

FARAH LIZ PALLARO

Trend book

The Virtuous Start-Up

Designing a Heart-driven company to overcome the crisis



*Hello my friend,
welcome to “The Virtuous Start-Up”
Trend Book*

Preface

Lately, we have heard many times that THE WORLD STOPPED ...
But in reality, the world hasn't stopped, WE, human beings, have been forced to stop.

We have created a world that is no longer sustainable, from many perspectives, and we know it, we knew it already before the Corona Virus arrived.

There are two ways to evolve as species, one is by slow and steady evolution shifts and the other by a disruptive external factor that shocks the system and push us to evolve.

We have an incredible opportunity to move humanity forward into a positive direction, and life in its greatest form of wisdom is giving us this forced time of introspection to review paradigms, structures, behaviors that no longer serve us and build a new world, more ethical, sustainable and in balance with all that surround us.

I read a quote a few days after lockdown:
“We finally realize that we are not the owners of the world, but simple guests”

This workbook wishes to be a tool of reflection to develop new strategies and design the main characteristics of a “Virtuous” fashion (or another type of industry) start-up after Corona Virus.

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Trend One

THE HUMAN AS A PIVOTAL POINT THAT SUSTAINS THE WHOLE



If one thing we have learned so far from this pandemic is how fragile we are.

We are mortals, NOT immortals, our bodies can be defeated by a tiny little thing we do not even see, like a virus.

The world we have created collapses in a month, and all the structures we have work decades disappear in a manner of weeks....

And yet, we are an amazing resilience, strong and adaptable creation, that when times get rough, we unify as a whole to support humanity move forward.


We have given priority to profit, time, work, finance, politics, consumption, and the list goes on, but we forgot the most important thing, the core and the bases from which all starts and begins: Humanity.

Fashion brands, companies, and institutions that will succeed in their goal to survive and move forward after this pandemic, need to understand the value of people and the human aspect in their organizations and supply chains as a pivotal point that sustains the whole.

Before products and services, there are people. And as often I say, in the fashion industry but same as per other industries, at the end, we are a group of people creating products and services for another group of people.

Trend One

CHARACTERISTICS AND HOW TO APPLY IT




Recognizing the importance of people as the real value of life, the importance of human connections and interactions and how this affects all of us.

As a company, having in consideration human rights and workers' well-being, as well as customers' values will be crucial.

In every phase of the process, whether it is products or services what the company creates, it is mandatory to set as a priority in the scale of things: People.

From top to bottom and from bottom to top in the hierarchy of the organization, companies need to implement assets that will sustain the human as an individual resource and a collective force.



Trend One

CASE STUDY



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1

RightsDD

Ethical AI

<https://www.rightsdd.com/>

The modern slavery due diligence platform



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Trend One

BRAND



12

2

Koco

Knitting Experts

<https://www.koco.global/>

"Knit One garment Change One Life"



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Trend Two

I am Sorry Mother Earth



And yes, by now, we should all feel very sorry for the deprivation and aggression we have committed to mother earth.

As a student of Shamanism, we believe there is a metaphysical reason why Corona virus came from a bat, as these animals represent death and rebirth.

And so, the fact that after a few weeks of lockdown, the air in the main cities has never been so clean, animals have taken the streets and nature has bloomed again, should be a signal of the negative impact we have caused so far, as part of this ecosystem.

Things need to change, and it is not propaganda, it is a fact. If we refuse to take responsibility for our actions and bad behavior, we will be in big trouble.

When it comes to industries such as the fashion one, this terrible pandemic is given a huge opportunity to review collections, consumption and product cycles.

Now more than ever, we are given a chance to start from new, in a positive way.

Trend Two

CHARACTERISTICS AND HOW TO APPLY IT

Sustainability and corporate social responsibility have been on the agenda for many years, but let's be honest, not truly or fully apply in systems and organizations.

From all the trends mentioned in this workbook, this one should be linked with product development and its impact on nature and the ecosystem.

From raw materials to the production process, it is important that companies research and scout for new ways of doing things in a more sustainable fashion.



Trend Two

CASE STUDY



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1

Agraloop Biofibre

Material Science

<https://www.circular-systems.com/agraloop>

Transforming food crop waste into high-value natural fiber products



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● Trend Two

BRAND



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2

Pangaia

Fashion Brand

<https://thepangaia.com/>

"We are starting a movement. Designing a better future."



