



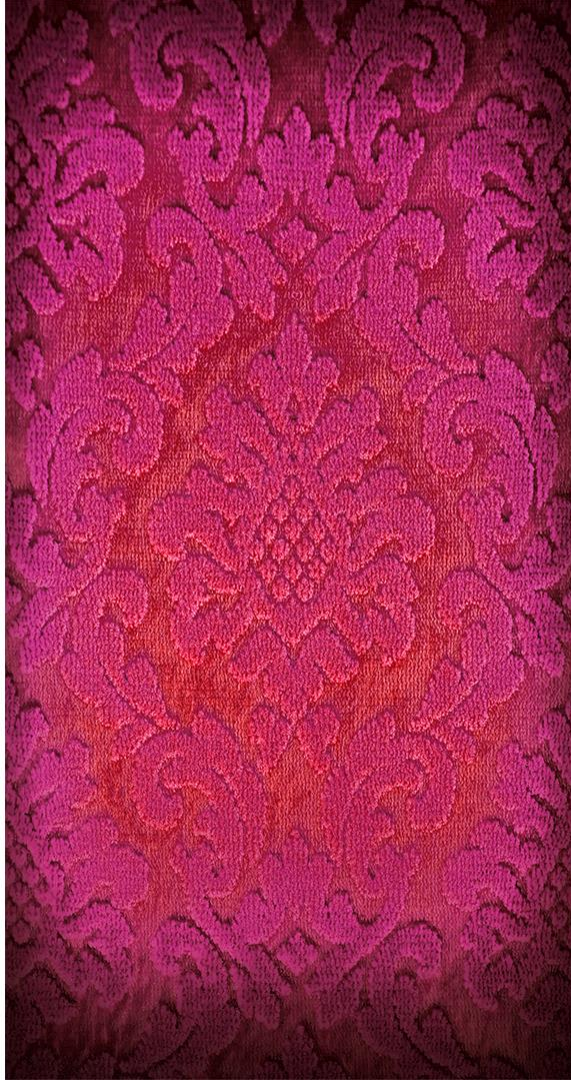
**GLOBAL WELLNESS
SUMMIT 2018**
OCTOBER 6-8 | TECHNOGYM | CESENA, ITALY

The Concept of Wellness in Fashion

Jessica Jesse, CEO & creative director, BuDhaGirl LLC, US



BUDHAGIRL CONVERSATIONS:
The concept of wellness in fashion.



Is it time to make fashion:

Safe

Clean

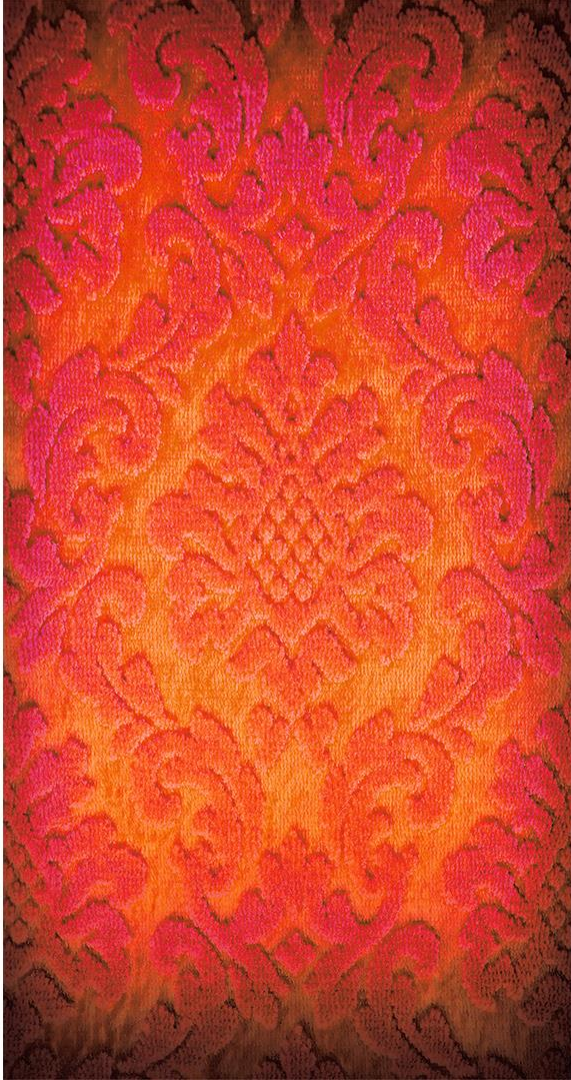
Sustainable

Intelligent

Healing

Beautiful

and still fashionable?



How do we:

Design

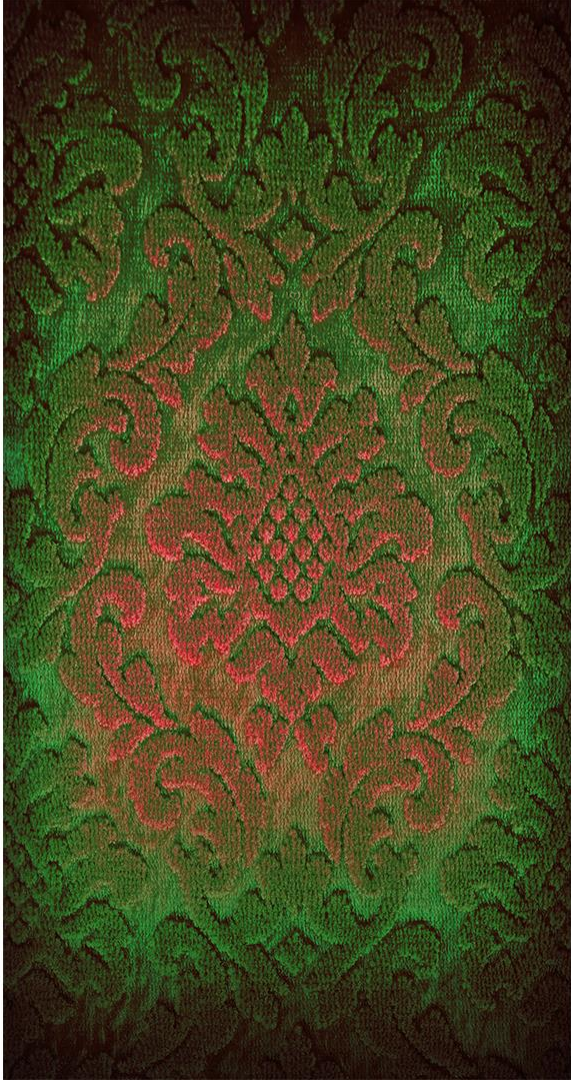
Make

Care

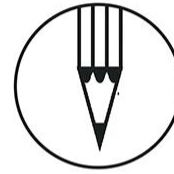
Acquire

Discard

?



DESIGN



Create new standards
for designers:

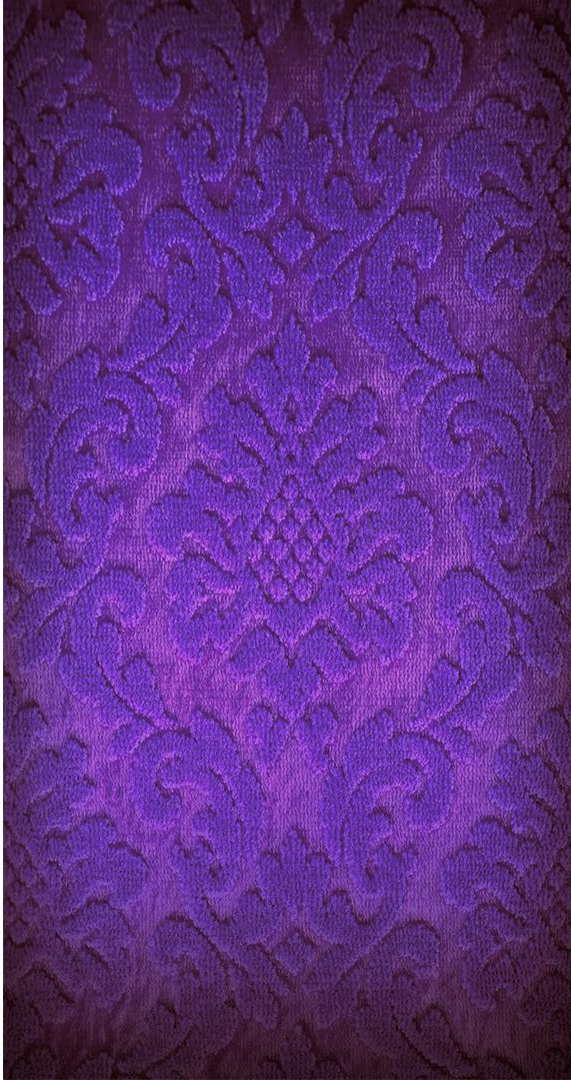
Education

Internships in supply
industries

Enhance not demean

Transcend trends

Honor localities



MAKE



Standards for suppliers:

Standards for
manufacturing

Ethical Work
Environment & Pay

Honor local crafts

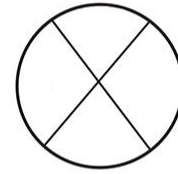
Utilize local resources

Zero toxic chemicals

Intelligent textiles



DISCARD



Instill
hand-me-downs

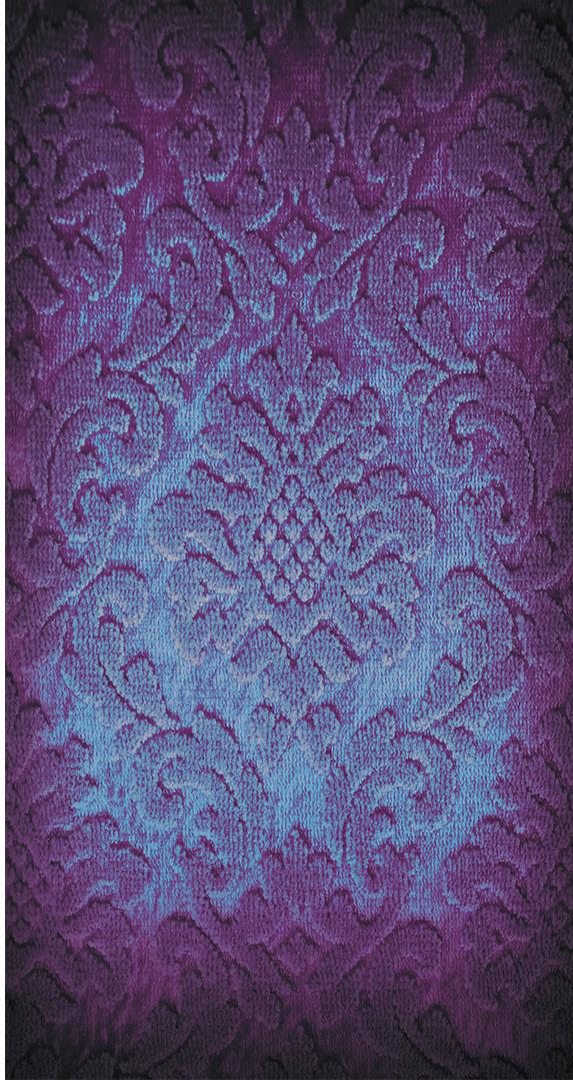
Always in style

Single occasion
library

Rebates

Recycled textile

Chemical destruction



Care



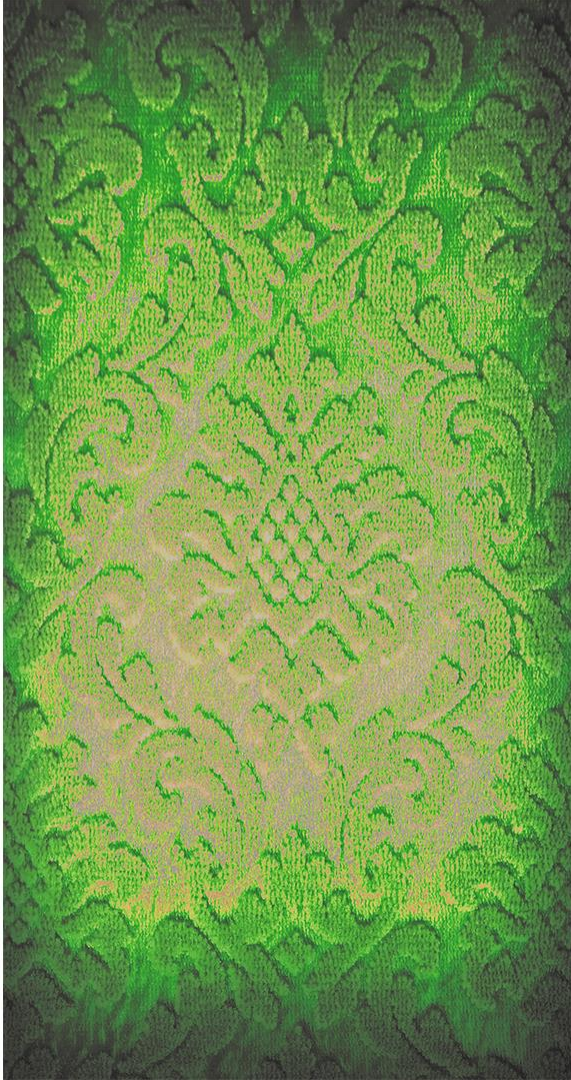
Self cleaning

Minimum water

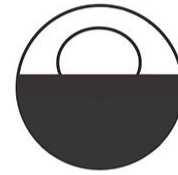
Organic detergents

No chemical solvents

Baby programs



ACQUIRE



Re-define luxury

New status symbols

Less is more

Attainable wellness
fashion

Wellness rewards



THE FUTURE



BESPOKE

Individually customized fashion.

BRANDS

GUCCI • LOUIS VUITTON • PRADA

CUSTOMER

Precise
sizing

Custom
colors

Preferred
features



2 TYPES OF BRANDS

GLOBAL

LOCAL

SAME PRODUCTION VALUES:

Local resources

Revival of crafts & techniques

Identifiable locals

Mentoring vs Competition

Pricing



STANDARDS

PRODUCTION

LONGEVITY

- How is it made, by whom, and where?
- What is it made of?
- How long will it last from a wearability standpoint?
- Recyclable fiber, fittings and trimmings.
- Grading standards for market expanding market size.



DIGITAL VALET

The NEW Paradigms of Fashion

- Design - bespoke, highly individualized
- Production - local, using local resources
- Purchase - local, using minimal logistics
- Delivery - local, using minimal logistics
- Upkeep - self-cleaning, non-polluting
- Return - pick-up to destroy or recycle
- Recycle - break down into new material
- Re-deliver - local, brand new from old

WHAT CAN WE DO TODAY?

NOW, YOU & I

✧ **SHOWCASING YOUR TEMPLE** ✧

WHAT ARE YOUR VALUES?

ARE YOU UNIQUE?

DO YOU JUST COVER YOUR BODY
OR IS FASHION A FORM OF
EXPRESSION?

DO YOU FAVOR QUANTITY
VS QUALITY?

DO YOU THINK PAYING BOTTOM DOLLAR
FOR AN ITEM IS WISE?

DO YOU CARE WHO, HOW AND WHERE
YOUR CLOTHES ARE MADE?

DO YOU FIND JOY IN DRESSING?

NEXT TIME YOU PURCHASE AN ITEM OF
CLOTHING AND YOU THINK ABOUT
THESE THINGS... YOU WILL MAKE THE
RIGHT CHOICE.

