

IDSN 599 Special Topics Future Fashion - Sustainable Systems and Strategies

Units: 4

Term—Day—Time: Spring 2025, Mondays and Wednesdays, 4:00-5:50pm

Location: ONLINE

Instructor: Keanan Duffy

Office: via Zoom

Office Hours: Monday 12:00pm – 4:30pm PST

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IT Help: <https://uscedu.sharepoint.com/sites/IYASStudent/SitePages/IT-Resources.aspx>

Hours of Service: 8:30 a.m. – 6:30 p.m.

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Course Description

The global fashion industry is at a critical juncture, demanding a sustainable transformation. The fashion industry has left a significant mark on both people and the planet over the past 50 years. From the rise of mass production during the Industrial Revolution to the fast fashion model that dominates today, the way we create, consume, and dispose of fashion has caused far-reaching environmental and social consequences. As we confront these impacts, it is clear that the road to healing both ourselves and the environment will require substantial effort, innovation, and collaboration.

Future Fashion - Sustainable Systems and Strategies is a dynamic course designed to equip students with the knowledge and skills necessary to develop and implement sustainable strategies for fashion brands across Design, Innovation, Entrepreneurship, Marketing, Sourcing, Production, Retail, and Distribution. The fashion industry's impacts are deeply rooted in overconsumption, waste, pollution, and unethical labor practices. There is no way to produce fashion without some level of environmental toll. On top of this, issues such as colonialism, systemic discrimination, unrealistic beauty standards, lack of inclusivity, and human rights abuses remain pervasive in the industry's structures. Addressing these injustices may seem daunting, and eco-anxiety can arise when we confront the scale of the problem. But this is precisely why it's important to engage with this work in a thoughtful, informed way.

This course explores the intersection of fashion and sustainability, focusing on ethical design practices, how technological innovation can re-invent the fashion system and the true impact of the global consumer's behavior. Through case studies, hands-on projects, and guest lectures, students will gain a comprehensive understanding of sustainable fashion's challenges and opportunities.

Learning Objectives

By the end of this course, students will be able to:

1. Analyze the current landscape of sustainable fashion and its key challenges.
2. Identify and apply ethical design principles and sustainable materials in fashion design.
3. Develop strategic approaches to sustainability in the fashion supply chain.
4. Create impactful marketing strategies that communicate sustainability to consumers.
5. Propose innovative solutions to advance sustainability in fashion through design thinking.
6. Develop a nuanced understanding of sustainable fashion practices and their implications.
7. Acquire skills in sustainable design and ethical sourcing.
8. Enhance their ability to communicate and market sustainable fashion initiatives effectively.

9. Foster collaboration and innovation within cross-disciplinary teams.

Key Collaborators

Students will examine successful case studies from leading practitioners such as Stella McCartney, Eileen Fisher, Li Edelkoort, and Patagonia. Collaborations with designers and non-profits such as the Ethical Fashion Initiative will also be explored to promote sustainable practices. Insights from industry leaders and innovators will provide real-world context and inspiration.

What to Expect:

- **Cutting Edge Research:** Learn from academic and business leaders at the forefront of sustainable fashion.
- **In-Demand Skills and Knowledge:** Understand how sustainability marketing can drive transparency and positively influence consumption patterns.
- **Industry-Informed Curriculum:** Academic content will be continuously revised to adapt to current industry developments.
- **Knowledge Exchange:** Participate in industry-led workshops and expert speaker series while collaborating with peers.
- **Enterprise:** Engage in innovative problem-solving to tackle real-world challenges.

Who is this course for?

This master's course is designed for emerging leaders and entrepreneurs who are committed to driving meaningful, sustainable change. It is tailored for individuals with a strong sense of purpose and a desire to be at the forefront of innovation in an industry undergoing a critical transformation. The program equips students with the knowledge and skills needed to challenge traditional business models, develop eco-conscious strategies, and lead the shift toward a more sustainable and ethically responsible fashion sector. The course is ideal for future business leaders, entrepreneurs, and professionals who aim to leverage the power of fashion to create positive social and environmental impact. By addressing the complexities of sustainability, ethical practices, and creative innovation, students will gain the tools to not only navigate but also shape the evolving landscape of the fashion industry. This program places a strong emphasis on fostering a deep understanding of how fashion can align with global sustainability goals, while also shifting societal perceptions of what it means to create and consume fashion in an environmentally conscious world.

Prerequisite(s): None.

Co-Requisite(s): None.

Concurrent Enrollment: None.

Recommended Preparation: None.

Course Notes

The course is for a letter grade and will be conducted online. All assignments and lecture notes will be posted to Brightspace.

Required Readings and Supplementary Materials

- [Our favorite sustainable brands to add to your wardrobe](#)
- [The State of Fashion 2025: Challenges at every turn](#)
- [Stella McCartney on Pioneering Sustainability in Fashion](#)
- [How to communicate sustainability as a fashion brand](#)
- [Sustainable fashion is getting harder, not easier, for designers](#)
- [Key sustainability communications strategies for businesses](#)
- [Fashion needs stronger storytelling that is more inclusive, relevant and responsible](#)
- [How Vivienne Westwood supports Made in Kenya and circularity](#)
- [Adidas Has Sold More Than One Million Pairs of Sneakers Made from Ocean Plastic](#)
- [Circular business models in the fashion industry - new study identifies USD 700 billion opportunity](#)
- [Sew it yourself! Inside the zero-waste, zero-sweatshop fashion revolution](#)
- [Sustainable Manufacturing Market Trends](#)
- [The True Cost of Shein Is One We're Not Willing To Pay](#)
- [Sustainable supply chains: Green logistics practices for the 21st century](#)
- [How Data and AI are Driving More Sustainable Retail Sourcing](#)

- [The impact of textile production and waste on the environment](#)

Optional Readings and Supplementary Materials

1. Fletcher, Kate. *Sustainable Fashion and Textiles: Design Journeys*.
2. Gwilt, Alison. *A Practical Guide to Sustainable Fashion*.
3. Bocken, Nancy et al. "A Value Mapping Tool for Sustainable Fashion."
4. Blum, Peggy. *Circular Fashion – Making the Fashion Industry Sustainable*.
5. Supplementary materials will be provided via Brightspace throughout the course.

