



**JUNK
KOUTURE
X**

Deloitte.

MASTERCLASS

GUIDE



CONTENTS

The **Junk Kouture Masterclass series, made possible by Deloitte!** In this **ten-episode** collection of deep dives, we explore a range of current topics across **climate change, leadership, mental health and more**. We'll hear from industry professionals, young activists, Deloitte leaders and Junk Kouture student alumni as we aim to learn more about these pressing topics and understand how we can engage with them effectively.

PHASE 1: SUSTAINABILITY & CLIMATE

This phase initiates creativity by exploring inspiration, context, and the 'WHY' of Junk Kouture, and the significant impact of being involved.

- EPISODE 1** Climate Change: A Global Turning Point
- EPISODE 2** The Voice of Youth at Climate Change Conferences
- EPISODE 3** Alternative Origins of a Garment: Sustainable Supply Chain
- EPISODE 4** Alternative Lives of a Garment: The Circular Economy

PHASE 2: DIVERSITY, EQUITY & INCLUSION

This phase addresses self-doubt, teamwork, and mental wellbeing. It motivates and fosters awareness of inclusivity through their design.

- EPISODE 5** Self-Expression & Creativity in Careers
- EPISODE 6** Inclusivity in Business & Design
- EPISODE 7** Mental Fitness, Self-Awareness & Wellbeing

PHASE 3: INDUSTRY REAL TALK

This phase provides motivation, career insights, and where they can go next through the opportunities this programme offers. It shows the ability to envision a creative career and a sense of contribution to something larger.

- EPISODE 8** Careers in Sustainability
- EPISODE 9** What It's Really Like to Work in Fashion
- EPISODE 10** How Media, Entertainment and Fashion Motivate Change

INTRODUCTION

[Access all 10 Episodes of the Deloitte Masterclass Playlist](#) →

This guide offers ideas on how to discuss some of the impacts of climate change on society with the young people in your life. It includes:

- An overview of sustainability, climate change, the circular economy, and fast fashion
- Masterclass series episode guide
- Fashion “Fact or Fiction?” game cards
- Example questions, related insights, and resources for taking the conversations further

AUDIENCE

This material may be relevant to individuals who would like to increase their own literacy on some of the topics of sustainability and climate change as well as those looking for a way to engage with family and friends on these topics.

TIPS FOR USING THE MATERIAL

- Create excitement for the conversation by watching the Junk Kouture Masterclass videos
- Use this guide to play a fun game of Fashion “Fact or Fiction?” and learn more about sustainability in the fashion industry
- Use the questions to kick-start conversations and continue to hold these conversations

IMPORTANT DEFINITIONS

Sustainability can be defined as “the practice of using natural resources responsibly today, so they are available for future generations tomorrow”. Sustainability also refers to “the ability to maintain or support a process continuously over time”. One definition divides the concept into three fundamental pillars that must be satisfied for something to be “sustainable,” of which climate is one component:

Climate change is a global challenge that continues to impact each of us—consumers, businesses, and governments. And of course, the ones that tend to be most affected are often those who have contributed least to the crisis.

The Circular Economy is a systems-based framework that helps tackle global challenges like climate change, biodiversity loss, waste, and pollution. It is based on three principles driven by design: eliminate waste and pollution, circulate products and materials (at their highest value), and regenerate nature.

Fast fashion has emerged since the 1980s as a quick-turnaround business model, producing more clothing collections at lower prices alongside luxury designer labels.

MASTERCLASS SERIES - EPISODE GUIDE

Created by students, for students, this video series will explore sustainability, climate change, diversity, equity, and inclusion, and careers within the fashion industry. Join Deloitte and Junk Kouture students in learning more about sustainability and climate in the fashion industry—and beyond! Click on the boxes below to view the episodes!

