesthetic is linked to ethics. In a world where natural resources are coming closer to an end each day, it doesn't make any sense to think about fashion as a linear economic activity, disregarding its social, cultural and environmental aspects. More than ever it is necessary to see that the fashion industry -- if well oriented -- can work as a contemporary tool towards the development of an awareness through which sustainability is central. And this book represents a breaking point against false dichotomies that often lead to shallow analysis about what fashion is -- and its potential. Thanks to this book, we can see how it is possible to reconcile one of the most important industries in the world one that generates more 30 million jobs -- with best practices." (Oskar Metsavaht, Founder and Creative Director)"As part of an industry which leaves a massive footprint on people and planet, the growing challenge we face is balancing the fast moving demands of the fashion world with the realities of a production system which struggles to keep pace. This book is a refreshing and relevant overview of the facts, bringing to life the dilemmas and challenges underlined by examples of how businesses can drive positive change whilst using it to their competitive advantage." (Rachel Hearson, Account Manager)"This book provides everything you need to know about how to manage responsibility in the fashion industry." (Diana Verde Nieto, Co-Founder and CEO)"Far-sighted and ahead of its time: the authors clearly define the new paradigms that we need and which, willingly or unwillingly, we shall have to apply in a not too distant future, perhaps sooner than we realise." (Carlo Petrini, Founder)"Full of inspiring ideas and concrete case studies, this book is for anyone who wants to know how ethics and fashion can work together to define a new social agreement. It is actually possible to go beyond the capital/labour dichotomy and reconcile environmental conservation and personal dignity, without renouncing either to profit or beauty." (Sara Tommasiello, Finance, HR CSR Manager)About the AuthorFrancesca Romana Rinaldi is Professor of Business Strategy in Creative Industries and Fashion Management at Bocconi University in Milan.Salvo Testa is Professor of Business Strategies at Bocconi University and SDA Bocconi School of Management, where he created and led the Fashion Design Platform.