

Case Study

Critical analysis of strategic plan for sustainable fashion business or product service system

(Please note House of Sunny is abbreviated throughout this case study to HoS)



House of Sunny coat, House Of Sunny 2019.

Who are they

House of Sunny launched as a start-up by founder Sunny Williams " ...who aimed to create a brand which designed essential staples for women with a laser-sharp focus on high-end tailoring and a chic, Instagram-friendly twist." (May,2019) Established in 2011 in Hackney, United Kingdom HoS aimed at being "...genuine, inclusive and attractive and we wanted our ethics, sustainability and limited edition to become our backbone."(May,2019) House of Sunny grew to fame via social network Instagram due to its unique colourways, designs, and

popularity amongst Instagram influencers and celebrities. House of Sunny is primarily focused on being sustainably driven and in reaction to this they only release two seasons per year. "...two seasonal collections a year sets the design team at a slower pace, allowing us time to research then source sustainable fabrics and manufacturing methods." (House of Sunny, 2020) The label concentrates on the environmental element of the PESTEL framework, immersing themselves in ethical sourcing, carbon emissions and sustainability. With a 70s vintage nostalgia vibe HoS favour colourways and designs of the era. HoS steer clear of any leather, animal fur, silks or animal skins materials and resource their wool "from a producer with a good animal husbandry." (May,2019) Since launching in 2011 HoS now have over 234k followers on Instagram and has been worn by celebrities Bella Hadid and Kendall Jenner and Instagram macro-influencers @stephaniebroek and @jilla.tequila.

Why are they sustainable



House of Sunny range 2020, www.houseofsunny.co.uk

House of Sunny is transparent in their ethos of maintaining that all of their garments are made from environmentally friendly materials and ensure that their designs are all constructed with vegan fabrics. "We see daily reports on how the planet is in huge danger from climate change, including the species that inhabit it." (Davis, 2019) stated Williams to Harpers Bazaar magazine. They also wish to stray away from fast fashion to focus more on their designs, the materials and sustainable practices it takes to create their pieces. A slower process results in their range to be "quality garments, which last and can be worn season after season." (House of Sunny, 2020) "Our aim is to avoid wastage. We recycle or donate our textile scraps and samples whenever possible. Zero waste is our goal." (House of Sunny, 2020)

What is it they do that is sustainable

House of Sunny contributes to a wide range of sustainable elements into their brand. HoS use e-flow technology in their denim product by using 800 litres per 100 garments of water instead of up to 8000 litres per 100 garments which is the general water usage for creating denim. (House of Sunny, 2020) They use vegan leather materials instead of genuine leather to stand up for animal welfare and avoid any greenhouse gases. Even though H.o.S acknowledges that using synthetic fabrics is not environmentally friendly they state "...however our decision to avoid leather allows us to have a lower environmental impact than those that do use animal products."(House of Sunny, 2020) Beginning in 2020, the brand decided to avoid print placement, saving up to 40% in fabric wastage. (House of Sunny,2020) HoS invites their customer to place pre-orders for next seasons drop to avoid wastage, allowing HoS to monitor their production numbers closely. Pre-order restricts overproduction within the brand and overconsumption in today's fashion industry. The company runs as an e-commerce store rather than bricks and mortar, reducing their use of electricity and gas energy. Items are delivered in 100% biodegradable bags. They opt for using sea freight over air freight to lower their contribution to carbon emissions. They screen all of their suppliers to make sure that staff are being paid fair wages and are in safe working environments—House of Sunny pride themselves on their transparency and accountability.



House of Sunny anti waste print shorts SS20, www.houseofsunny.co.uk

What issues does this model solve

By slowing down their production House of Sunny avoid placing themselves in the same line as fast fashion, one of the most significant contributors to global waste. Mindfully made products allows the team to perfect the design and materials used to create a longer-lasting sustainable garment. Less water usage, emissions, greenhouse gases and energy use paves a sustainable stamp on the brand. Donating textiles scraps and waste allows for a second life for the material and eliminates waste. Vegan leather avoids greenhouse gases and supports animal liberations. Pre-orders from up-coming seasons lets HoS gauge how popular items are and indicates an estimate on how many numbers of pieces to produce. Without pre-ordering the brand runs the risk of constructing garments that may not sell, leading to waste. If HoS lacked these initiatives, they would be just another Instagram brand lost in an oversaturated market. In the event that HoS opted to use synthetic materials through all of

