# Sustainable fashion takes centre stage at London Fashion Week



London Fashion Week concluded with a significant panel discussion on sustainable fashion hosted by Dylon, featuring insights from prominent London-based fashion designer Roksanda Ilinčić. The event took place as the fashion world increasingly shifts focus towards sustainability and the long-term impact of garment manufacturing.

Roksanda Ilinčić, a Serbian-born designer who established her eponymous brand in 2005, is well-regarded for her bold and sculptural women’s wear that has attracted a diverse clientele, including members of royalty and Hollywood stars. Discussing her perspective on sustainability, Ilinčić shared her cultural background as influential in shaping her views. “I come from Serbia and the culture there is quite sustainable,” Ilinčić explained. “We don’t buy many clothes, we don’t throw the clothes away. It’s very natural that clothes last almost longer than you!”

Her design philosophy is deeply intertwined with concepts of longevity and emotional attachment to clothing. She noted, “So these [sustainable initiatives] are not unusual to me at all, because it’s very normal to pass clothes from grandmother to mother to daughter.” This sentiment underscores her approach to creating garments that are intended to be cherished long-term rather than discarded after a single season.

The designer’s latest collection, showcased during London Fashion Week, was the result of a collaboration with Dylon Detergent, centred around the idea of ‘Rethink New’. This concept promotes the idea that proper care for clothing can contribute significantly to sustainability in fashion. “This show was inspired by the late British sculptor Phyllida Barlow,” Ilinčić noted. Barlow’s practice involved using discarded objects and breathing new life into them, a philosophy that resonates with Ilinčić’s vision. “That is left to die – and painting it a new life,” she explained.

The collection leveraged Dylon's vibrant dyes to repurpose old fabrics from previous lines, exemplifying Ilinčić’s commitment to sustainability. “It was a true pleasure to reuse something to come up with something new,” she remarked about her designs.

During the panel discussion, Ilinčić also addressed the emotional connections individuals form with their clothing and how this can influence purchasing choices. "I think it’s very important to buy pieces that you really love, that you really appreciate," she conveyed, emphasising the need for conscious purchasing decisions. She also shared her personal experience of maintaining dresses passed down from her mother, illustrating the significance of emotional bonds with fashion items.

Fellow panellist Shailja Dube, deputy director of the Institute for Positive Fashion, highlighted practical measures for prolonging garment life, such as washing at lower temperatures. Dube indicated that research has shown that decreasing wash temperatures from 40 degrees to 30 degrees can substantially impact fabric longevity.

Ilinčić concluded with a reminder of the importance of incremental changes in personal habits towards sustainability, stating, “It’s not about changing everything at once; it’s about small, constant steps.” The discussion reflects a broader trend within the fashion industry as it increasingly seeks to balance aesthetic appeal with environmental responsibility.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

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2. <https://www.reddie.co.uk/2025/02/20/sustainable-style-7-the-wrap-up/> - This piece discusses the broader context of sustainability in the fashion industry, including the British Fashion Council's efforts to integrate sustainability into London Fashion Week. It highlights the industry's environmental impact and the need for sustainable practices.
3. <https://thesybarite.co/london-fashion-week-2025-what-to-know> - This article provides an overview of London Fashion Week 2025, focusing on its commitment to sustainability and innovation. It mentions the involvement of prominent designers and the emphasis on ethical practices.
4. <https://fashionunited.uk/news/fashion/everything-you-need-to-know-about-lfw-aw25/2025021980242> - This article details the Autumn/Winter 2025 season of London Fashion Week, including its adoption of sustainability requirements inspired by Copenhagen Fashion Week. It highlights the participation of both established and emerging designers.
5. <https://www.sustainablefashionweek.uk> - Sustainable Fashion Week's website emphasizes community-led initiatives to promote sustainable fashion practices. It supports the broader trend of shifting towards sustainability in the fashion industry.
6. <https://www.noahwire.com> - This source provides the original context for Roksanda Ilinčić's involvement in a panel discussion on sustainable fashion during London Fashion Week. It highlights her design philosophy and commitment to sustainability.
7. <https://www.irishnews.com/life/clothes-should-last-longer-than-you-designer-roksanda-ilincic-on-how-to-dress-sustainably-3XQPOS2HIJMELDHDKP5BYX67TU/> - Please view link - unable to able to access data