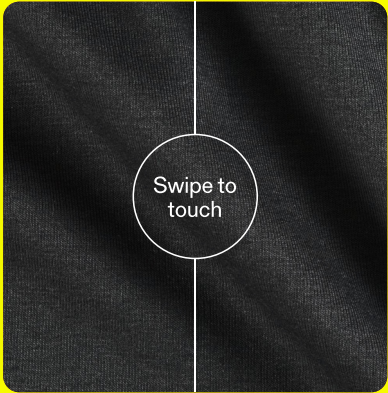
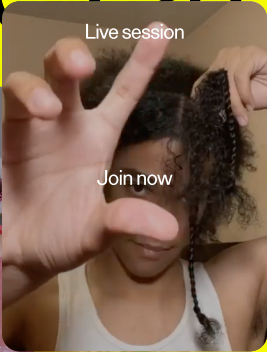
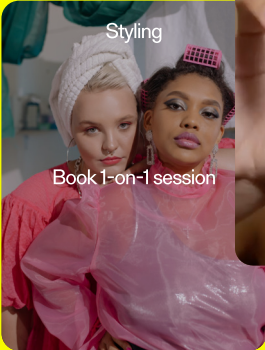


Our preferable *Future* of *Fashion*



AVAILABLE TO	
Buy	<input type="checkbox"/>
Rent	<input type="checkbox"/>
Swap	<input checked="" type="checkbox"/>
Borrow or gift	<input type="checkbox"/>
SERVICES	
Repair	>
Tailor	>
+ Add a new service	



WELCOME

Everything can change.
Will change.
Must change.

SALLY is EY Doberman’s future manifestation lab. We envision and bring to life preferable futures to illuminate the path to transformative change.

We can only create the futures we envision. So instead of accepting what could be, we imagined what should be.

With this lens, we created new digital products and services that changed the system and our future.

This is our preferable future of fashion.

MINDSHIFT N°1 TAPPING ABUNDANCE

From buy, wear, discard → To a constantly revolving wardrobe

MINDSHIFT N°2 CULTIVATING CONFIDENCE

From manufacturing insecurity → To cultivating confidence

MINDSHIFT N°3 FULL DISCLOSURE

From dirty secrets → To proud stories

ABOUT

Contact and more on this project

MINDSHIFT Nº1



TAPPING ABUNDANCE

Back in 2021 we made more garments than there were people to buy them. Our customers discarded these clothes faster than we could make them. As the damage from this extractive business model grew impossible to ignore, technology helped new ones start to take shape.

FROM:



Buy,

wear, *discard*

Buy, wear, *discard*

Buy, wear, *discard*

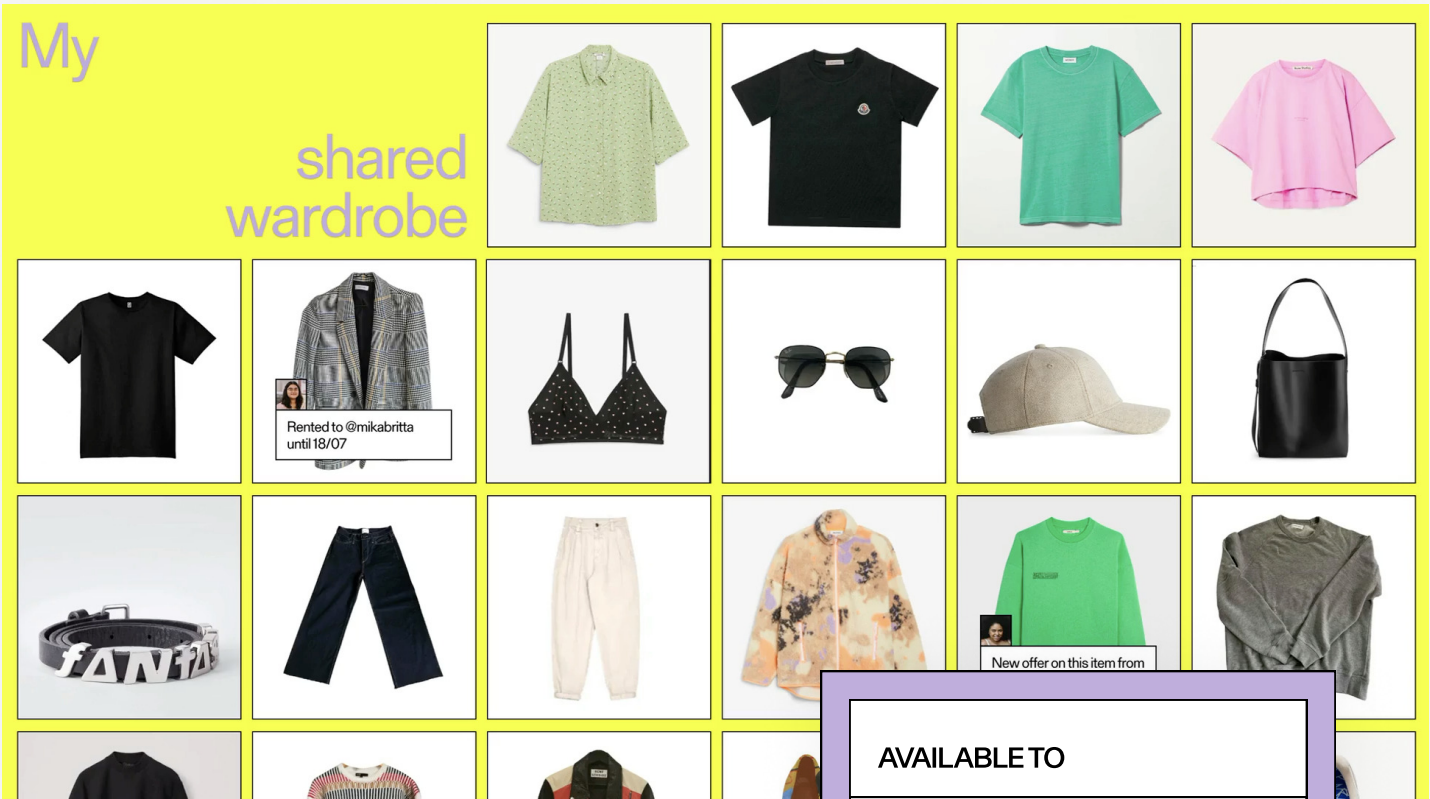


TO: A constantly
revolving



wardrobe

At the heart of the shift was something as simple as a virtual twin.



CONCEPT N°1 — DIGITAL TWIN WARDROBE

In 2021, it was easier to buy new clothes than used ones. While pre-owned clothes were multitudes cheaper and infinitely better for the environment, it was really not easy to shop for them.

Digital twins removed the hassle of second-hand shopping by creating a centralised register of every garment ever made, unlocking an entirely new clothing economy.

Today we buy, rent and borrow everything we need through globally connected wardrobes. Brands have become service providers and there is an entire supporting marketplace. Tailoring, styling, upcycling and post-wear care can be added like apps to your phone—at the tap of a button.

AVAILABLE TO

Buy

Rent

Swap

Borrow or gift

SERVICES

Repair

>

Tailor

>

+ Add a new service

The tipping point

We knew it was coming. What we sold as “new” was rarely exciting. We kept trying to get consumers to buy a new take on an old trend. To buy the same things in a new shade. But they’d seen it all before. The more we made, the more we had to destroy.

And when consumers found out that our excess clothes were ending up on the shorelines of Ghanaian lagoons, we couldn’t put it off any longer.

We needed to make better use of what already existed.

The enablers

Around that time, data processing was already so advanced that a brand’s entire back catalogue could be digitised in hours, creating a database of every item ever produced by them since digital records were kept.

The metadata to categorise clothing was agreed upon by the International Standards Organisation, making it easy to sort materials, styles, colours, sizing, and more.

Always ahead of the curve, this initiative was led by digital-first, quality-led D2C brands, followed closely by the luxury conglomerates. Fast-fashion was slower to come on-board, owing to the sheer amount of items produced by them, and the fact that a lot of the clothes they made had already disintegrated.

These databases, combined with next-generation image recognition and machine learning made it straightforward to digitise one’s wardrobe. All one had to do was to take two pictures of their garment and the platform would create its digital twin.

Some older millennials said that the digitisation process reminded them of turning CDs into MP3s 30 years earlier.

And like what MP3s did to CDs, there was no turning back.

