



LAURA KRARUP FRANDSEN
FASHION DESIGNER
CLIMATE CAMPAIGNER



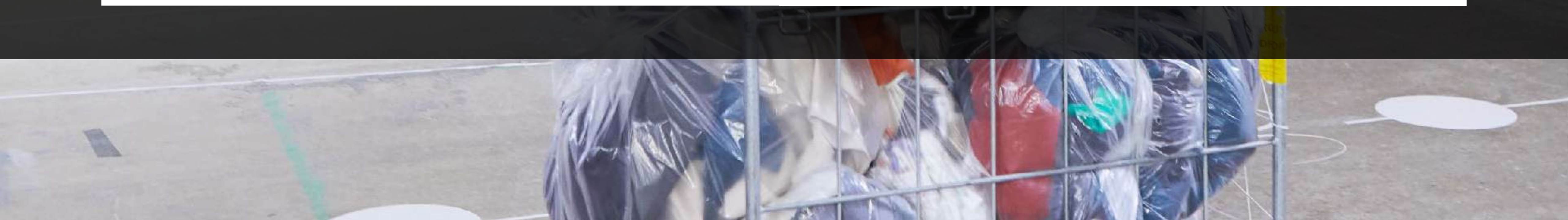
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(ANTI)FASHION DESIGNER
CLIMATE CAMPAIGNER



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**FOR 52 WEEKS,
I PLEDGE NOT TO BUY NEW CLOTHING OR TEXTILES**

For the next year, we will engage in a boycott of the fashion industry and its ecological, exploitative system of production and consumption.

TO CUT CONSUMPTION.

Together, we will drastically cut our dangerous levels of consumption and challenge ourselves to radically change our relationships with clothes. We will take joy in making do with what we already collectively have, and learn to rewear, repair, remake and regenerate.

TO CHANGE CULTURE.

Together, we challenge a culture of fashion that dictates and capitalizes on our perception of worth. We must transition to a culture of care that values all people, animals and planet over profit.

FOR A JUST TRANSITION.

Together, we will stand in solidarity with workers throughout the supply chain and advocate for a just transition of jobs.

This is a climate and ecological emergency.

We can not significantly mitigate this crisis without radical systemic change. Business as usual is leading us towards extinction.

Unless we disrupt the system, millions will continue to suffer and die from the environmental and social havoc wreaked by continued toxic production.

The natural world is at the foundation of our economy, our society, and everything we eat, drink and breathe - yet it is being eroded from beneath our feet.

We must act now.

Join us in boycotting fashion and building a future fit for generations to come.

REBEL FOR LIFE.



N&F

DUTCH DESIGN WEEK



Listen now **BBC**

Fashion Fix: Fashion Boycott with Laura Krarup Frandsen and Rachel Clowes

Fashion Fix with Charli Howard

Should we boycott fashion? To make sense of ethical dress sense, model and activist Charli Howard meets two people with very different takes on fixing the fashion industry.

22 November 2019
Available now
38 minutes

teenVOGUE

STYLE POLITICS CULTURE IDENTITY VIDEO SUMMIT SHOPPING NEWSLETTER

master's students at the **Royal College of Art** fashion program in London showed their final collections, but one student chose to go a different, slightly alternative route.

Twenty-nine-year-old Danish student **Laura Karup Frandsen** had been using bins to collect textile waste from the university community throughout the term, hoping to prevent the fabric from ending up in a landfill. For her final collection, she wheeled a trolley containing this waste, stuffed in more than a dozen plastic bags, into the middle of a room as models walked past. She added a white flag with the logo of **Extinction Rebellion**, an international movement that uses nonviolent civil disobedience for radical environmental action, which Laura had been involved with for months prior.

She also organized a "die-in" protest with members of the group to coincide with the showcase. In this "die in," 20 volunteers from Extinction Rebellion attended wearing all black, then dropped to the ground as if dead once the show began. Laura hoped this performance, combined with the presentation of the waste, would make the audience question "how we can still justify

FINANCIAL TIMES

Fashion student Laura Krarup Frandsen decided not to present a final collection for her degree at the Royal College of Art, in June 2019. In a definitive statement against the industry's vast levels of consumption, she instead used her slot to stage a "die-in." Some 20 protesters, dressed in black, lay motionless as models walked over them.