Description and Assessment of Assignments

Assignment 1: Work individually.

Assignment Brief: Identifying Sustainable Practices in Fashion Brand's Product Development and Materials Sourcing

Objective:

To analyze and evaluate the sustainable practices of a fashion brand with a focus on product development and materials sourcing. The goal is to understand how sustainability is embedded in the brand's design, production, and material choices, and assess the effectiveness of these practices.

Assignment Deliverables:

Presentation (10-12 slides summarizing key findings)

Scope:

This assignment will explore how the selected fashion brand integrates sustainable practices in the following areas:

Product Development:

Ethical and sustainable design principles.
Use of eco-friendly or innovative production techniques.
Integration of circular fashion concepts (e.g., recycling, upcycling).
Brand's commitment to waste reduction and minimizing environmental impact during the production process.

Materials Sourcing:

Selection of sustainable materials (e.g., organic cotton, recycled fabrics, plant-based dyes).
Sourcing practices, including transparency about where and how materials are sourced.
Certifications and standards adhered to (e.g., GOTS, Fair Trade, OEKO-TEX).
Collaboration with suppliers who practice sustainable farming, production, and fair labor practices.

Key Areas to Explore:

Brand Overview:

Brief description of the fashion brand, its target market, and positioning in the fashion industry.
Explanation of the brand's sustainability goals and commitments (if available).

Sustainability in Product Development:

Review of the design process: Does the brand incorporate eco-design principles (e.g., design for longevity, repairability, or recyclability)?
Evaluation of the product life cycle: From raw material to finished product, how does the brand reduce waste and carbon footprint?
Exploration of any collaborations or partnerships the brand has with other organizations or innovators in sustainable fashion.

Sourcing of Materials:

Identify the materials used in key products (e.g., clothing, accessories, footwear).
Investigate whether the brand uses natural, organic, recycled, or regenerated materials.
Check for transparency in sourcing: Does the brand provide information on where and how the materials are sourced? Is the supply chain traceable?
Analyze the environmental and social impact of the brand's material choices. Does it prioritize low-impact production methods and fair labor practices?

Certifications and Standards:

Identify any third-party certifications (e.g., Global Organic Textile Standard [GOTS], B Corp, Fair Trade, Cradle to Cradle).

Discuss the relevance of these certifications to the brand's sustainable claims and how they contribute to overall credibility.

Challenges and Critiques:

Highlight any limitations or areas where the brand could improve its sustainability efforts (e.g., lack of transparency, reliance on unsustainable materials, or issues with supply chain practices).

Discuss challenges faced by the brand in implementing sustainable practices (e.g., cost, scalability, consumer demand).

Comparative Analysis (Optional):

Compare the brand's sustainable practices with a competitor or another brand known for its sustainability efforts. Assess how the brand stacks up in terms of industry standards and innovation.

Methodology:

Secondary Research: Review the brand's website, sustainability reports, press releases, and third-party publications (e.g., interviews with the brand's designers, sustainability experts, or industry critics).

Case Studies: Analyze any relevant case studies or collaborations the brand has been involved in related to sustainable practices.

Certification Databases: Access online certification directories and sustainable fashion databases (e.g., Textile Exchange, Fashion Revolution) for verifiable data.

Evaluation Criteria:

Depth of Analysis: How well the student identifies and evaluates the brand's sustainable practices in product development and materials sourcing.

Evidence and Research: Quality of secondary research and the use of credible sources to support claims (e.g., certifications, supplier relationships, sustainability reports).

Critical Thinking: The ability to critically assess the effectiveness of the brand's sustainability efforts, including any gaps or areas for improvement.

Clarity and Structure: Clear organization of the report, logical flow of ideas, and well-structured argumentation.

Presentation: Engaging, visually compelling, and concise summary of key findings.

Submission Guidelines:

Presentation (10-12 slides summarizing key findings)

Assignment 2: Work in Groups of 3 students.

Please create a 10 to 12 slide deck presentation for a **Marketing and Communication Strategy for a Fashion Brand**. This should include:

1. Brand Identity and Positioning

Objective: Clearly define the brand's unique value proposition.

Target Audience: Understand your ideal customer segment (age, gender, lifestyle, values, income, location).

Brand Values and Mission: Establish core brand values (e.g., sustainability, inclusivity, luxury, innovation) and communicate the mission that resonates with your audience.
Brand Personality and Voice: Create a consistent tone (e.g., bold, sophisticated, playful) to be used across all channels.

2. Marketing Goals

Increase brand awareness.
Drive traffic to website/store.
Boost sales conversions.
Build brand loyalty and customer engagement.

3. Market Research and Competitor Analysis

Customer Insights: Conduct surveys, focus groups, or use social listening tools to gather insights about what your customers desire and their buying behaviors.
Competitive Landscape: Identify competitors and analyze their strengths and weaknesses in terms of pricing, messaging, campaigns, and customer experience.

