The Concept of Wellness in Fashion

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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
?

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Create new standards for designers:
Education
Internships in supply industries
Enhance not demean
Transcend trends
Honor localities
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
• How is it made, by whom, and where?
• What is it made of?
• How long will it last from a wearbility 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.