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“It is possible to develop and find more sustainable solutions so long as there is a will to do so. It is above all a matter of company culture and state of mind,” affirms Rémi Crinière. “The company’s strategic choices must be stable in order to be lasting. Swedish, family-owned company H&M focuses on long-term rather than short-term profits by adhering to sustainable development and circular economy practices.” The H&M Conscious Foundation recently launched the *Global Change Award*, endowed with one million euros, to drive innovation that will bring the circular economy into the fashion industry.

“Innovation and best practices help to reduce both transportation’s cost and overall environmental footprint (CO2, particles, but also noise, congestion...) in an industry that is heavily dependent upon such means. This is not just the case for international transportation, but also inner-city delivery to stores and e-commerce customers,” adds Philippe Mangeard.

“Lectra’s innovative solutions help fashion industry players reduce their carbon footprint, while respecting economic priorities,” notes Laurence Jacquot. “For example, 3D technology reduces the use of physical prototypes, while PLM allows teams to work together in real time without any paper work. Better designed collections respond to consumer demand, thereby reducing waste associated with unsold merchandise.”

The round table was moderated by the Co-Directors of Lectra-ESCP Europe “Fashion and Technology” Chair Céline Abecassis-Moedas and Valérie Moatti.

For further information, visit the Lectra-ESCP Europe Chair’s website at www.mode-technologie.fr/en and join its social networks.