4. Digital Marketing Channels

Website Optimization: Ensure your website is visually appealing, easy to navigate, and mobile-friendly. Incorporate SEO to improve organic search visibility.

Social Media Marketing:

Platforms: Instagram, TikTok, Pinterest, and Facebook (depending on your target demographic).
Content Types: Lifestyle photos, influencer collaborations, behind-the-scenes content, user-generated content, short videos, and stories.
Paid Advertising: Use paid ads on Instagram/Facebook or Google Ads to increase visibility.

Email Marketing: Build an email list and use segmentation to send personalized offers, new arrivals, and exclusive promotions.

Influencer Partnerships: Collaborate with micro and macro influencers who align with your brand values and have a genuine connection with your target market.

Content Marketing: Create blog posts, styling guides, and videos that highlight your brand story, fashion trends, and customer testimonials.

5. Traditional Marketing Channels (if applicable)

Print Media: Advertise in fashion magazines or local publications, particularly if you cater to a niche luxury or high-end audience.

Events and Pop-Ups: Host fashion shows, trunk shows, or pop-up stores to create buzz and engage with the community directly.

Collaborations & Sponsorships: Partner with influencers, celebrities, or other brands for co-branded collections or sponsorships of fashion events.

6. Customer Engagement and Community Building

Loyalty Programs: Create a rewards program that incentivizes repeat customers.

Interactive Campaigns: Encourage customer participation in design contests, style challenges, or hashtag campaigns on social media.

Customer Support: Provide excellent customer service through live chat, responsive email, and easy returns.

7. Brand Partnerships and Collaborations

Collaborate with non-competing brands (e.g., accessory companies, beauty brands) for cross-promotions or exclusive collaborations that will reach new audiences.

Explore partnerships with charity organizations if sustainability or social causes are part of your brand ethos.

8. Measurement and Analytics

Key Performance Indicators (KPIs):

Sales growth.

Website traffic and conversion rates.
Social media engagement (likes, shares, comments, follower growth).
Email open and click-through rates.

Adjust Strategy: Regularly review analytics and customer feedback to refine the marketing and communication tactics.

9. Public Relations and Press

Media Outreach: Build relationships with fashion journalists and bloggers to secure media placements and features in relevant fashion publications.

Press Releases: Announce new product launches, fashion week participations, and other significant events.

10. Sustainability and Social Responsibility (if applicable)

Highlight any sustainability initiatives or ethical practices in production, such as eco-friendly materials, fair labor practices, or carbon-neutral shipping.

Engage in transparent communication about the brand's environmental impact and commitment to positive change.

FINAL:

Assignment Brief: Working individually please identify the **Sustainable Materials Sourcing practices of a Fashion Brand.**

Objective:

The goal of this assignment is to explore and evaluate the sustainable materials sourcing practices of a fashion brand. You will research how the brand selects, sources, and utilizes materials with the aim of reducing its environmental footprint and promoting ethical production standards.

Assignment Deliverables:

Presentation (10-12 slides summarizing key findings).

Scope:

This assignment will explore the materials sourcing practices of a selected fashion brand, addressing the following areas:

Types of Materials Sourced:

The materials used by the brand in key product categories (e.g., apparel, accessories, footwear).
The environmental impact of the materials used (e.g., organic cotton, recycled polyester, plant-based fibers, natural dyes).
Whether the brand uses natural, synthetic, or alternative materials (e.g., lab-grown fabrics, biodegradable materials).

Sourcing Practices:

Transparency: Does the brand provide clear information about where and how materials are sourced? Is there traceability in the supply chain?

Certifications: Does the brand source materials that are certified by credible third-party standards (e.g., GOTS, Fair Trade, OEKO-TEX, Global Recycled Standard)?

Supplier Relationships: What kind of relationships does the brand have with its material suppliers? Does the brand prioritize suppliers that adhere to sustainable and ethical practices?

Sustainability Criteria:

The environmental benefits of the materials chosen (e.g., reduced water usage, lower carbon footprint, biodegradable options).

Social impact: Does the brand source materials from regions with fair labor practices and community benefits?

Resource conservation: Is the brand committed to sourcing renewable, recycled, or upcycled materials? How do they ensure that their materials do not contribute to deforestation or land degradation?

Innovations in Materials Sourcing:

Explore any innovative or emerging materials that the brand has adopted (e.g., plant-based leather, hemp, mushroom-

based textiles, bio-fabricated materials).

Investigate any partnerships the brand has with organizations, tech startups, or other companies to innovate in material sourcing.

Challenges and Limitations:

What challenges does the brand face in sourcing sustainable materials (e.g., cost, availability, scalability, supply chain issues)?

Are there any areas where the brand's sourcing practices could be improved to further enhance sustainability?

Methodology:

Secondary Research: Conduct thorough research using online sources such as the brand's official website, sustainability reports, product information, and any available press releases or interviews.

Certification Databases: Investigate the brand's use of certifications and their validity by consulting certification organizations (e.g., GOTS, Global Recycled Standard, Fair Trade).

Industry Case Studies: Use industry reports, articles, and academic resources to compare the brand's materials sourcing to best practices or industry leaders.

Supplier Transparency: If available, review supply chain maps or transparency reports provided by the brand or third-party organizations like Fashion Revolution, Greenpeace, or the Ethical Fashion Forum.

Key Areas to Explore:

Brand Overview:

Provide a brief introduction to the brand: its history, target market, and overall positioning in the fashion industry.

State the brand's commitment to sustainability (if publicly available) and provide context for your research focus on materials sourcing.

Materials Sourcing Practices:

List and describe the key materials the brand uses across its collections (e.g., cotton, wool, synthetic fibers, leather, plastics, etc.).