GWAND
SUSTAINABLE FESTIVAL
LUCERNE

WE CAN'T SOLVE THE OVER-CONSUMPTION WITH MORE CONSUMER GOODS - LAURA KRARUP FRANDSEN

2018-07-10 | SUSTAINABLE VOICE

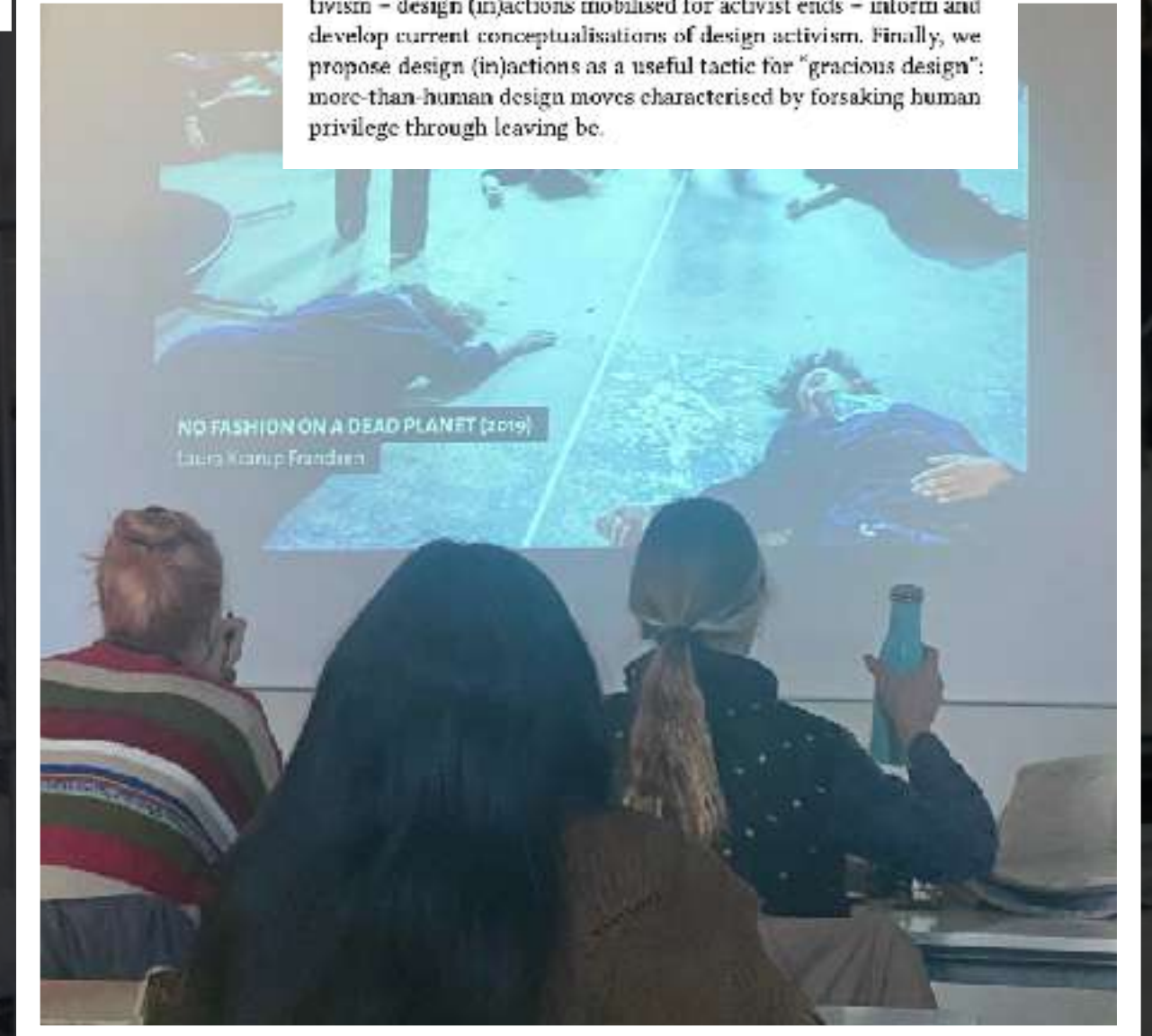
euro news.