The opened opportunities

The digital twin database was the foundation of everything to come. When every garment ever produced became data, it gave us the ability to do just about anything... even make fashion finally sustainable.

Pioneers in 2021

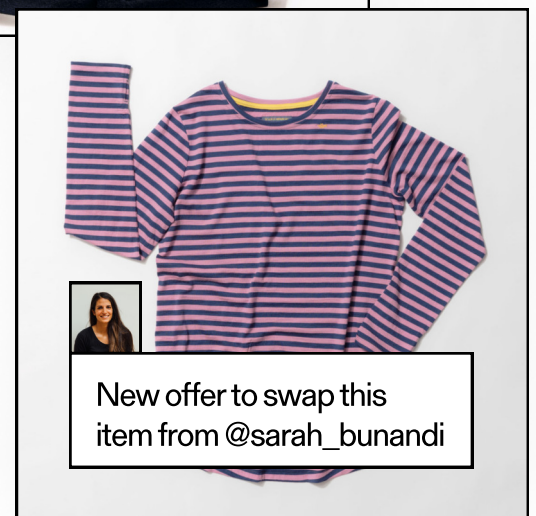
ThredUP

<https://www.thredup.com>

Wardrobe

<https://www.wearwardrobe.co>

When everything we wore gained a digital twin, we opened up circularity beyond our wildest hopes.



CONCEPT N°2 — CURATION AS A SERVICE

These new digital wardrobes enabled new services that made sustainable fashion as fun, easy, inclusive, and affordable as fast fashion that came before it.

By opening up digital wardrobes up to personal stylists and influencers, our customers could freshen up their looks with what they already had. One particularly successful subscription service would curate five on-trend looks for the week with items already in your wardrobe.

With permission, brands could look through the clothes already owned by the customer and create recommendations that would give the entire wardrobe an update.

And a new clothing subscription service, dubbed the “Spotify Discover Weekly of clothes”, would use algorithms to predict what clothes a customer might like and ship them, carbon neutrally, in a box to try every month.

Instead of buying reactively and with remorse, these services helped customers be strategic about their acquisitions.

With improved accessibility and affordability to sustainable and slow fashion through “personal shopping” services and curated styling, we made fashion empowering and inspirational, without needing to be extractive.

Pioneers in 2021

Plick

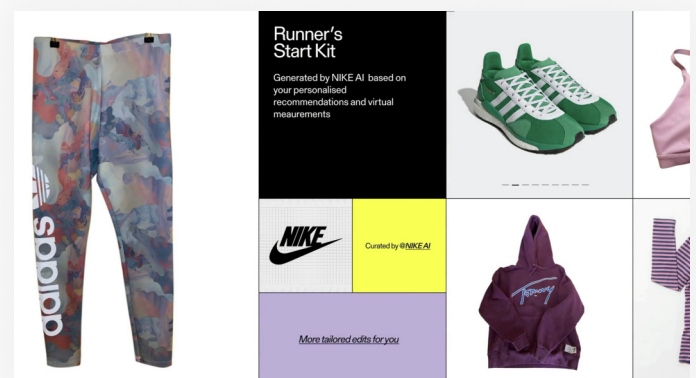
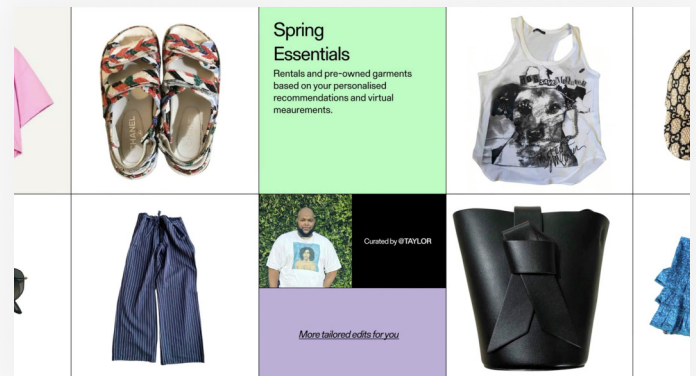
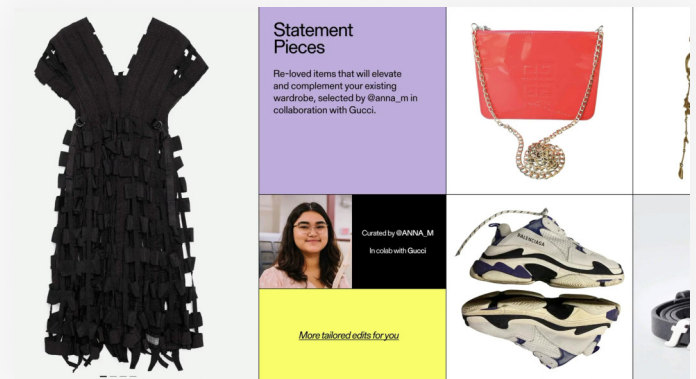
<https://plick.se>

