

H&M Foundation: Fashion innovation at scale

The H&M Foundation fashions
positive change with the Billion
Dollar Collection



Call for change

Fashion industry leaders are calling for radical change and exploring ways to be more sustainable. Sustainable innovators and entrepreneurs are critical to finding new solutions but often struggle to attract the necessary support to scale innovations and drive lasting impact. And time is of the essence. Billions of dollars will need to be funnelled into sustainable fashion innovation annually to reinvent the fashion industry as we know it.

This is where the non-profit H&M Foundation comes in. Since 2015, it has supported early stage sustainable innovation through the [Global Change Award \(GCA\)](#), in collaboration with Accenture and the KTH Royal Institute of Technology.

With more than 20,000 entries since its inception, the GCA's innovation challenge demonstrates that the collective talent and innovation exist to meet customer demands for sustainable fashion and transform the industry.

Many of these start-ups, however, require additional support to scale their ideas beyond capsule collections and pilots and truly transform the fashion industry. To take sustainable fashion to the next level, the H&M Foundation wanted to focus on transformative change and measure the multidimensional value some of these innovations could yield with the industry's support.

How could the non-profit spotlight a select number of winning GCA solutions and quantify their potential impact?

"It's crucial to support sustainable innovation if fashion is going to make the shift to a more sustainable industry. The Billion Dollar Collection highlights this untapped opportunity."

Karl-Johan Persson,
Board member of H&M Foundation
and Chairman of H&M Group

When tech meets human ingenuity

The H&M Foundation called on its long-term partner, Accenture, to help show what the future could look like. We helped the H&M Foundation develop and launch a virtual fashion collection of five looks-the [Billion Dollar Collection](#). Showcased as designer garments, each of the 10 GCA-winning innovations selected for this edgy collection come from across the globe and encompass elements from sustainable materials to traceability.

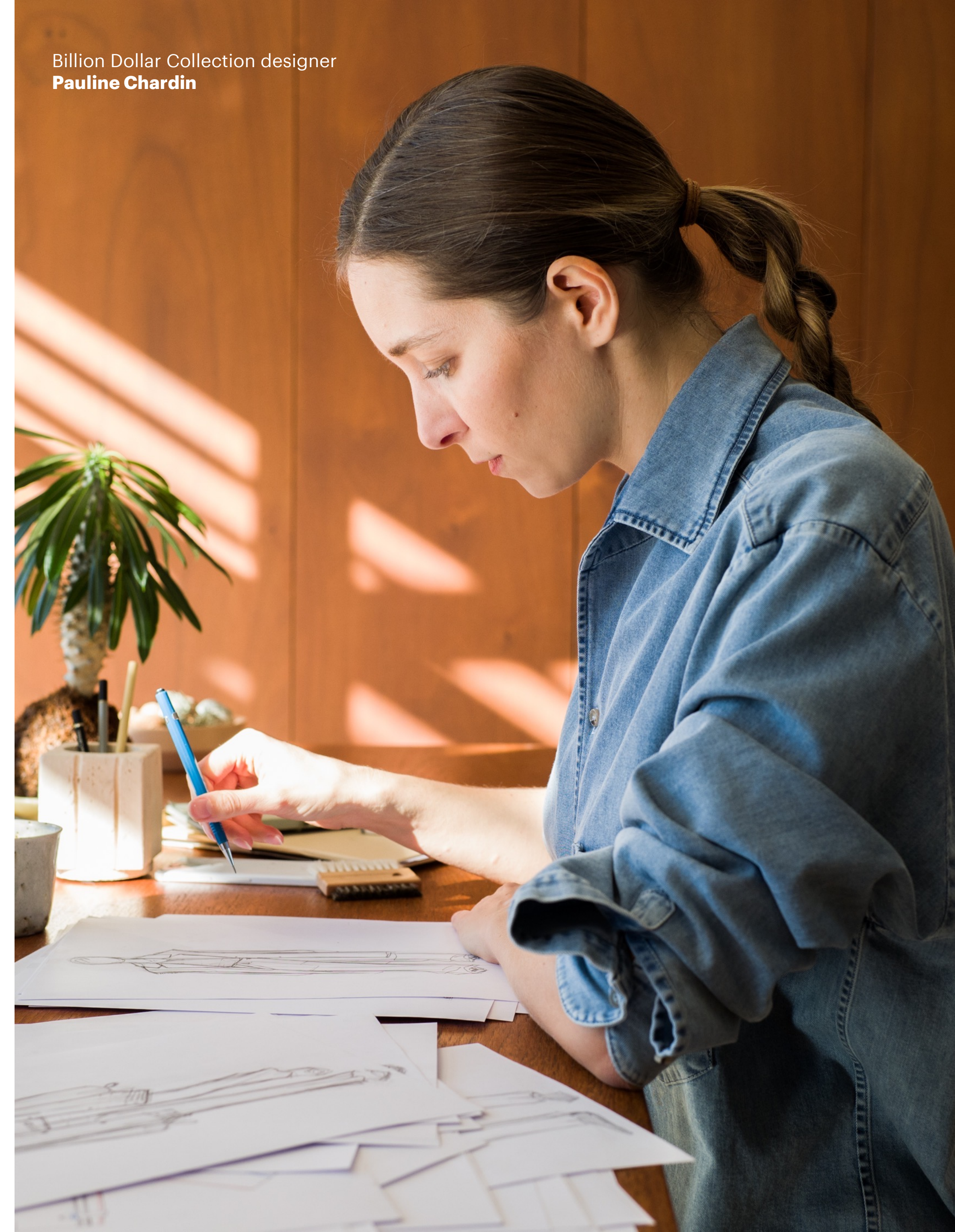
The H&M Foundation drew on Accenture's diverse skills to support the launch of the Billion Dollar Collection. Firstly, Mackevision, part of Accenture Interactive, created a digital avatar from scratch and brought the designer's sketches to life as 10 3D garments using digital twin and CGI technology. The unique digital avatar applies CGI design technology used in filmmaking, gaming and other industries. Sensors mapped the shape and