WATCH | Protesting fast fashion almost made me fail my master's

Laura Karup made the bold decision not to present a final collection for her Masters of Fashion.

ABSTRACT

Sometimes the best decision may be to not design. But you can "not design" in different ways. There are emerging discussions of using design's destructive potential to hinder, eliminate, "undesign" unwanted technologies and practices. In this paper we argue that informed and carefully crafted not-doings should also be considered valid and generative design acts. Through discussing a series of inaction-related design projects we propose the concept of design (in)actions. An (in)action is the informed, articulated and designerly decision to not act. Through the concept of "designer killjoy" we frame risks and stakes of such moves. We discuss how design inactivism - design (in)actions mobilised for activist ends - inform and develop current conceptualisations of design activism. Finally, we propose design (in)actions as a useful tactic for "gracious design": more-than-human design moves characterised by forsaking human privilege through leaving be.



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"There is no fashion on a dead planet" says RCA grad who refused to make final collection

i/B DM

Lifewij Edelhart: a frightening but oh so exciting future

euro on a glass of wine, but not on a swimsuit. Such calculations have muddied the waters. At the same time, we see that very young consumers - those protesting for the climate in the streets and eating vegan - feel an urgent need to put the brakes on. Some decide to refrain from buying any clothing for a year. At London's Royal College of Art, a student (editor's note: **Laura Kraup Frandsen**) refused to create an end-of-year collection. At that level, this amounts to the sacrifice of her talent. Instead, she proposed an installation denouncing the horrors committed in the name of fashion. An undertaking spread throughout the world with the hashtag **#BoycottFashion**.

apparel side of the business. "This is clearly not a dip - it's a major shift," suggests NPD executive director.

THE FACE

Frandsen didn't just eschew shopping when she joined XR's fashion boycott - she gave up her lifelong dream of becoming a fashion designer. "For so many of us, [joining the boycott] is a great loss and offers a sense of grief. It's something we are letting go of," Sara Arnold, one of the organisers of XR's fashion boycott, explains. "Everyone in the [XR fashion working group] has worked in the fashion industry or studied fashion design and we all thought we could make the fashion industry sustainable before we came to the realisation, very sadly, it's all too late." (In a story published last month, an assistant professor of fashion design, ethics and sustainability at Ryerson University stated that any progress the fashion industry makes towards becoming more sustainable is cancelled out by the speed at which the industry is growing.)

Womenswear inspiration

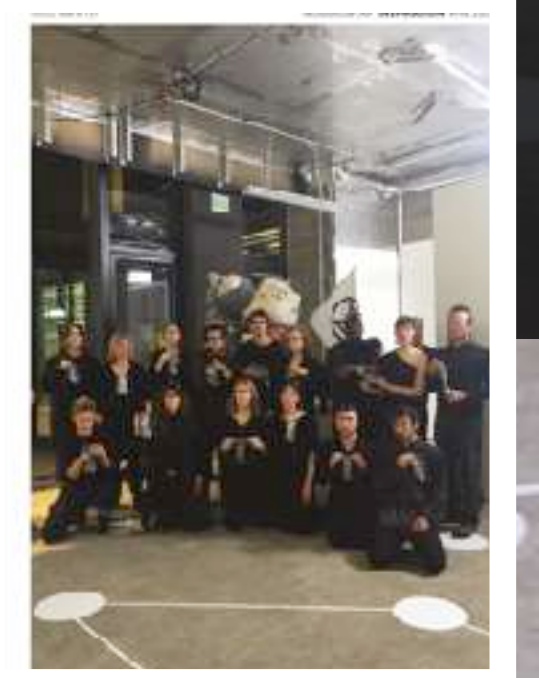
"We are in the middle of a climate crisis and ecological breakdown. We are destroying the planet to maximize our exponential growth, and those who have been at the coal face of this crisis are paying the highest price. The environmental consequences of the fashion industry are catastrophic and we must act now to prevent this crisis from becoming a disaster. This is a warning."

