

THE FUTURE OF SUSTAINABLE FASHION

SUMMARY OF THE PILOT WORKSHOP

(THESSALONIKI, JANUARY AND APRIL 2025)

2023-2026
18 PARTNERS



CONTEXT

EYE OF EUROPE OBJECTIVES

- Strengthen the integration of foresight practices into Research and Innovation (R&I) EU policy-making
- Support the Futures4Europe platform in nurturing an influential R&I foresight community

PILOT WORKSHOPS SERIES

- Address key topics relevant to the European Research Area (ERA)
- Experiment with innovative foresight methodologies and diverse groups of participants

KEY TAKEAWAYS

The two Future of Sustainable Fashion workshops explored how participatory foresight and speculative design can help rethink the fashion industry beyond short-term trends and towards long-term sustainability, inclusion and resilience. Both workshops took place in Thessaloniki, one with citizens and one with experts, where participants imagined alternative futures, designed fictional fashion

artefacts and translated these visions into strategic priorities for research, innovation and policymaking. Despite exploring diverse futures, both workshops converged on common priorities: circular economy principles, ethical production, innovative materials, responsible use of AI, local value chains and fashion that reflects human values as much as technological progress.

WORKSHOP METHODOLOGY

1. FROM FASHION OBJECTS TO FUTURE SYSTEMS

The workshops applied the Fashion Futuring methodology, a seven-stage participatory foresight process combining speculative design, scenario building and systemic roadmapping. Participants moved from reflecting on today's relationship with clothing to imagining alternative futures, designing fictional fashion artefacts and identifying strategic actions for transforming the fashion ecosystem. This process demonstrates how creative foresight can generate actionable insights for R&I policy.



FAVOURITE FASHION ITEM

Reflecting on today's relationship with clothing

Share a personal fashion item and its meaning.



FASHION TIMELINE

Exploring advantages, disadvantages and changes across the past, present and future

Map how fashion has evolved and what might come next.



WHAT-IF SCENARIOS

Imagining alternative futures through "what-if" scenarios

Explore different futures and the emotions they evoke.



FICTIONAL ARTEFACTS

Designing future fashion objects that respond to these worlds

Co-create a fashion artefact that fits your future world.



FUTURE VALUES & EMOTIONS

Identifying the values, emotions and needs that shape these Matires

Define what matters most in your future of fashion.



FASHION FUTURING WHEEL

Mapping systemic drivers across 8 key thematic areas

Build a roadmap of change across the fashion system.



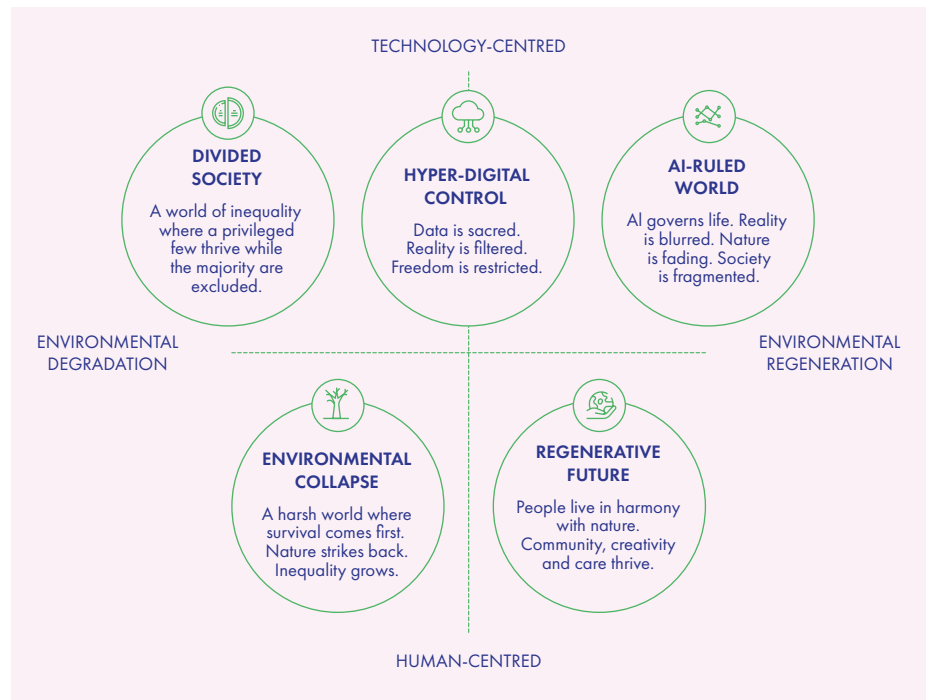
REFLECTION AND EVALUATION

Participants reflect on the emerging group scenario and review the collective workshop process

Assess the workshop outcomes to extract key critical learnings.

