

SUPPORTING SUSTAINABLE
FASHION CONSUMPTION:
CASE OF GENEVA, SWITZERLAND

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FASHION AND THE CITY WEBINAR

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NATIONAL CONTEXT

- Switzerland has, after Luxembourg, the second highest spending on clothing per capita in the world
- Switzerland imports 95% of the garments sold in the country - primarily from China and Bangladesh
- 90% of sales are attributable to non-luxury products
- On average, Swiss consumers buy 22,6 kg of clothes, footwear, accessories and home textiles per year.
- Roughly 8 kg of second-hand products in the same categories are exported out of the country per year.



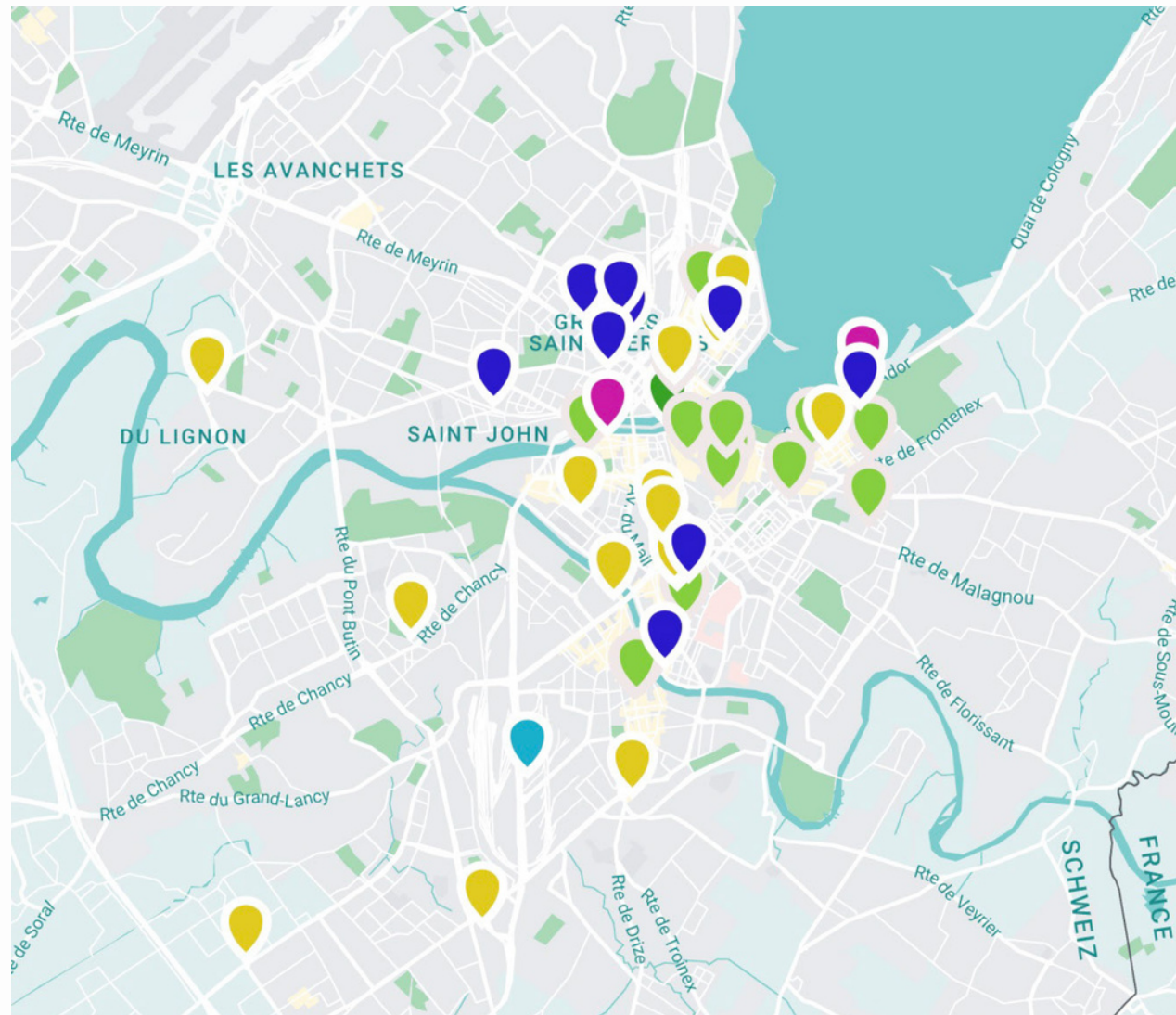
RESEARCH PROJECT

- Research project by the University of Geneva, funded by the City of Geneva
- Research period: between May 2020 and July 2022
- Overall objective: to understand the local ecosystem of alternatives to fast fashion consumption, obstacles and synergies for their development
- A subset of findings explores clothing donations - and the network of charity shops that resell them locally
- Focus on unwanted garments aggregated at a city level

