



# Sustainability Perspectives

## Fashion Sustainability Optimism: On Pace for a Healthier Fashion Industry

**Laura Taylor**, Instructor of Fashion Business Merchandising at Genesee Community College, will explain that varied fashions are required to fill the needs of diverse consumer target markets, resulting in a range of slow fashion and fast fashion products. The fast/slow fashion spectrum results in unique sustainability barriers and challenges in the fashion industry. This presentation will explore current industry, business, academic, and consumer contributions to a sustainable fashion industry that can encourage small changes in our behavior.



Monday, March 4, 2019 ~ 12:20 – 1:20PM  
deWitt Lecture Hall, Zabriskie Hall Room 106

All *Sustainability Perspectives* series events are free and open to the public.  
The series explores the concept of 'sustainability' from a variety of viewpoints.

Wells is committed to providing access to all events; anyone needing assistance should contact Marian Brown, Center for Sustainability and the Environment, at 315-364-3304 or by email at [mbrown@wells.edu](mailto:mbrown@wells.edu), as soon as possible.

Arrive curious ∴ Graduate prepared.