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Trend Three

THERE'S NO PLACE LIKE HOME: FROM GLOBAL TO LOCAL



As Dorothy from the Wiz of Oz used to say “There is no place like home” and so it is...

More than ever, today, we feel connected to our home, city, region, and country.

The pandemic and the lockdown forces us to stay connected to our roots.

We feel close to our inner circle, to what is local and close, to our heritage and what have been part of our been, but we forgot it because we were focused on the outside rather than the inside.

For many years we had our focus on globalization, on what other countries and economies could offer us, in the form of products and services.

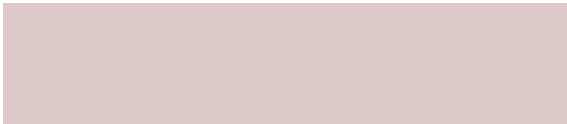
I am sure you have thought and heard that when the lockdown will finish, you will buy local so to support your brands, companies and as a sum, your country to rebuild from the ashes.

When it comes to industries such as fashion, design and luxury, heritage and the “Made in” have been an essential part of the alchemy of success but after these crises, it will become a new way of consumerism, in part moved from necessity, in part moved by an altruistic approach to support your community.

Buy local, will be a must and re-appreciating what our country has to offer us in all the ways possible, such as food, travel, beauty, design, and fashion will feed our heart and soul.

Trend Three

CHARACTERISTICS AND HOW TO APPLY IT




To apply it will be as simple as to support local business, starting from what your needs are: food, services to what your wants are: fashion, travel, luxury...

The consumer will become a "scouter" and very much selective when it comes to individuate the "real" local business.

In this case, transparency is the key, and a new form of patriotism will arise from this period of global uncertainty where for a not defined period countries and cities will be close to external contamination, to prevent health and pandemic.

From all the trends listed in this trend book, this one for sure is the one that will be applied sooner, for all the above reasons.



Trend Three

CASE STUDY



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1

Brunello Cuccinelli

Solomeo Case Study

<https://www.brunellocuccinelli.com/en/hamlet-of-the-spirit.html>

Solomeo lies deep in Brunello's heart as it represents the core of his family, business and spiritual life.



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Trend Three

BRAND



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1

Zero Maria Cornejo

Fashion Brand

<https://zeromariacornejo.com/>

Since the beginning, and as a result of the company's commitment to the local economy, the Zero + Maria Cornejo collection has been largely produced (84%) in the heart of New York City's Garment District



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Trend Four

TECHNOLOGY SAFED ME



Let me ask you this question my friend, what would you do without internet during this period of lockdown?

Do you think we would have been able to work, communicate, watch movies in streaming, use social media, study or being informed as much as we have been if it wasn't for technology?

For years, the fashion industry, as well as other forms of creative industries, have been reluctant to open their business into new technologies and evolve.

I work in the educational and have been using technology as a tool to mentor for already many years, when my peers used to tell me "Farah, you are a pioneer" I answer always that technology was not the future but the present.

In today's new world, the one we need to review and rebuild, companies that will be able to use, as a support and advantage, new technologies, will succeed. We have a white canvas in front of us, to design the wide possibilities' technology is offering us, can be implemented into fashion business.

Trend Four

CHARACTERISTICS AND HOW TO APPLY IT

My advice is that you choose and use the ONE that fits for you and your business, not the one that others are using.

As a company and virtuous startup, allow yourself to explore the technological support that matches, both your needs, as well as your customer needs and values.

New technologies are supporting currently companies in different areas of the supply chain: from product to retail, from communication to finance.

Explore, adapt, and be open mind. Remember it is through trial and error, that companies succeed.



Trend Four

CASE STUDY



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1

Future Tech Lab

Incubator

<http://ftlab.com/portfolio/>

Helping new technologies and sustainable innovations connect, collaborate, and create.