Identify which materials are sourced sustainably (e.g., certified organic, recycled, or upcycled materials) and their environmental benefits.

Discuss any efforts made by the brand to reduce the use of non-renewable or harmful materials (e.g., toxic dyes, PVC, virgin plastics).

Sustainability Certifications and Standards:

Identify relevant sustainability certifications associated with the materials the brand uses (e.g., Global Organic Textile Standard [GOTS], Fair Trade, OEKO-TEX).

Assess the credibility of these certifications and their alignment with the brand's sustainability claims.

Supplier Relationships and Transparency:

Does the brand disclose information about where its materials are sourced and who the suppliers are? Explore the degree of transparency and traceability in its supply chain.

Investigate any supplier codes of conduct or ethical guidelines the brand follows to ensure fair labor practices and responsible sourcing.

Innovations in Materials:

Identify any cutting-edge materials or technologies that the brand is using to enhance sustainability (e.g., biodegradable textiles, closed-loop production systems, regenerative fibers).

If applicable, discuss collaborations the brand has made with material innovators, such as textile manufacturers using recycled ocean plastics or plant-based alternatives to leather.

Challenges and Future Outlook:

Discuss the challenges the brand faces in sourcing sustainable materials (e.g., cost constraints, supply chain complexity, limited material availability).

Analyze the potential for scaling sustainable sourcing practices and any plans the brand may have for future

improvements.

Comparative Analysis (Optional):

Compare the brand's sustainable material sourcing with another fashion brand known for its commitment to sustainable practices.

Provide a comparative analysis in terms of material selection, sourcing transparency, and innovation.

Evaluation Criteria:

Research Depth: How thoroughly the student identifies and analyzes the brand's material sourcing practices and sustainability efforts.

Use of Evidence: The quality and relevance of secondary sources used to support the analysis (e.g., certifications, official reports, supplier details).

Critical Analysis: The ability to critically evaluate the brand's practices, identifying both strengths and areas for improvement.

Clarity and Organization: The structure and clarity of the written report and presentation, ensuring logical flow and effective communication of key findings.

Creativity and Innovation (in the case of new materials): The ability to identify and discuss innovative sustainable materials and technologies that the brand is using or could potentially use.

This assignment will allow students to gain a detailed understanding of how sustainable materials sourcing contributes to a fashion brand's overall sustainability goals. It will also encourage critical thinking on the challenges and opportunities within sustainable fashion.

Participation

Active engagement with course contents and regular participation in class discussions are expected and constitute 10% of the final grade.

Grading Breakdown

Assessment Tool (assignments)	Points	% of Grade
Assignment 1		15%
Assignment 2		15%
In-class participation		10%
Process and final outcome documentation.		20%
Final presentation		40%
TOTAL		100%

Grading Scale

Course final grades will be determined using the following scale:

Table 2 Course Grading Scale

Letter grade	Corresponding numerical point range
A	100-94
A-	94-90
B+	90-87
B	87-83
B-	83-80
C+	80-77
C	77-73
C-	73-70

D+	70-67
D	67-64
F	64 or below

Assignment Submission Policy

All assignments are to be submitted on Brightspace by their individual deadlines.

- **Assignment 1:** Begins in Week 1 and should be submitted in Week 3.
- **Assignment 2:** Begins in Week 5 and should be submitted in Week 8.
- **Final:** Begins in Week 11 and should be presented during Finals Week, on Wednesday, May 7, starting at 4:30pm.

Grading Timeline

Students will receive written feedback within one week of their presentation.

Course Specific Policies

Students late work submissions, missed classes, use of technology in the classroom unrelated to class activities will affect their final grade.

Attendance

The Academy maintains rigorous academic standards for its students and on-time attendance at all class meetings is expected. Each student will be allowed two absences over the course of the semester for which no explanation is required. Students are admonished to not waste excused absences on non-critical issues, and to use them carefully for illness or other issues that may arise unexpectedly. Except in the case of prolonged illness or other serious issue (see below), no additional absences will be excused. Each unexcused absence will result in the lowering of the final grade by 1/3 of a grade (e.g., an A will be lowered to A-, and A- will be lowered to a B+, etc.). In addition, being tardy to class will count as one-third of an absence. Three tardies will equal a full course absence.

Students remain responsible for any missed work from excused or unexcused absences. Immediately following an absence, students should contact the instructor to obtain missed assignments or lecture notes and to confirm new deadlines or due dates. Extensions or other accommodations are at the discretion of the instructor.

Automatically excused absences normally may not be used for quiz, exam or presentation days. Using an excused absence for a quiz, exam or presentation, such as in the case of sudden illness or other emergency, is at the discretion of the instructor.

In the case of prolonged illness, family emergencies, or other unforeseen serious issues, the student should contact the instructor to arrange for accommodation. Accommodation may also be made for essential professional or career-related events or opportunities. Additionally, students who need accommodations for religious observations should provide advanced notice to instructors and student athletes should provide Travel Request Letters. All accommodations remain at the discretion of the instructor, and appropriate documentation may be required.

Unless students provide an accommodation letter from USC's Office of Student Accessibility Services (OSAS) or a letter from IYA Student Services detailing visa or travel restrictions, attendance and active participation is expected in the classroom. Any student with such accommodations should submit their accommodation document to the instructor as soon as possible to discuss appropriate accommodations.

Please inform the instructor in advance of any class sessions that you can't attend for medical reasons, and accommodations will be arranged to view recorded lectures and submit alternatives to any missed class participation. Students will not be penalized for not attending class under these circumstances.