EPISODE 1

Climate change: A Global Turning Point

- Economic opportunity of climate action
- Four phases of action for the transformation
- Junk Kouture's Role in Driving Change

EPISODE 2

The Voice of Youth at Climate Change Conferences

- What are the COP events?
- Alternative climate summits
- How to play your part

EPISODE 3

Alternative Origins of a Garment: Sustainable Supply Chain

- What defines fast fashion?
- Ethical and sustainable supply chains
- Actions that you can take

EPISODE 4

Alternative Lives of a Garment: The Circular Economy

- What is the circular economy?
- The circular economy in action
- Alternative lives of a garment

EPISODE 5

Being an inclusive person: Part 1

- Importance of being inclusive
- Six key traits of inclusive leaders

EPISODE 6

Being an inclusive person: Part 2

- Ways you can become more inclusive
- Inclusivity at the start of your career
- Making a positive change from the start

EPISODE 7

Mental Fitness, Self-Awareness and Wellbeing

- What is mental fitness?
- Tips and tricks to maintain mental well-being
- Effects of eco-anxiety

EPISODE 8

Careers in Sustainability

- Exploring careers in sustainability
- The importance of climate consciousness
- Human sustainability

EPISODE 9

What It's Really Like to Work in Fashion

- Diverse career paths
- Why the fashion industry is changing shape?
- What this means for the future?

EPISODE 10

How Media, Entertainment and Fashion Motivate Change

- The influence of fashion and media
- How to influence climate action
- Exploring Junk Kouture

FASHION FACT OR FICTION

Play for fun or bring some competitive energy to the table by keeping score! Find the answers to the questions at the end of this document.

QUESTION 1

The world's most popular material to make is cotton.

QUESTION 2

France has the highest number of luxury goods companies.

QUESTION 3

Climate change is a concern among Gen Zs and Millennials.

QUESTION 4

Retailers are entering or expanding into pre-owned goods market, and the trend is expected to continue.

QUESTION 5

In the last 15 years, the fashion industry has doubled production, while the time clothing is worn before it is thrown away has increased by approximately 40%.

QUESTION 6

Every hour around the world, the equivalent of one garbage truck full of textiles is landfilled or burned.

QUESTION 7

Each year in the UK, the amount of material recycled to make new clothes is less than 1%.

QUESTION 8

Linen represents 6% of all textile fibers consumed worldwide.

QUESTION 9

There are 17 Sustainable Development Goals (SDGs).

QUESTION 10

More than 90% of materials are either wasted, lost or remain unavailable for reuse for years as they are locked into long-lasting stock such as buildings and machinery.

QUESTION 11

The Paris Agreement's goal is to hold the increase in the global average temperature to below 4 °C.

FASHION FACT OR FICTION ANSWERS

QUESTION 1

The world's most popular material to make is cotton.

Answer: FACT

"Cotton decomposes in one week to five months in landfills. It's a natural material, bio-based, biodegradable, compostable, and recyclable.

Cotton is still the most widely used natural fiber worldwide and one of the cheapest to produce. And it's the second most used fiber for garment production behind polyester globally.

The cotton fiber used for textiles comes from cotton plant bolls. It's processed and combed into yarn. But the cotton plant requires tons of water, pesticides, and fertilizers to grow."

Alex Assoune, *"The Time It Takes Clothes To Decompose In Landfills," Panaprium.*

QUESTION 2

France has the highest number of luxury goods companies.

Answer: FICTION

"While Italy (with 23 companies) still has the highest number of luxury goods companies, seven French companies contributed the largest share (nearly one-third) to the Top 100 luxury goods sales in FY2022."

Deloitte, *Global Powers of Luxury Goods 2023*

QUESTION 3

Climate change is a concern among Gen Zs and Millennials

Answer: FACT

"Seven in 10 respondents saying they actively try to minimize their impact on the environment."

Deloitte, *2023 Gen Z and Millennial Survey*





QUESTION 4

Retailers are entering or expanding into pre-owned goods market, and the trend is expected to continue.

Answer: FACT

“Several retailers are entering or expanding into the pre-owned goods market by introducing marketplaces and buy-back options. This market is fueled by consumers who are increasingly conscious of what they purchase. Especially those from the millennial and Gen Z generations prefer sustainable buying options and are also affected by the increasing costs of first-hand goods. We expect future retail models, especially those used by large companies, to combine mainline, outlet, and resale models.”

Evan Sheehan, “[Sustainability in retail](#),” Deloitte.

