

URL: <https://ecorner.stanford.edu/clips/the-fashion-industrys-leading-role/>

Tim Brown, co-founder and co-CEO of Allbirds, observes that carbon accounting is transforming every industry, but fashion has a leading role in explaining the changes to consumers. Soon, he predicts, consumers will hold companies accountable for meeting objective sustainability standards.



## Transcript

- At the end of the day, the transformation of our economy 00:00:06,640 isn't really about the fashion industry.. It's about energy.. It's about transportation.. It's about our food systems.. It's about real estate and the way we construct buildings, but the fashion industry, I think, has an outsize role in making sense of the very complicated science and making it relevant.. The scientists have done their job.. Now, it's the storytellers, the poets, the artists, the movie makers and I think, within the fashion industry, that is where I think you will see a lot of the drive to actually explain this to the consumer and I think there's a lot of positive signs, but it's the Wild West at the moment.. And all you need to do is sort of say, "You're trying," and for the most part, that's enough and I think we're just about to enter a new category of objectivity and measurement and standards and universal standards and governments are increasingly getting involved and I think the businesses that are preparing, doing the deep work on this are the ones that will win in the long run.. And the folks that are just putting something up on their shop window, I think that there may be a consumer reckoning coming and I think that's a positive thing...