

The Billion Dollar Collection

The fashion industry needs radical change. Sustainable innovation is part of the puzzle and there are plenty of innovations out there. Yet, innovators and entrepreneurs struggle to attract the necessary support to scale up their innovations and create real impact. In fact, billions of dollars are required annually to support sustainable innovation in order to reach the Sustainable Development Goals in time for 2030 and reinvent the fashion industry as we know it.

To highlight this issue and help speed up the transition towards a sustainable fashion industry, we have created a virtual fashion collection – the Billion Dollar Collection. Each garment represents a ground-breaking, Global Change Award-winning innovation that has the potential to shape the fashion industry of tomorrow, if scaled up today.

The price tag of each garment corresponds to the support that each start-up estimates is needed to create large-scale impact until 2030. To demonstrate what impact these 10 innovations could have, Accenture has brought its 360-degree value approach to the collection with the 2030 UN Sustainable Development Goals in mind. The model shows each innovation could have a big positive impact for the planet, if given the opportunity to scale.