Iovine and Young Hall Cleanout

The Academy is unable to store student projects and materials beyond the end of the semester. Students must remove all projects and personal materials from the Creators Studio, lockers/locker room, and other classrooms by the end of each semester. **All projects and materials left in Iovine and Young Hall will be discarded the day after final exams end. No exceptions.**

Classroom norms

1. Professionalism and Respect

Respect for All Opinions: Acknowledge and respect differing viewpoints, even when they challenge your own ideas. Disagreements should be handled constructively.

Language and Tone: Use professional and respectful language in all communication. Maintain a polite, considerate tone, even in debates or disagreements.

Constructive Feedback: Provide feedback that is helpful, thoughtful, and respectful. When critiquing others' work, offer suggestions for improvement in a way that promotes growth.

2. Active Participation

Engagement in Discussions: Actively participate in discussion boards, video conferences, and group activities. Respond thoughtfully to others' posts and contribute meaningfully.

Timely Contributions: Post responses and engage in discussions according to deadlines. Regular contributions foster a dynamic and interactive learning environment.

Asking Questions: Don't hesitate to ask questions if something is unclear. In online settings, it's easy to misinterpret material, so seeking clarification helps both you and your peers.

3. Accountability and Responsibility

Timely Completion of Assignments: Submit assignments on time and meet all specified requirements. Late submissions may affect your grades unless there is an exceptional reason.

Self-Discipline: Take responsibility for your own learning, including time management and staying on top of readings and assignments.

Preparation for Classes: Come prepared for synchronous (live) sessions by completing any required readings or assignments. Be ready to engage with the content and your peers.

4. Online Etiquette

Use of Video: If possible, keep your camera on during live sessions to facilitate a more interactive and engaging environment. If you need to turn off your camera, use a profile photo to help others recognize you.

Mute Microphones When Not Speaking: To minimize distractions and background noise, mute your microphone when you're not speaking, especially in larger group settings.

Respecting the Speaker: Avoid multitasking during live sessions. If you're not speaking, be fully present by listening attentively and focusing on the speaker.

Use the Chat Function Wisely: Use the chat for relevant, thoughtful comments or questions during live sessions. Keep side conversations to a minimum to avoid disrupting the flow of the class.

5. Collaboration and Teamwork

Collaborative Group Work: Engage with team members respectfully, ensuring everyone's voice is heard. Share responsibilities and meet group deadlines.

Clear Communication in Group Projects: Maintain open, transparent communication with group members. Use collaborative tools (e.g., Google Docs, Slack, etc.) effectively.

Conflict Resolution: If disagreements arise in group work, address them professionally and proactively. Seek constructive resolutions through discussion, mediation, or seeking guidance from the instructor when necessary.

6. Confidentiality and Privacy

Respect for Privacy: Protect your classmates' privacy by not sharing any personal information discussed in the class or group work outside of the learning environment, unless express consent is given.

Safe Space for Discussion: Create a safe, supportive environment where students can share ideas, questions, and concerns without fear of judgment or discrimination.

7. Time Management

Adherence to Schedules: Follow the schedule for live sessions, assignment deadlines, and group project timelines. Make sure to manage your time effectively to balance academic responsibilities with personal commitments.

Respect for Class Duration: In live sessions, respect the class duration. If you need to leave early or arrive late, inform the instructor ahead of time if possible.

8. Use of Technology

Familiarity with Tools: Familiarize yourself with the online learning platform and any other tools used for communication or collaboration (e.g., discussion boards, video conferencing tools, assignment portals).

Technical Support: Report any technical issues promptly to the instructor or support team, ensuring that problems don't impact your participation or performance.

9. Ethical Academic Behavior

Academic Integrity: Follow all guidelines for academic integrity. Avoid plagiarism, cheating, and other forms of dishonest behavior. Always cite sources properly in written work.

Responsible Research: Use reliable and credible sources for research and assignments. Be mindful of the quality of sources, especially in an online setting where misinformation can spread easily.

Respect for Intellectual Property: Respect the intellectual property rights of others, whether it's ideas, images, or other media. Always credit authors and creators.

10. Constructive Use of Feedback

Receiving Feedback: Be open to feedback from the instructor and peers. Use it as an opportunity for growth and improvement.

Providing Feedback: When giving feedback to classmates, be constructive and focused on the work rather than personal traits. Help them improve by offering actionable suggestions.

11. Adaptability and Flexibility

Be Open to New Learning Formats: Online classes often utilize different tools and formats (e.g., recorded lectures, live sessions, interactive discussions, online assignments). Adapt to these changes and be proactive in learning how to use these tools.

Flexibility with Schedule: Understand that online learning requires flexibility, and there may be occasional delays or adjustments to schedules or deadlines.

Zoom etiquette

Be professional in appearance and behavior, treating the virtual classroom with the same respect as an in-person class.

Keep your microphone muted when not speaking and ensure a quiet, focused environment.

Engage actively by asking questions, participating in discussions, and using the chat responsibly.

Manage your technology to ensure a smooth learning experience, and notify the instructor if technical issues arise.

Be respectful of others' time and participation—wait your turn to speak, avoid side conversations, and contribute thoughtfully.

Follow the instructor's guidelines for Zoom-specific classroom practices.

Academic Integrity

The University of Southern California is foremost a learning community committed to fostering successful scholars and researchers dedicated to the pursuit of knowledge and the transmission of ideas. Academic misconduct is in contrast to the university's mission to educate students through a broad array of first-rank academic, professional, and extracurricular programs and includes any act of dishonesty in the submission of academic work (either in draft or final form).

