

FASHION AND SUSTAINABILITY: CAN FASHION SAVE THE WORLD?

**MAY
15
2025**

**Venice School of
Management
Campus San Giobbe
Volpato Room
14.30 - 16.00**



Annick Schramme

Full professor at the University of Antwerp (Faculty of Business and Economics), responsible for the Masters program in Cultural Management.

The fashion industry is one of the largest but also one of the most polluting industries. It generates a turnover of 3 billion dollars and represents 2% of the global GDP. Worldwide, 75 million people are employed in the fashion sector.

1 in 6 people work in the fashion and related sectors. With **the rise of "fast fashion"**, however, fashion has become a **hyperconsumer good** with all the consequences for people and the environment. With platforms like Shein, the fashion industry has reached its limits. It faces an enormous **challenge: how can we make the fashion sector more sustainable and circular?**

What kind of **new business models arise?** And what about consumer behavior? Food for thoughts and discussion!

In 2018 Annick Schramme started a new international **Masters degree in Fashion Management** and also set-up an executive program Leadership in Culture (LinC LL) with the University of Utrecht for the Low Countries.

Her interest starts in the first place with the challenges facing the cultural and creative sectors, both on local, national and international levels. The recent years her research has focused on cultural governance, policy and entrepreneurship and sustainable business models.



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