QUESTION 5

In the last 15 years the fashion industry has doubled production, while the time clothing is worn before it is thrown away has increased by around 40%.

Answer: FICTION

“In the last 15 years the fashion industry has doubled production, while the time clothing is worn before it is thrown away has fallen by around 40%.”

Francois Souchet, “[Fashion has a huge waste problem. Here's how it can change](#),” World Economic Forum, 28 February 2023.

QUESTION 6

Every hour around the world, the equivalent of one garbage truck full of textiles is landfilled or burned.

Answer: FICTION

“Every second, the equivalent of a rubbish truck load of clothes is burnt or buried in a landfill”

Ellen MacArthur Foundation, “[Fashion and a circular economy](#) | Ellen MacArthur Foundation”)

QUESTION 7

Each year in the UK, the amount of material recycled to make new clothes is less than 1%.

Answer: FACT

Each year in the UK, 300,000 metric tons of textiles are binned, ending up in landfill (20%) or burnt (80%) in incinerators. The amount of material being recycled to make new clothes is less than 1%.

Kate Whiting, "7 ways to break the fast fashion habit—and save the planet," World Economic Forum, 22 February 2019.

QUESTION 8

Linen represents 6% of all textile fibers consumed worldwide.

Answer: FICTION

Linen decomposes in two weeks to six months in landfills. It's a natural fiber, biodegradable, recyclable, and one of the most environmentally friendly and socially responsible materials.

Linen represents less than 1% of all textile fibers consumed worldwide. Despite its low availability, many fashion brands and designers choose linen fabric to create eco-friendly, beautiful, and luxurious collections.

Linen comes from a natural and renewable resource: the flax plant. It requires very little water to grow, much less than cotton unless the weather is warm and dry.

Alex Assoune, "The Time It Takes Clothes To Decompose In Landfills," Panaprium.

QUESTION 9

There are 17 Sustainable Development Goals (SDGs).

Answer: FACT

"At its heart are the 17 Sustainable Development Goals (SDGs), which are an urgent call for action by all countries—developed and developing—in a global partnership. They recognize that ending poverty and other deprivations must go hand-in-hand with strategies that improve health and education, reduce inequality, and spur economic growth—all while tackling climate change and working to preserve our oceans and forests."

United Nations, "The 17 Goals," accessed 2 October 2023.

QUESTION 10

More than 90% of materials are either wasted, lost or remain unavailable for reuse for years as they are locked into long-lasting stock such as buildings and machinery.

Answer: Fact

“Materials that are cycled back into the global economy after the end of their useful life, otherwise known as secondary materials, account for 7.2% of all material inputs into the economy—this is the Circularity Metric.”

Circle Economy Foundation, [The Circularity Gap Report 2023](#)

QUESTION 11

The Paris Agreement’s goal is to hold the increase in the global average temperature to below 4 °C.

Answer: False

The Paris Agreement is a legally binding international treaty on climate change. It was adopted by 196 Parties at the UN Climate Change Conference (COP21) in Paris, France, on 12 December 2015. It entered into force on 4 November 2016.

Its overarching goal is to hold “the increase in the global average temperature to well below 2 °C above pre-industrial levels” and pursue efforts “to limit the temperature increase to 1.5°C above pre-industrial levels.”

United Nations Climate Change, [“The Paris Agreement,”](#) accessed 2 October 2023.

KEEP THE CONVERSATION GOING

Use these prompt questions to encourage deeper discussions in the classroom. Reflect on how sustainability, waste management, and climate change shape your daily choices and actions. These questions will spark further conversations and inspire thoughtful ideas for positive change.

Have you been hearing about any of these topics? At your school/with your friends?

What are some of your favorite stores? Do you consider your sustainability as you're buying your clothing? How do you decide where to shop?

Now that you know about Junk Kouture and the work they do, do you have any creative ideas of what you can do or we can do as a family or as a community?

What you do with your waste? Just throw it away or do you think about it before you throw it away?

How does talking about climate change and the future make you feel?

How do you make choices when you buy and/or cook your food? Are you thinking about where your food comes from?