Lessons from one of the Great Success Stories of Beauty + Function

A conversation between Julian Lings, Sustainability Manager & Charles Ross
LESSONS FROM ONE OF THE GREAT SUCCESS STORIES OF BEAUTY + FUNCTION

Julian Lings: EMEA Sustainability Manager
Product Sustainability, Outdoor Exploration, Conservation, & CSR programmes
Tesco

Charles Ross: Royal College of Art Lecturer
Performance Sportswear Design
Wrap/ Fixing Fashion/ EOG
LESSONS FROM ONE OF THE GREAT SUCCESS STORIES OF BEAUTY + FUNCTION

Format

3 key question areas to make it easy to follow

a) Reappropriating unloved product
b) How to put greater value in sustainable products
c) Best products leaving ever smaller footprints
d) Audience questions!

Julian has not been able to practise these answers…
Why The North Face?

Why Julian – the Sustainability person?

Why not more on FutureLight?

Form follows Fantasy = Beauty -> Fashion
Form follows Function = Performance Sportwear Design

It is that middle area: Sport Fashion/ AthLeisure that has prompted this conversation – there is a theme…