

Melawear accelerates knowledge transfer with its own book chapter in the recently published book “Sustainable Fashion- Governance and New Management Approaches”

Kassel. Resulting from a collaboration with the Hamburg School of Business Administration (HBSA) and numerous partners from the textile industry such as Otto, Filippa K and Melawear, the new book “Sustainable Fashion- Governance and New Management Approaches” will be introduced on October, 26th.

The book addresses different best-practice examples that contribute to a more sustainable fashion industry. All those examples show manifold paths towards a sustainable transformation of the entire industry.

To Melawear, a transdisciplinary knowledge exchange with both, science and the public, is of main importance. Being a member of the Textiles Partnership Melawear is a pioneer for social innovation. At the same time, Melawear is a pilot partner of the new Fairtrade Textile Standard and thereby contributes to the payment of living wages. This September, Melawear took part in the Cradle to Cradle congress in Lüneburg giving important insights from the entrepreneurial perspective.

The founder, Henning Siedentopp, has now contributed a chapter to the recently published anthology and thereby emphasizes the importance of transdisciplinary collaborations between science and economy. He introduces the concept of Cradle to Cradle as a relevant step to implement a circular economy and gives insights into opportunities and challenges that come with the implementation of such an approach.

Ever since its foundation, Melawear connects its business to the school of thought of Cradle to Cradle and has therefore already developed products that are manufactured with materials certified by Cradle to Cradle. Melawear aims to prevent the production of waste in the supply chain and all materials shall be integrated into material cycles.

The book “Sustainable Fashion- Governance and New Management Approaches” is published by Springer Verlag and available as e-Book or Hardcover issue.