Laura Karup Frandsen (RCA)

RCA Fashion Graduate Laura Karup Frandsen took a bold and decisive stance, refusing to produce a final collection in protest against overconsumption. Rather than a traditional collection she staged a "die in" supported by Extinction Rebellion activists dressed in black (see story).

The message was reinforced by a display in another space that had accompanied in the student's lecture department over the past few months.

"It is an honour to be inspired by the work of our published best selling author. The book is a masterpiece and we are proud to have it in our library. It is a must-read for anyone interested in the fashion industry and its impact on the planet. We are proud to have it in our library and we are proud to have it in our library. We are proud to have it in our library and we are proud to have it in our library."





**WHEN WE TALK ABOUT SOLUTIONS
WITHOUT ADDRESSING THE PROBLEMS
WE ARE CREATING FALSE NARRATIVES**



sustainability

noun [U]

UK /səˌsteɪ.nəˈbɪl.ə.ti/ US /səˌsteɪ.nəˈbɪl.ə.ti/

ENVIRONMENT

the quality of causing little or no damage to the environment and therefore able to **continue for a long time**

sustainability | BUSINESS ENGLISH

ENVIRONMENT, NATURAL RESOURCES

the idea that goods and services should be **produced in ways** that do not use resources that cannot be replaced and that do not damage the environment



Definition by the United Nations Brundtland Commission In 1987:
“**MEETING THE NEEDS** OF THE PRESENT
WITHOUT COMPROMISING THE ABILITY
OF FUTURE GENERATIONS **TO MEET**
THEIR OWN NEEDS”

A photograph of an H&M store entrance. The store's name is written in red above the glass doors. A large group of people is gathered outside, many holding flags with a black symbol on a white background. Some people are wearing red headscarves. In the foreground, a person is wearing a dark blue jacket with a white patch that says "R.I.P. LEW 1983". A camera operator is visible on the right side of the frame.

H&M

**WE HAVE ENOUGH CLOTHES
IN EXISTANCE TO DRESS THE
NEXT SIX GENERATIONS**



80 - 150 BILLION
GARMENTS MADE EVERY YEAR

10% - 40%

ARE NOT SOLD

8 - 60 BILLION
EXCESS GARMENTS A YEAR

A large landfill of garbage with a blue truck in the background. The image shows a massive pile of waste, including plastic bags, paper, and other debris, under a clear sky. A blue truck is visible in the upper right corner, partially obscured by the waste.

**1 GARBAGE TRUCK
IS DUMPED IN A LANDFILL EVERY SECOND**

**264.000 - 594.000 TON
INCINERATED IN EUROPE EACH YEAR**

A large, sprawling pile of garbage, including plastic bags, paper, and other debris, under a grey sky. In the background, a blue truck is visible. A semi-transparent white box is centered over the image, containing text.

**ONLY 1 % OF CLOTHES ARE
RECYCLED INTO NEW CLOTHES**



**THE FASHION & TEXTILE
INDUSTRY
IS THE SECOND MOST POLLUTING
INDUSTRY IN THE WORLD**



10% OF GLOBAL CO2 EMISSIONS

10% OF THE TOTAL WATER CONSUMPTION

20% OF GLOBAL CLEAN WATER POLLUTION

20% OF THE WORLD'S PESTICIDES

10% OF THE WORLD'S MICROPLASTICS



1 T-SHIRT OF COTTON

=

2,700 LITRES OF FRESH WATER

=

1 PERSON'S DRINKING NEEDS FOR 2.5 YEARS



**59% OF ALL SUSTAINABILITY CLAIMS
BY EUROPEAN FASHION BRANDS
ARE INACCURATE AND MISLEADING**



**SUSTAINABILITY
BUY LESS
INDUSTRY CHANGE
FOR PROFIT**

**RESPONSIBILITY
PRODUCE LESS
CULTURE CHANGE
FOR PURPOSE**


I WANTED TO DESIGN TO FOR A BETTER WORLD

1,5

2,7




2,7

A large forest fire with thick smoke and bright orange flames. The fire is intense, with a large plume of dark smoke rising into the sky. The background shows a dense forest of evergreen trees, some of which are partially obscured by the smoke and fire. The overall scene is dramatic and urgent, illustrating the severity of the climate crisis.