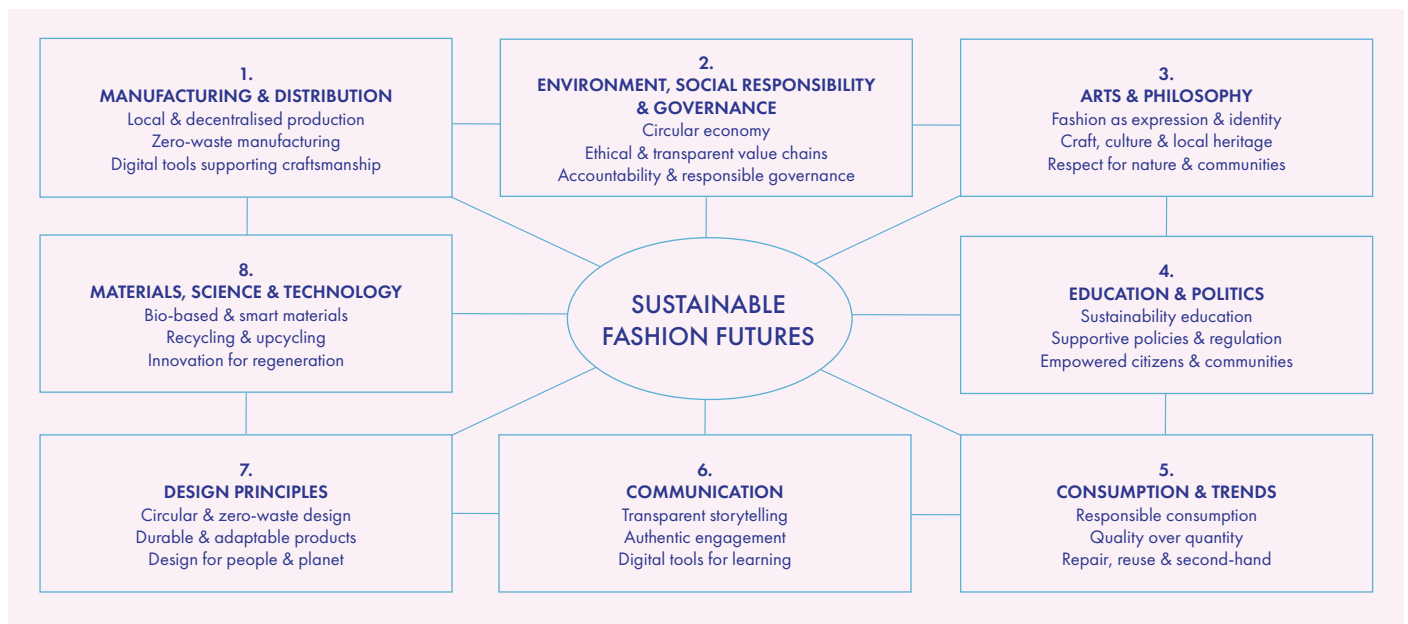
2. IMAGINING FUTURE FASHION WORLDS

Across both workshops, participants imagined diverse futures shaped by climate change, technological transformation, and shifting societal values. Although the scenarios ranged from optimistic circular societies to technologically controlled or environmentally degraded worlds, they consistently portrayed fashion as more than clothing: it became a tool for protection, adaptation, identity and resilience. The fictional artefacts revealed how future garments could respond to environmental conditions, express emotions, protect privacy, or strengthen human connection.



3. COMMON PRIORITIES FOR SUSTAINABLE FASHION FUTURES

Despite exploring different futures, participants consistently identified a shared set of priorities for Europe's sustainable fashion transition. These include circular production systems, innovative and regenerative materials, ethical consumption, transparent value chains, local manufacturing, inclusive design, and the responsible integration of digital technologies. Across both workshops, sustainability was understood not only as an environmental objective but also as a cultural and social transformation that reconnects fashion with human values, creativity and wellbeing.



READ THE WORKSHOP REPORT

PART 1 - CLICK HERE

PART 2 - CLICK HERE