Armoir

<https://www.armoire.style>

Thread

<https://www.thread.com>





CONCEPT N°3 — PERFECT FIT FOR ALL

In 2021, one in four garments were being returned. 70% of those garments were because the garment was the wrong size.

While this was already a problem for online retail, we couldn't realise the potential of our peer-to-peer networks if we couldn't get sizing right.

Thankfully, online fitting rooms eventually surpassed the physical experience through inclusive smart fit analysis, powered by XR technology, body scans, and garment modelling.

Mixed Reality processors in modern smartphones made it easy to accurately measure garments and size ourselves. When this information was combined with the large datasets of our digital twins, we were able to accurately recommend the perfect fit 9 out of 10 times.

Personal fit profiles are now available in the cloud as a plugin available to stylists and sellers, and textile simulations would provide haptic feedback that allow for digital "touching" of fabrics.

Pioneers in 2021**Eazysize**

<https://easysize.me>

Nexr

<https://www.nexr-technologies.com/nexr-fashion>

Virtusize

<https://www.virtusize.com/virtusize>



CONCEPT N°4 — THE CARE ECONOMY

Towards the end of the fast fashion era, conscientious customers knew that “recycling” was the marketing term for “making waste someone else’s problem”. This created a cultural shift towards buying better quality pieces and looking after them.

Some progressive brands were already ahead of this and took responsibility for the clothes they put out in the world, offering free repairs for life.

It was only a matter of time before businesses stepped in to fill the gap for the brands that didn’t offer this service.

Pioneers in 2021

Nudie

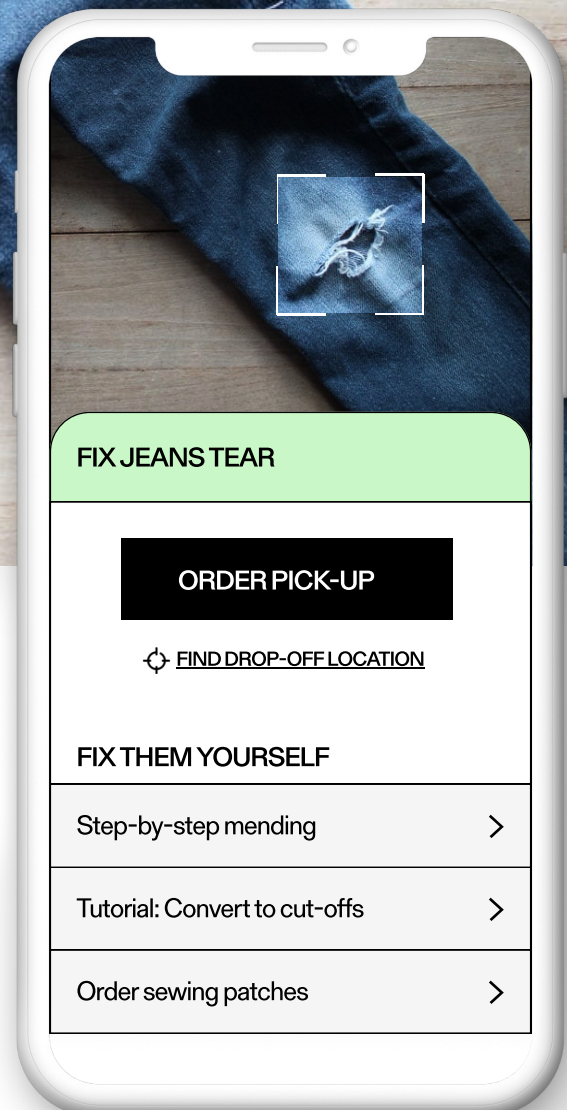
<https://www.nudiejeans.com/free-repairs>

Patagonia

<https://eu.patagonia.com/gb/en/repairs-returns-form.html>

Houdini

<https://houdinisportswear.com/sv-se/explore/houdini-repair>



MINDSHIFT N°2



THE CARE ECONOMY

Our old system was sustained by customers constantly buying new clothes. The best way to achieve this was to keep them insecure by setting impossible and ever-shifting standards of beauty.