This course will follow the expectations for academic integrity as stated in the [USC Student Handbook](#). All students are expected to submit assignments that are original work and prepared specifically for the course/section in this academic term. You may not submit work written by others or "recycle" work prepared for other courses without obtaining written permission from the instructor(s). Students suspected of engaging in academic misconduct will be reported to the Office of Academic Integrity.

Other violations of academic misconduct include, but are not limited to, cheating, plagiarism, fabrication (e.g., falsifying data), knowingly assisting others in acts of academic dishonesty, and any act that gains or is intended to gain an unfair academic advantage.

Academic dishonesty has a far-reaching impact and is considered a serious offense against the university. Violations will result in a grade penalty, such as a failing grade on the assignment or in the course, and disciplinary action from the university itself, such as suspension or even expulsion.

For more information about academic integrity see the [student handbook](#) or the [Office of Academic Integrity's website](#), and university policies on [Research and Scholarship Misconduct](#).

Please ask your instructor if you are unsure what constitutes unauthorized assistance on an exam or assignment or what information requires citation and/or attribution.

Creating a policy for the use of AI Generators in your course

I expect you to use AI (e.g., ChatGPT and image generation tools) in this class. Learning to use AI is an emerging skill, and I welcome the opportunity to meet with you to provide guidance with these tools during office hours or after class. Keep in mind the following:

- AI tools are permitted to help you brainstorm topics or revise work you have already written.
- If you provide minimum-effort prompts, you will get low-quality results. You will need to refine your prompts to get good outcomes. This will take work.
- Proceed with caution when using AI tools and do not assume the information provided is accurate or trustworthy. If it gives you a number or fact, assume it is incorrect unless you either know the correct answer or can verify its accuracy with another source. You will be responsible for any errors or omissions provided by the tool. It works best for topics you understand.
- AI is a tool, but one that you need to acknowledge using. Please include a paragraph at the end of any assignment that uses AI explaining how (and why) you used AI and indicate/specify the prompts you used to obtain the results and what prompts you used to get the results. Failure to do so is a violation of academic integrity policies.
- Be thoughtful about when AI is useful. Consider its appropriateness for each assignment or circumstance. The use of AI tools requires attribution. You are expected to clearly attribute any material generated by the tool used.

Please ask me if you are unsure about what constitutes unauthorized assistance on an exam or assignment, or what information requires citation and/or attribution.

Collaboration. In this class, you are expected to submit work that demonstrates your individual mastery of the course concepts.

Group work. Unless specifically designated as a ‘group project,’ all assignments are expected to be completed individually.

Computer programs. Plagiarism includes the submission of code written by, or otherwise obtained from someone else.

If found responsible for an academic violation, students may be assigned university outcomes, such as suspension or expulsion from the university, and grade penalties, such as an “F” grade on the assignment, exam, or in the course.

Course Content Distribution and Synchronous Session Recordings Policies

USC has policies that prohibit recording and distribution of any synchronous and asynchronous course content outside of the learning environment.

Recording a university class without the express permission of the instructor and announcement to the class, or unless conducted pursuant to an Office of Student Accessibility Services (OSAS) accommodation. Recording can inhibit free discussion in the future, and thus infringe on the academic freedom of other students as well as the instructor. ([Living our Unifying Values: The USC Student Handbook](#), page 13).

Distribution or use of notes, recordings, exams, or other intellectual property, based on university classes or lectures without the express permission of the instructor for purposes other than individual or group study. This includes but is not limited to providing materials for distribution by services publishing course materials. This restriction on unauthorized use also applies to all information, which had been distributed to students or in any way had been displayed for use in relation to the class, whether obtained in class, via email, on the internet, or via any other media. Distributing course material without the instructor’s permission will be presumed to be an intentional act to facilitate or enable academic dishonestly and is strictly prohibited. ([Living our Unifying Values: The USC Student Handbook](#), page 13).

Course Evaluations

All students enrolled in the course are asked to complete the summary evaluation of the course. Feedback is welcome and encouraged.

Table 3 Course schedule

	Topics/Daily Activities	Readings/Preparation	Deliverables
Week 1	<p>Overview of Sustainability in fashion: definitions, principles, and importance.</p> <p>Historical context: evolution of the fashion industry and its environmental impact.</p> <p>Key concepts: Circular economy, eco-design, and sustainable materials.</p>	<p>Our favorite sustainable brands to add to your wardrobe:</p> <p>https://www.harpersbazaar.com/uk/fashion/what-to-wear/g19491797/the-best-and-still-chic-sustainable-brands/</p> <p>The State of Fashion 2025: Challenges at every turn:</p> <p>https://www.mckinsey.com/industries/retail/our-insights/state-of-fashion</p>	Begin Assignment 1: Work individually.
Week 2	<p>Designing for Sustainability.</p> <p>Integrating sustainability into the design process.</p> <p>Case studies of brands implementing sustainable practices.</p> <p>Hands-on workshops: creating sustainable fashion prototypes using ethical materials.</p>	<p>Stella McCartney on Pioneering Sustainability in Fashion:</p> <p>https://atmos.earth/stella-mccartney-on-pioneering-sustainability-in-fashion/</p>	Guest Speaker: TBD
Week 3	<p>Marketing and Communicating Sustainability.</p> <p>Strategies for effectively marketing sustainable fashion.</p> <p>The role of storytelling in building brand identity around sustainability.</p> <p>Developing a marketing campaign for a sustainable fashion line.</p>	<p>How to communicate sustainability as a fashion brand:</p> <p>https://www.sustainablebrandplatform.com/articles/how-to-communicate-sustainability-as-a-fashion-brand</p>	Present Assignment 1.