**“We are on the brink of an irreversible climate disaster.
This is a global emergency beyond any doubt.
Much of the very fabric of life on Earth is imperiled.
We are stepping into a critical and
unpredictable new phase of the climate crisis.”**


“The 2024 State of the Climate Report: Perilous Times on Planet Earth”



“For many years, scientists, including a group of more than 15,000, have sounded the alarm about the impending dangers of climate change driven by increasing greenhouse gas emissions and ecosystem change.


For half a century, global warming has been correctly predicted even before it was observed—and not only by independent academic scientists but also by fossil fuel companies.”

“The 2024 State of the Climate Report: Perilous Times on Planet Earth”



“Despite these warnings, we are still moving in the wrong direction; fossil fuel emissions have increased to an all-time high, the 3 hottest days ever occurred in July of 2024, and current policies have us on track for approximately 2.7 degrees Celsius (°C) peak warming by 2100.”

“The 2024 State of the Climate Report: Perilous Times on Planet Earth”



**“We find ourselves amid an abrupt climate upheaval,
a dire situation never before encountered in the annals of human
existence. We have now brought the planet into climatic conditions never
witnessed by us or our prehistoric relatives within our genus, Homo”**

“The 2024 State of the Climate Report: Perilous Times on Planet Earth”



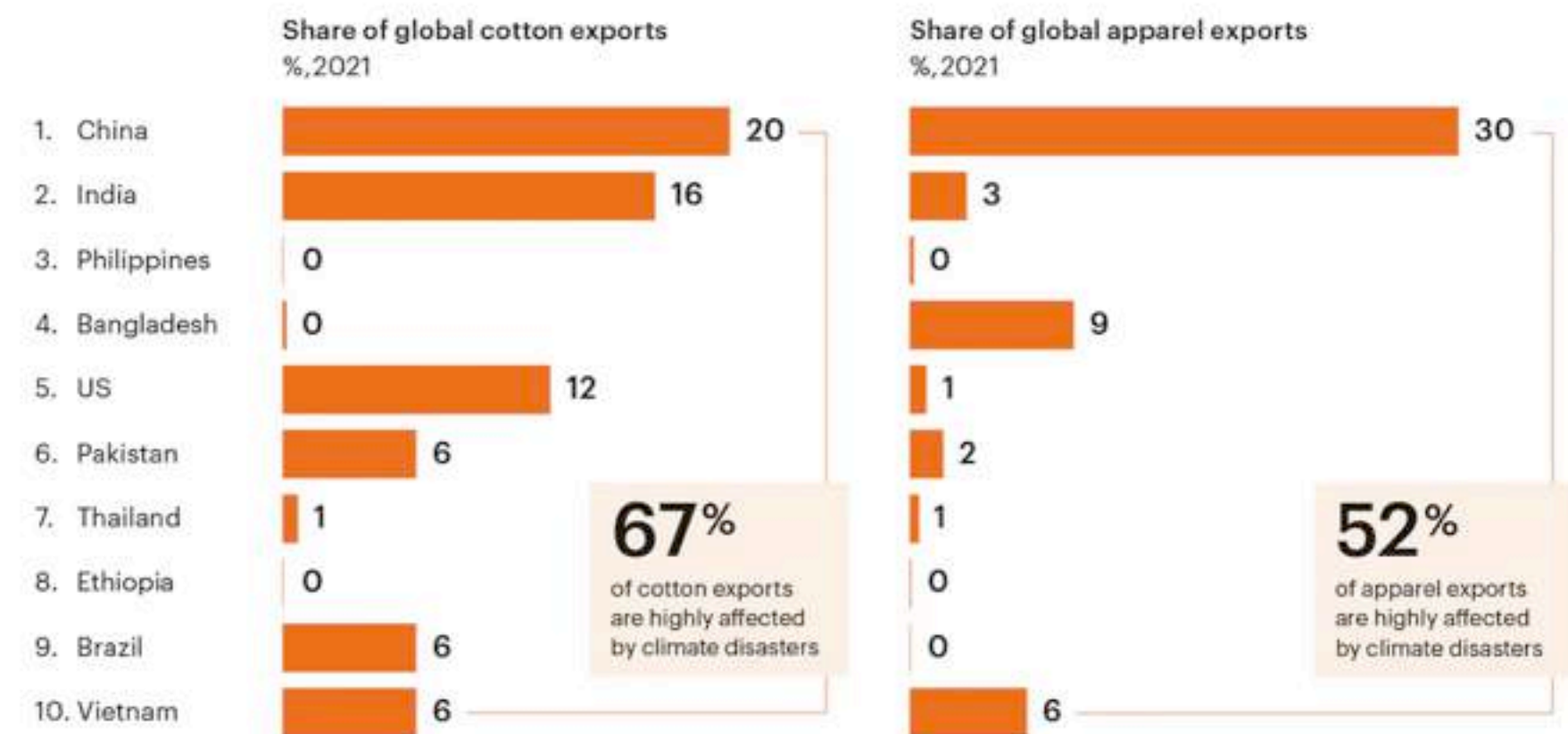
SUSTAINABILITY

The Year Ahead: Why Fashion Can No Longer Ignore the Climate Crisis

The State of Fashion 2024 explores how the frequency and intensity of extreme weather-related events are leaving the industry's value chain increasingly vulnerable.

A significant share of apparel exports is from countries most directly impacted by climate-related disasters

Top 10 countries most impacted by climate-related disasters, Measured by number of people affected, 2000-2023



Source: United Nations Office for Disaster Risk Reduction, World Trade Organisation

BOF

Earth's 'vital signs' show humanity's future in balance, say climate experts

Exclusive: Planet is headed for at least 2.5C of heating with disastrous results for humanity, poll of hundreds of scientists finds