As we shifted from volume to value, we realised we had more to gain from helping our customers become confident in who they were, not through what they bought. Beauty defined and owned in their terms, not that of our own.

We tried so hard to fit into that same narrow frame, only to discover that the real beauty was in our differences.

FROM: Chasing
*unattainable
standards*



TO: The
*democratization
of beauty*

"Style is something each of us already has, all we need to do is find it."

DIANE VON FURSTENBERG



CONCEPT N°5 — PEER TO PEER RETAIL

In our old world, retail was a channel where taste was dictated by a homogenous few to a polymorphic many.

Creative directors would mine the past for what would be worn next season. Marketing teams would go into overdrive to make customers feel bad if they didn't buy in and throw away their old threads.

But something interesting was bubbling away under the main stream. Edgier expressions of identity were to be found on Reddit, TikTok and Discord, away from the monotonous feeds of Instagram and in-store shop displays.

Finally, people could again be excited by the possibilities of their wardrobes. They felt empowered by those who looked like them, thought like them, created for them.

They reclaimed what clothing was truly about—self-expression. It was beautiful—no one artistic director could compete with their combined imaginations.

And the best thing was—with the new possibilities afforded by our new economy, these tastemakers could create their own marketplaces for others to buy into their looks.

Retail finally became by the people, for the people.

The tipping point

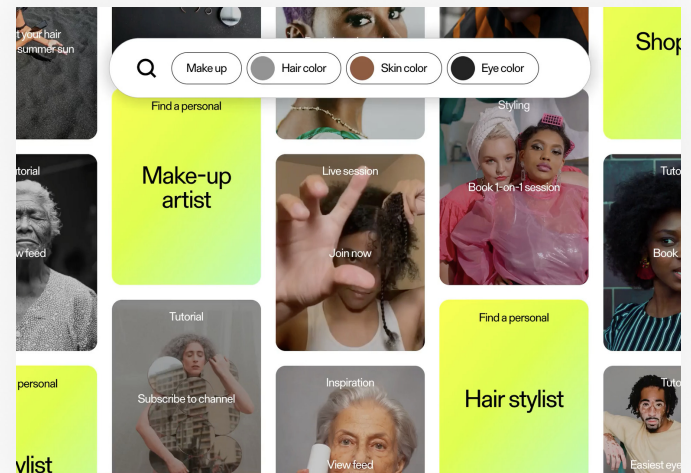
We knew that to be relevant, we needed to be inclusive. And while the faces in our campaigns changed, the clothes didn't. It was then that everyone realised that the clothes weren't made for those that wore them. They were made for shareholders.

The enablers

TikTok's algorithm was instrumental in connecting people to looks that inspired them. Once the rabbit hole was opened, one could explore a universe of styles that would never make it to the mainstream. Compounded with our digital wardrobe and peer-to-peer market place that reduced the barrier to experimentation, a new era of decentralised creativity was enabled.

The opened opportunities

When we embraced the eclectic, new creative opportunities opened for all.