<https://www.unige.ch/urbanhub/bienvenue/recherche/projets/sustainablefashionforgeneva/>



LOCAL ACTORS



LEGEND

- Charity Shops
- Independent
- Swaps
- Rental
- Ethical Fashion Boutiques

SUSTAINABLE FASHION INITIATIVES AND BOUTIQUES IN GENEVA

List of Second-Hand Boutiques

- | | |
|--|--|
| <p>Independent</p> <ul style="list-style-type: none"> ● Coco and Co Rue Saint-Victor 7, 1227 Carouge ● GM Boutique Pictet Rochement 3, 1205 Genève ● Frou Frou Rue des Glacis-de-Rive 21 Genève ● "ne m'oublie pas" 2nd Hand Rue de la Madeleine 11, 1204 Genève ● Mode & Luxe Grand-Rue 13, 1204 Genève ● Prise en Flagrant Délire Route de Frontenex 43, 1207 Genève ● Les Toutes Belles Rue des Etuves 17, 1201 Genève ● Vintage Garderobe Rue Henri-Mussard 11, 1208 Genève ● La Bourse du Luxe Rue Chausse-Coq 5, 1204 Genève ● Flamant Rose Place du Bourg-de-Four 4, 1204 Genève ● Rafet Couture & Vintage Rue du Stand 24, 1204 Genève ● Affaires a suivre Rue Saint-Joseph 6, 1227 Carouge ● Flair No 3 Rue John-Grasset 3, 1205 Genève ● Mon Joli Trésor Rue des Boucheries 23, Versoix, Suisse ● La case à Max Rue de la Navigation 19, 1201 Genève ● Downtown Uptown Rue de Monthoux 21, 1201 Genève, Suisse ● Hazard Rue de Monthoux 34, 1201 Genève ● Manquée Rue St-Victor 6 1227 Carouge Genève | <p>Ethical Fashion Boutiques</p> <ul style="list-style-type: none"> ● kokoso Av. des Tilleuls 21, 1203 ● AgentSpécial Rue Benjamin-Franklin 6, 1201 Genève ● La Collective 10 Rue Dr-Alfred-Vincent, Geneva ● WaxUpAfrica Rue des Grottes 32 1201 Genève ● Magasin du Monde Rue des Grottes 9, 1201 Genève ● Coeur Cabane Rue du Clos 6, 1207 Genève ● Au temps pour moi Rue de Carouge 99, 1205 Genève ● ApeSigned Jean-Robert-Chouet 4, 1202 Genève ● La Baladeuse 22 Rue Prévost-Martin, 1205 Genève |
| <p>Rental</p> <ul style="list-style-type: none"> ● La Mascarade Rue des Rois 2, 1204 Genève ● Saint Frusquin boutique Quai Gustave-Ador 5... | <p>Charity Shops</p> <ul style="list-style-type: none"> ● Boutique Les Fringantes Rue Vignier 4, 1205 Genève, Suisse ● Brocante Armée du Salut Chemin Barde 6, 1219 Le Lignon ● Emmäus Carouge Route de Drize 5, Carouge, Suisse ● Baby Occas' (Dépôt-vente) Rue de Carouge 49 ● La Solderie - Plainpalais Rue de Carouge 51-53 (passage) ● La Solderie des Pâquis Rue des Pâquis 4 bis ● Point Rouge Lancy Av. du Petit-Lancy 3 ● Point Rouge Chêne-Bourg Rue de Genève 71 ● Point Rouge Rue de Carouge 47, Genève, Suisse ● CSP Renfille Meyrin Rue Alphonse-Large 19, 1217 Meyrin ● CSP Renfille Plan-les-Ouates Ch. de la Cartouchière, 1228 Plan-les-.. ● CSP Eaux-Vives 15 rue de la Mairie, 1207 Genève ● CSP Jonction 34 bd Carl-Vogt, 1205 Genève ● CSP Paquis 1 rue du Môle, 1201 Genève ● CSP Plainpalais 37 rue de Carouge, 1205 Genève ● Vêt'Shop Plainpalais Av. Henri-Dunant 2, 1205 Genève ● Vêt'Shop Acacias Route des Acacias 5, Les Acacias, Suisse ● Espace de Valorisation Textile Route de la Galaise Bât. 17 B 1228 Pl.. ● Vêt'Shop Lissignol Rue Lissignol 1-3, Genève, Suisse |
| <p>SWAPS</p> <ul style="list-style-type: none"> ● SIPY Routes des Jeunes, 59, 1212 Lancy Switzerland | |

DISPOSAL

- In 2022, a local association Coordination Textile Genevoise received around 2,740 tons of clothes, footwear, accessories, and household textiles.
- Roughly 2,225 tons are collected via donation containers and ca. 500 tons are brought by individuals directly to charities.