<p>Week 4</p>	<p>Sustainable Methods for Fashion Business.</p> <p>Exploring sustainable business models and operational practices.</p> <p>Best practices for integrating sustainability into business strategy.</p>	<p>Sustainable fashion is getting harder, not easier, for designers:</p> <p>https://www.voguebusiness.com/story/sustainability/sustainable-fashion-is-getting-harder-not-easier-for-designers-mara-hoffman-kit-x</p>	<p>Guest Speaker: TBD</p>
<p>Week 5</p>	<p>Consumer Insights for Sustainability.</p> <p>Understanding consumer motivations and emotions related to fashion brands.</p> <p>Developing strategies to engage consumers in sustainable practices.</p>	<p>Key sustainability communications strategies for businesses:</p> <p>https://www.techtarget.com/sustainability/feature/Key-sustainability-communications-strategies-for-businesses</p>	<p>Begin Group Assignment 2: Work in Groups of 3 students.</p>
<p>Week 6</p>	<p>Climate, Social, and Racial Justice.</p> <p>The intersection of sustainability with social and racial justice issues in fashion.</p> <p>Case studies of brands advocating for justice through sustainable practices.</p>	<p>Fashion needs stronger storytelling that is more inclusive, relevant and responsible:</p> <p>https://theconversation.com/fashion-needs-stronger-storytelling-that-is-more-inclusive-relevant-and-responsible-225441</p>	<p>Guest Speaker: TBD</p>
<p>Week 7</p>	<p>Sustainable Product Sourcing.</p> <p>Identifying ethical sourcing practices and certifications.</p> <p>Navigating the complexities of global supply chains for sustainability.</p>	<p>How Vivienne Westwood supports Made in Kenya and circularity:</p> <p>https://www.the-spin-off.com/news/stories/The-Brands-How-Vivienne-Westwood-supports-Made-in-Kenya-and-circularity-16780</p>	<p>Guest Speaker: TBD</p>
<p>Week 8</p>	<p>Sustainable Materials Sourcing.</p> <p>Exploring innovative materials that reduce environmental impact.</p> <p>Case studies on the use of recycled, organic, and biodegradable materials.</p>	<p>Adidas Has Sold More Than One Million Pairs of Sneakers Made from Ocean Plastic:</p> <p>https://www.waste360.com/plastics/adidas-has-sold-more-than-one-million-pairs-of-sneakers-made-from-ocean-plastic</p>	<p>Present Assignment 2</p>

Week 9	<p>The Circular Fashion Business Model.</p> <p>Understanding circularity in fashion: design, production, and consumption cycles.</p> <p>Strategies for implementing circular business models.</p>	<p>Circular business models in the fashion industry - new study identifies USD 700 billion opportunity:</p> <p>https://www.ellenmacarthurfoundation.org/news/circular-business-models-in-the-fashion-industry</p>	Guest Speaker: TBD
Week 10	<p>Zero Waste Pattern Making.</p> <p>Techniques for designing garments with zero waste principles.</p> <p>Workshops on creating patterns that minimize fabric waste.</p>	<p>Sew it yourself! Inside the zero-waste, zero-sweatshop fashion revolution:</p> <p>https://www.theguardian.com/lfashionstyle/2021/sep/28/sew-it-yourself-inside-the-zero-waste-zero-sweatshop-revolution</p>	Begin FINAL
Week 11	<p>Sustainable Production Processes.</p> <p>Best practices for sustainable production, including energy efficiency and waste reduction.</p> <p>Exploring ethical labor practices in production.</p>	<p>Sustainable Manufacturing Market Trends:</p> <p>https://www.grandviewresearch.com/industry-analysis/sustainable-manufacturing-market-report</p>	Work on FINAL
Week 12	<p>Fair Labor in the Fashion Industry.</p> <p>Understanding labor rights and ethical production standards.</p> <p>Case studies on brands advocating for fair labor practices.</p>	<p>The True Cost of Shein Is One We're Not Willing To Pay:</p> <p>https://www.elle.com.au/fashion/fashion-news/why-is-shein-so-bad-27846/</p>	Guest Speaker: TBD
Week 13	<p>Sustainable Logistics and Transport.</p> <p>Evaluating the impact of logistics on sustainability in fashion.</p> <p>Strategies for optimizing supply chain logistics to reduce carbon footprints.</p>	<p>Sustainable supply chains: Green logistics practices for the 21st century:</p> <p>https://yourstory.com/2024/11/sustainable-supply-chains-green-logistics-practice</p>	

<p>Week 14</p>	<p>Sustainable Retail Solutions.</p> <p>Exploring innovative retail models that promote sustainability.</p> <p>Case studies on brands that are leading in sustainable retail practices.</p>	<p>How Data and AI are Driving More Sustainable Retail Sourcing:</p> <p>https://www.retailtouchpoints.com/features/executive-viewpoints/how-data-and-ai-are-driving-more-sustainable-retail-sourcing</p>	<p>Guest Speaker: TBD</p>
<p>Week 15</p>	<p>Consumption and End-of-Use for Fashion Garments.</p> <p>Addressing the lifecycle of fashion products from consumer use to disposal.</p> <p>Strategies for encouraging responsible consumption and recycling initiatives.</p>	<p>The impact of textile production and waste on the environment:</p> <p>https://www.europarl.europa.eu/topics/en/article/20201208STO93327/the-impact-of-textile-production-and-waste-on-the-environment-infographics</p>	<p>Work on FINAL</p>
<p>FINAL</p>			<p>Present Final 4:30-6:30 pm on May 7, 2025</p>