Pioneers in 2021

Tik-tok

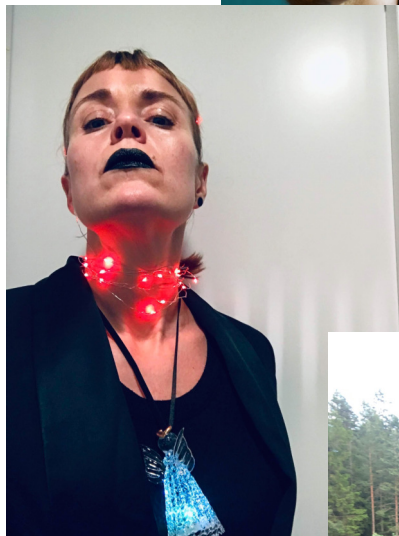
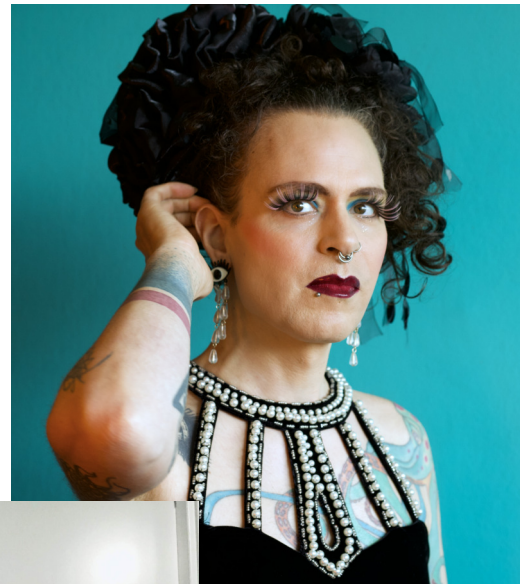
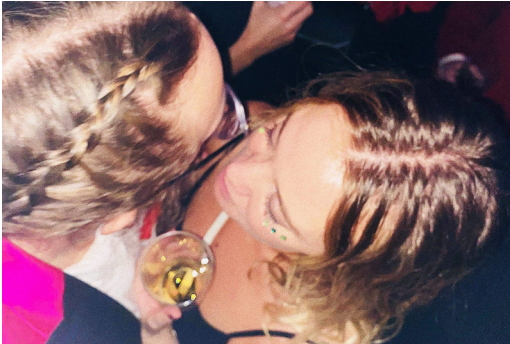
[@the.navarose](#) - Thrifted fashion inspo

[@zahraa_hberro](#) - Hijab styles

[@trendycurvy](#) - celebrity styles on curvy women

[@awpaxyboy](#) - Mens fashion for fall

We tried so hard to fit in to
that same narrow frame,
when the real beauty was in
our differences.





CONCEPT N°6 — DIGITAL GARMENTS

Around the time we were being more conscientious about the real world clothes we bought, a new world of possibilities opened up in the metaverse.

A digital avatar was no longer the reserve of video gamers or forum lurkers. Avatars became a way where we could enjoy and embody our personal expressions. Designers could let their imaginations go wild. They were no longer bound by physics or resources.

And our realities started blurring when mixed reality companies could take your wildest digital garments and superimpose onto photos and video to share on your social media platforms.

Pioneers in 2021**The Fabricant**

<https://www.thefabricant.com>

Tribute Brand

<https://tribute-brand.com>

Dress x

<https://dressx.com>

The Dematerialised

<https://thedematerialised.com>

RTKFT

<https://rtfkt.com>

Atacac

<https://atacac.com>

MINDSHIFT N°3



FULL DISCLOSURE

We couldn't ignore the stories any more. The toll our old system was taking on people and the planet made it impossible to enjoy what we wore.

Thankfully, around that time, brave brands used new tech to make everything transparent to tell more meaningful stories.

When it became impossible to hide behind the gloss, we ended up making fashion a positive force for all.