“The big difference [with the most recent IPCC report] was that all of the scientists I worked with were incredibly frustrated. Everyone was at the end of their rope, asking: what the fuck do we have to do to get through to people how bad this really is?”

Study warns of a billion human deaths if global warming reaches or exceeds 2°C



NASA Study Reveals Compounding Climate Risks at Two Degrees of Warming

If global temperatures keep rising and reach 2 degrees Celsius (3.6 degrees Fahrenheit) above pre-industrial levels, people worldwide could face multiple impacts of climate change simultaneously. This is according to a NASA-led [study](#) that analyzed the projected impacts of such warming to understand how different climate effects might combine. A 2-degree rise in global temperatures is [considered a critical threshold](#) above which dangerous and cascading effects of human-generated climate change will occur.


Bill McGuire @ProfBillMcGuire · Oct 14 - **climate scientist**

If this doesn't scare the sh*t out of you it should

This is absolutely devastating - and possibly game-changing - news

Trees and land absorbed almost no CO2 last year. Is nature's carbon sink failing?





**“HUMANITY’S FUTURE DEPENDS ON
CREATIVITY, MORAL FIBER AND PERSEVERANCE.
IF FUTURE GENERATIONS ARE TO INHERIT THE
WORLD THEY DESERVE, DECISIVE ACTION IS
NEEDED, AND FAST”**

- CHRISTOPHER WOLF, CO-AUTHOR

“The 2024 State of the Climate Report: Perilous Times on Planet Earth”

CREATIVITY, MORAL FIBER AND PERSEVERANCE.

WE NEED TO LEAD THE CHANGE

WE NEED TO STEP UP

AND STEP INTO RESISTANCE



NØDBREMSEN

**15 NEW HIGHWAYS
IN THE MIDST OF A
CLIMATE COLLAPSE?**



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NØDBREMSEN

A large-scale forest fire is depicted, with thick, billowing white and grey smoke rising into the sky. The ground is covered in intense orange and yellow flames, with bright fire visible through the dark silhouettes of the trees. The overall scene is one of a major natural disaster.

THE WORLD WE KNOW WILL CHANGE

BY DISASTER OR BY DESIGN

MAKE
DESIGN
MATTER



NOEDBREMSSEN.DK



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