Important University Dates for Spring 2025 Semester ([Registration Calendar](#))

Jan. 2-10	Registration for spring semester continues
Jan. 10	Last day to register and settle without late fee
Jan. 13	Spring semester classes begin for Session 001 and Online Session 060
Jan. 13-17	Late registration and change of program for Session 001
Jan. 20	Martin Luther King Day, university holiday
Jan. 31	Last day to register and add classes for Session 001 and Online Session 060
Jan. 31	Last day to drop a class without a mark of "W," except for Monday-only classes, and receive a refund for Session 001 and Online Session 060
Jan. 31	Last day to change enrollment option to Pass/No Pass or Audit for Session 001 and Online Session 060
Jan. 31	Last day to purchase or waive tuition refund insurance
Feb. 4	Last day to add/drop a Monday-only class without a mark of "W" and receive a refund or change to Pass/No Pass or Audit for Session 001
Feb. 17	Presidents' Day, university holiday
Feb. 28	Last day to drop a course without a mark of "W" on the official transcript only. Mark of "W" will still appear on student record and STARS report and tuition charges still apply. *Please drop any course by the end of week three for session 001 and Online Session 060 (or the 20 percent mark of the session in which the course is offered) to avoid tuition charges.
Feb. 28	Last day to change a Pass/No Pass to a letter grade for Session 001 and Online Session 060
March 16-23	Spring recess
April 11	Last day to drop a class with a mark of "W" for Session 001 and Online Session 060
May 2	Spring semester classes end
May 3-6	Study days
May 7-14	Final examinations
May 14	Spring semester ends
May 14-17	Commencement Week

Statement on University Academic and Support Systems

Students and Disability Accommodations:

USC welcomes students with disabilities into all of the University's educational programs. [The Office of Student Accessibility Services](#) (OSAS) is responsible for the determination of appropriate accommodations for students who encounter disability-related barriers. Once a student has completed the OSAS process (registration, initial appointment, and submitted documentation) and accommodations are determined to be reasonable and appropriate, a Letter of Accommodation (LOA) will be available to generate for each course. The LOA must be given to each course instructor by the student and followed up with a discussion. This should be done as early in the semester as possible as accommodations are not retroactive. More information can be found at osas.usc.edu. You may contact OSAS at (213) 740-0776 or via email at osasfrontdesk@usc.edu.

Student Financial Aid and Satisfactory Academic Progress:

To be eligible for certain kinds of financial aid, students are required to maintain Satisfactory Academic Progress (SAP) toward their degree objectives. Visit the [Financial Aid Office webpage](#) for [undergraduate](#)- and [graduate-level](#) SAP eligibility requirements and the appeals process.

Support Systems:

[Counseling and Mental Health](#) - (213) 740-9355 – 24/7 on call

Free and confidential mental health treatment for students, including short-term psychotherapy, group counseling, stress fitness workshops, and crisis intervention.

[988 Suicide and Crisis Lifeline](#) - 988 for both calls and text messages – 24/7 on call

The 988 Suicide and Crisis Lifeline (formerly known as the National Suicide Prevention Lifeline) provides free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week, across the United States. The Lifeline consists of a national network of over 200 local crisis centers, combining custom local care and resources with national standards and best practices. The new, shorter phone number makes it easier for people to remember and access mental health crisis services (though the previous 1 (800) 273-8255 number will continue to function indefinitely) and represents a continued commitment to those in crisis.

[Relationship and Sexual Violence Prevention Services \(RSVP\)](#) - (213) 740-9355(WELL) – 24/7 on call

Free and confidential therapy services, workshops, and training for situations related to gender- and power-based harm (including sexual assault, intimate partner violence, and stalking).

[Office for Equity, Equal Opportunity, and Title IX \(EEO-TIX\)](#) - (213) 740-5086

Information about how to get help or help someone affected by harassment or discrimination, rights of protected classes, reporting options, and additional resources for students, faculty, staff, visitors, and applicants.

[Reporting Incidents of Bias or Harassment](#) - (213) 740-2500

Avenue to report incidents of bias, hate crimes, and microaggressions to the Office for Equity, Equal Opportunity, and Title for appropriate investigation, supportive measures, and response.

[The Office of Student Accessibility Services \(OSAS\)](#) - (213) 740-0776

OSAS ensures equal access for students with disabilities through providing academic accommodations and auxiliary aids in accordance with federal laws and university policy.

[USC Campus Support and Intervention](#) - (213) 740-0411

Assists students and families in resolving complex personal, financial, and academic issues adversely affecting their success as a student.

[Diversity, Equity and Inclusion](#) - (213) 740-2101

Information on events, programs and training, the Provost's Diversity and Inclusion Council, Diversity Liaisons for each academic school, chronology, participation, and various resources for students.

[USC Emergency](#) - UPC: (213) 740-4321, HSC: (323) 442-1000 – 24/7 on call

Emergency assistance and avenue to report a crime. Latest updates regarding safety, including ways in which instruction will be continued if an officially declared emergency makes travel to campus infeasible.

[USC Department of Public Safety](#) - UPC: (213) 740-6000, HSC: (323) 442-1200 – 24/7 on call

Non-emergency assistance or information.

[Office of the Ombuds](#) - (213) 821-9556 (UPC) / (323-442-0382 (HSC)

A safe and confidential place to share your USC-related issues with a University Ombuds who will work with you to explore options or paths to manage your concern.

[Occupational Therapy Faculty Practice](#) - (323) 442-2850 or otfp@med.usc.edu

Confidential Lifestyle Redesign services for USC students to support health promoting habits and routines that enhance quality of life and academic performance.