FROM:
fast & dirty

Cheap



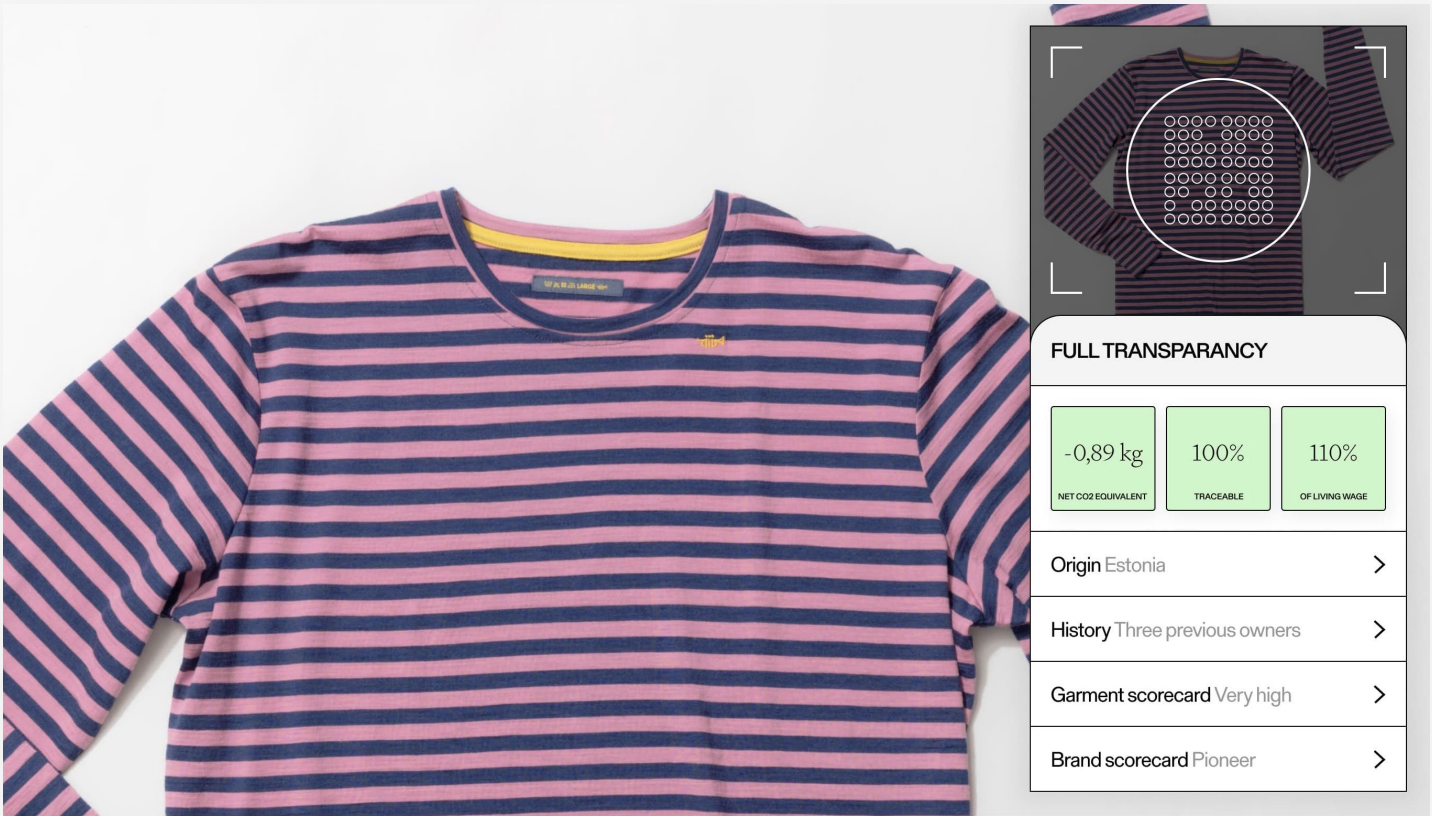
TO:

Proudly
wearing my
convictions

From extraction,
to creation.

From industry,
to movement.





CONCEPT N°7 — NOWHERE TO HIDE

Back in the early 2020s, green labels were a mess. There were few common standards and even less accountability. “Sustainable option” and “good choice” were labels that were thrown around so often they ceased to mean anything.

Today, third-party transparency and blockchain tracking is the norm. It touches every part of the physical supply chain. Where the inspiration came from, who designed it, who made it, how it was transported, how to repair or repurpose it and even who wore it before.

With transparency being a requirement for everything that hit the racks, it soon became hard for manufacturers to hide behind low-effort greenwash.