their designs, they'd be contributing to an already dangerously high ratio of landfill. "...when our clothing ends up in a landfill (about 85 percent of textile waste in the United States goes to landfills or is incinerated), it will not decay."(Schlossberg,2019)



example of HoS pre-order items and dates released, www.houseofsunny.co.uk

Who are their competitors

One of HoS biggest competitors is California based brand Lisa Says Gah."Lisa Says Gah prides itself on fostering ethical/sustainable standards with careful curation and involvement in every step of the buying and selling process."(De Mata,2020) Lisa Says Gah also uses natural fibres and are conscious of freight emissions with items constructed in a factory within walking distance from the Lisa Says Gah studio. Garments are walked between both factory and studio to avoid unnecessary carbon footprint. Like HoS, Lisa Says Gah also runs as an e-commerce store. Lisa Says Gah has a following of 355k on Instagram, A more substantial following than HoS allows Lisa Says Gah a broader reach to more audience on a faster global scale. Although Lisa Says Gah aligns themselves with being sustainable, they are not as transparent in their ethos and information on their products is difficult to source compared to HoS.



Lisa Says Gah 2020 range, www.lisasaysgah.com

Another of HoS's significant competitors is Barcelona based brand Paloma Wool. Like HoS Paloma Wool also runs against the norm of seasonal releases. "...the brand (Paloma Wool) operates outside of the seasons of the fashion industry by gradually releasing timeless pieces throughout the year." (Garmentory,2020) Paloma Wool design and produced their stock locally in Barcelona and across Spain to reduce their carbon footprint and support local factories and designers. Paloma Wool tackle overconsumption by only running limited runs of their pieces, and once the item is sold out, it does not go back into production. The only public information shared by Paloma Wool is that their articles are designed and produced locally, there is no mention of what fibres or if any synthetic materials are used in production,

unlike HoS which are transparent in their fabrics used. Paloma Wool's price point sits a little bit higher than HoS, yet they both share a similar aesthetic in design, prints and colourways.



Paloma Wool 2019 range, via monkhousedesign.com

What advantages and disadvantages does the business face due to their environmental stance in comparison to competitors who do not share those values?

Advantages: Pre-ordering items avoid HoS over-ordering stock or misjudging customers wants, resulting in either the clothing being burnt or stock being sold at a heavily reduced price. Reduced prices reflect on the integrity of the brand. Pre-orders also allows the business to order the correct amount of material and stock. Unlike HoS competitors, who may be at a loss with what to do with leftover dead stock.

People today are interested in a brands supply chain and the process of where and how their clothes are made. And the impact the brand has on the planet. By being transparent in their model HoS gauge their customers trust, loyalty and pride in owning a piece of their range.

Disadvantages. Sustainable clothing is significantly more expensive to produce, and a

cheaper non-sustainable product would result in a more significant profit. Customer may be put off by the price tag attached to HoS products and opt for something more affordable and faster. Due to pre-orders, customers are forced to be a bit more patient in waiting for their piece if it isn't yet released. Customers may be turned off by the waiting period if there is an urgency for the item. Without a physical store, potential buyers are unable to feel and try on items, considering the price tags on HoS clothing and wait time it is a bit of a gamble for the purchaser to take on an item if the fit and feel of the garment are right for them.



HoS anti print scarf top, @houseofsunny 2019 Instagram

Discuss the long term consequences on the fashion industry if the business model were the norm.

If other businesses followed the lead in HoS's sustainability model, there would be a dramatic drop in waste burning and landfill. Adapting to anti print placement garments would save business 40% of fabric wastage, again less landfill. Brands would be more

transparent in their supply and production chain, forcing them to be more considerate in their choices by paying fair wages and only investing in those factories that offer a safe working environment for their employees. Resulting in a kinder, more aware, environmentally conscious brand identity and conscious.



*@boobie_billie the doggo approves of HoS, wearing the Day Tripper cardi,
www.instagram.com/houseofsunny, 2020*

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