DONATIONS THROUGH CLOTHING CONTAINERS HAVE INCREASED DRAMATICALLY, FROM 250 TONS IN 1994 TO 2,225 TONS IN 2022.

DISPOAL

- Ca. 30% of donations processed locally: ca. 20% sold in local boutiques, ca. 5% distributed through Vestiaire Sociale.
- The rest is sold to a commercial reseller and leaves the city. Local independent second-hand boutiques do not have access to this merchandise.
- Low quality fast fashion garments, some with tags still attached, dominate the donations.
- There are no separate collection points for textile products that are in no longer usable condition.



Source: Mikhail Rojkov, Final presentation for the
Master's program in
Fashion Design, HEAD (2021)

Exporting most of the donations essentially makes
the problem of overconsumption invisible to
local, municipal authorities
AND TO CONSUMERS THEMSELVES

RECOMMENDATIONS FOR THE CITY

A - VISIBILITY / Enhance visibility and help promote local sustainable fashion initiatives.

- 1** Create an online platform to share information about the different local sustainable fashion initiatives
- 2** Support festivals and events to promote sustainable fashion and mindful consumption – financially, by offering rent-free or low rent central locations, etc.
- 3** Advertise relevant events and initiatives on the City website, mailing list, social media channels, etc.
- 4** Ban fast fashion advertisements in the city centre (and all other forms of ‘planned obsolescence’ products)
- 5** Denounce greenwashing, in partnership with the FRC or another association
- 6** Encourage the Canton to develop sustainable fashion consumption modules for school curriculum
- 7** Through public communications, contribute to reframing fashion consumption paradigm towards the narratives of sufficiency and circularity

RECOMMENDATIONS FOR THE CITY

B - CONSOLIDATION / Support local sustainable fashion actors and initiatives in consolidating their efforts and enhance participatory involvement.

- 1** Encourage and support financially the development of a slow fashion hub in Geneva, in a visible central location (e.g., subsidized rent or rent-free central location, paid part-time or full-time positions)
- 2** Encourage local sustainable fashion initiatives and boutiques to form an association to speak in “one voice”, to join their efforts in raising awareness and to help communicate a variety of issues they are facing to the City and Canton
- 3** Invite local actors for participatory consultations twice a year, to discuss the key challenges they are facing and ways forward



Monthly lunches of the local sustainable fashion actors, Geneva. Source: K.Vladimirova

RECOMMENDATIONS FOR THE CITY

C - SKILLS / Support the development of clothing care, repair, and upcycling skills.

- 1** Finance a regular program of upcycling workshops and repair cafes
- 2** Address the issue of a lack of time: consider supporting intermediary services to help consumers “treasure hunt” for new clothes or sell pre-worn clothes

D - COMMUNITY / Support in-person interactions and community building around sustainable fashion practices.

This could be achieved by supporting measures A-**2**, B-**1** and C-**1** from the list above

E - WASTE / Develop infrastructure to recycle unwearable apparel at the end of life.

- 1** Harmonize existing waste management policies with the climate change and sustainability policies and priorities of the City
- 2** Offer separate textile collection points for waste (unusable textiles, shoes, and accessories) – and develop a program to trace and recycle these end-of-life products ■

STEPS TAKEN

OVERCONSUMPTION OF CLOTHES INCLUDED AS A PRIORITY MEASURE IN THE CITY CLIMATE STRATEGY



**STRATÉGIE
CLIMAT
DE LA VILLE DE GENÈVE**

STEPS TAKEN

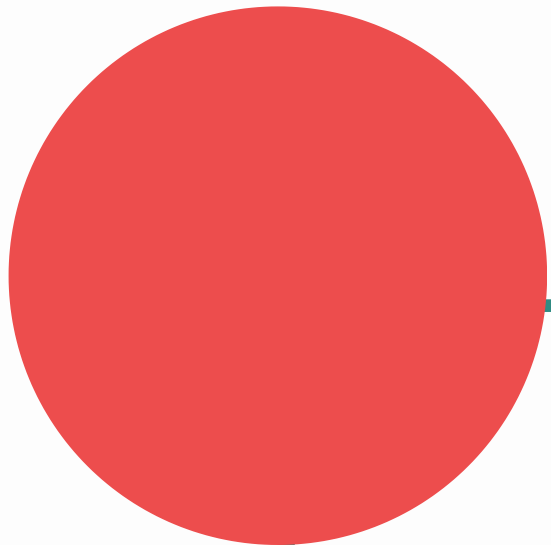
SUPPORT FOR PROJECTS



Histoire Sans Chutes (2023)
<https://histoiresanschute.ch>



Atelier De Fil En Fil (2024)



THANK YOU!

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