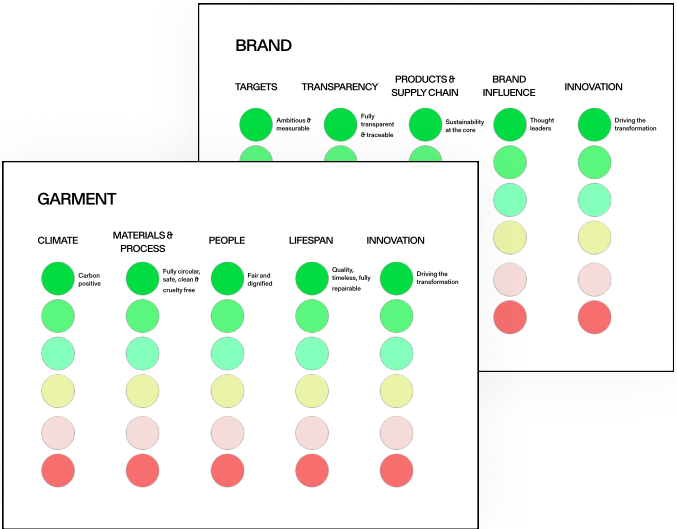
Pioneers in 2021

Adetex.ID
<https://www.adetexs.com>

Threadcounts
<https://www.threadcounts.io>

Fashion revolution
<https://www.fashionrevolution.org>

Textile Genesis
<https://www.textilegenesis.com>





Broderie blouse from ocean plastic

€34

+ Add & Back*

+ Add

*10% innovation bonus is added. So far this innovation have 3 408 backers.

CONCEPT N°8 — ACTIVIST APPARELLING

“Every time you spend money, you’re casting a vote for the world you want to see”. When the supply chains were laid bare, it became harder for customers to knowingly spend recklessly garments that were killing the Earth and the people on it.

While customers always knew their choices had an impact, it was only when every brand had to make known their supply chains that customers could see who was paying the cost for cheap clothes.

This led to a renewed wave of activist shopping, where purchasers would seek out not just the least-damaging businesses to buy from, but those that were net positive, and that aligned with their specific values. They went outside of traditional retail to do it, relying on crowd-funding platforms, micro investments and even, most radically—buying direct from makers.

Pioneers in 2021

1% for the planet

<https://www.onepercentfortheplanet.org>

One Planet Crowd

<https://www.oneplanetcrowd.com/nl>

Fashion

innovation hub

Contribute to and build on sustainable fashion innovations

+

Add innovation

EVO
by Fulgar

7123
builds

Circular Platform
by circular:fashion

2400
builds

Process Kit
by circular:fa

Loop
by H&M

3 234
builds

Project Mono Air
by Houdini

4 214
builds

AlgiKnit
by AlgiKnit

1234
builds

Bidegradable
Glitter
by BioGilitz

2378
builds

cycora
by Ambercycle

1458
builds

Vegea
by Mango

CONCEPT N°9 — OPEN SOURCE INNOVATION

Looking back, the excitement we felt about recycled polyester seems quaint now. Recycled polyester was still plastic, and still damaging to the environment.

This awareness supercharged a thriving open-source community that accelerated the pace of innovations in materials that could return to the Earth as food, rather than as poison.

The brands moved their R&D from the black box to the stage, sharing solutions and learnings on an open platform—a “Github for fashion”.

This shift has been beneficial on many levels: innovative brands receive recognition and status while laggards are simultaneously pressured and inspired to do better. But the biggest winner is the speed and scale of radical innovations, redefining everything we thought we knew.

Pioneers in 2021

Dimpora

<https://dimpورا.com>

Vegea

<https://www.vegeacompany.com>

Mycotex

<https://neffa.nl/mycotex>

ABOUT

Act with SALLY

SALLY with EY Doberman is a future manifestation lab, dedicated to visualising radically sustainable and inclusive futures.

Note on preferable futures

The future is undecided, still for us to create. But building a future that is better for all won't happen by itself and we are currently headed down a dangerous path. Without radical action we are facing a cascading ecological breakdown within our lifetime.

Incremental tinkering around the edges won't cut it. Everything has to change.

This is the reason we work with Preferable Futures – a method through which we define visions of the future, guided by what science and experts tell us is needed, and then we explore what types of solutions, products, services, and systems that could exist in that future – things that could enable that future. It is a method that helps us uncover new and potentially disruptive ideas for innovation. And, through backcasting, we can become strategic about how to move towards that future.

The essential shifts of fashion

In this Preferable Future of Fashion we focus on three essential shifts that will change how we relate to fashion and how we consume it, or rather, how we use it. It is three shifts that will take us towards sustainability and circularity.

By no means are these three shifts enough for achieving truly sustainable fashion. Many other things have to happen across the life cycle covering everything from the primary production of raw materials, to processes, energy and water use, working conditions, human rights, recyclability, and a massive expansion of infrastructure to 'close the loop'.

We can't do this without you.

Time is ticking. Let's talk.
sally@doberman.ey.com

More on SALLY
<https://sally.doberman.co>

About EY Doberman
<https://doberman.co>