contours of a real-life model and motion-capturing technology was used to map naturalistic body movements, enabling online viewers to envision how clothes would look and flow when worn.

To demonstrate what impact these 10 early-stage, sustainable-tech innovations could have, Accenture also applied its 360-degree value approach to each startup with the 2030 UN Sustainable Development Goals in mind. The 360-degree value model shows how these innovations could have a significant positive impact for the planet, if given the opportunity to scale.

We also helped create a high-end digital fashion lookbook to help publicize the collection's potential positive impact. Each page of the lookbook features the design, solution and potential industry value generated if the innovation is scaled up.

Billion Dollar Collection designer
Pauline Chardin





DESIGNED TO MAKE
THE PLANET LAST

A valuable difference

The H&M Foundation's Billion Dollar Collection helps create a new paradigm to articulate value and innovation in the fashion industry. The Billion Dollar Collection highlights how companies can measure success in a more holistic way by looking at dimensions like sustainability.

For instance, one of the featured startups, Fairbrics, has developed a novel process to make polyester from waste CO2 by capturing industrial fumes that would otherwise have been released into the air. This waste product is 10 times less expensive than petroleum products used to make polyester and not only reduces CO2 emissions but also uses the emissions as part of the solution. It is the first synthetic fiber with the potential of

having a net positive impact on climate change. If scaled, the team's analysis found that Fairbrics could reduce CO2 emissions by 720,000 metric tons annually in 2030. This is comparable to the total life-cycle impact in CO2 emissions of 120 million polyester t-shirts.

The H&M Foundation now has a way to showcase the potential ground-breaking impact of the GCA innovations if they are adopted and scaled. Its sustainable innovations-backed up by thorough analysis-offer the industry an opportunity to reinvent itself to fuel future growth and bring positive change. With these advances, H&M Foundation is changing the face of the fashion industry to make sustainability and innovation default practices by design.

THE
BILLION
DOLLAR
COLLECTION



H&M FOUNDATION

In collaboration with **accenture**

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