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Trend Four

BRAND

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      Hide code
    </button>
  </div>
) : (
  <button type="button" className="show-code" />
    Show code
  </button>
)}
})
```

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2

The Fabricant

A Digital Fashion House

<https://www.thefabricant.com/>

Can the fashion industry allow itself to reimagine seasonal runway shows as an entirely non-physical 3D experience?



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Trend Five

SPIRITUALITY



noun: spirituality; plural noun: spiritualities

1) *the quality of being concerned with the human spirit or soul as opposed to material or physical things."the shift in priorities allows us to embrace our spirituality in a more profound way.*

If you search on Wikipedia, this is what the definition of Spirituality is.... In a way, it does mean to be connected with that source of creation, that bigger system that has created all. But in a more simple, yet powerful way spirituality means "common sense" doing things from love, and not from EGO. Being a spiritual person means to follow that inner voice that always tells us the difference between what is right and what is wrong. You can call it spirit, or intuition, the name does not matter, what's important is that we all recognize it, we all feel it, and often, I am afraid, avoid hearing it.

The new successful company that will arise from this pandemic, need to be spiritual,fo sure.And this has nothing to do with religion, you can be a spiritual person and not practice or believe in any religion, as religion is dogma.

I have used spiritual practice all my life, in both my personal life and my professional life, using the connection with the light, god, source, the universe, however, you wish to call it as my main support.Because as often I say, if you are in business and you are a spiritual person, then your business partner is god.

This thought will give you for sure an enormous relief, my friend.



Trend Five

CHARACTERISTICS AND HOW TO APPLY IT

How to apply it is simple, follow your inner voice, your intuition... How to hear and pay attention to that intuition is the hard thing, because often will be the voice of your EGO to make you believe you need to follow it.

Spiritual practice is a must for virtuous entrepreneurs, but not only, if you read the daily routine of the most successful business professionals in the world, they meditate, wake up early, eat high vibrational foods and make simple yet powerful decisions by always following their intuition.

My 3 daily practices are: Meditation, Yoga and Meridian tapping, as these keep me grounded and in balance., but I sometimes change them with other as well, trying different supporting tools and use the ones that fit for you, the ones that will keep you in a state of flow and ease, as this is the signal that you are aligned and in full mode spiritual practice.

Trend Five

CASE STUDY



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1

FLP

Fashion, Business and Spirituality Platform

<https://farahlizpallaro.com/>

Helping fashion professionals and sustainable innovators connect, collaborate, and create.



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Trend Five

BRAND



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2

Extra Virgo

Botanical Couture

<https://alex-postiglione-bdd3.squarespace.com/>

Extra Virgo is a wish of health, beauty and happiness. an invitation to listen to your body and spirit. get rid of the noise and listen to your inner voice.



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Trend Six

HEART DRIVEN COMPANIES



"Heart-driven companies have, first of all, values. I am not talking about a simple "branding" value or a list of keywords that were designed by an amazing and well-educated marketing team that knows "how to sell." I am talking about real life values that are part of the vision and the mission of those who created the company, a leader or group of people who truly want to contribute something to this world, and the way they do it is through products and services. Their core offer to the world is most important, and they haven't forgotten it throughout the years. "

To explain to you better the idea behind this trend I copy an abstract of my Book, Fashion.Business.Spirituality.

In this chapter, I speak about the heart-driven companies, which are those that are always moved forward by their values, and by their purpose, both driven by love.

These companies are the ones I often say: good for you, good for the company and good for the world.

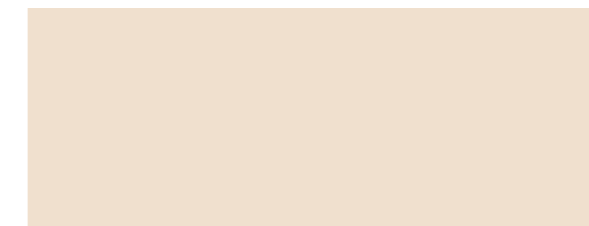
They have a bigger picture and reason why they do things and profit is not their main motivator, but to do good while doing profit.

Trend Six

CHARACTERISTICS AND HOW TO APPLY IT



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Having always present your customer values and needs, as well as the social impact in the world and the clear understanding that all needs to work in harmony and balance as part of a bigger system, a bigger community.

The contribution is a must for this type of companies, their leaders always seek how to positively contribute to societies and to global humanity.

Mandatory to apply this trend is to have a purpose and a bigger reason why the products and services are just a result of this.



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Trend Six

CASE STUDY



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1

Patagonia

Active Wear

<https://www.patagonia.com/home/>

For almost 40 years, Patagonia has supported grassroots groups working to find solutions to the environmental crisis

DON'T BUY THIS JACKET



patagonia



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Trend Six

BRAND



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2

Toms

Fashion Brand

<https://www.toms.com/>

We're in business to improve lives. For every \$3 we make, we give \$1 away.



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Trend Seven

THE ALCHEMY OF FACTORS: WELL-BEING



If you search on the dictionary, you will find that Well-Being is the state of being healthy and happy, and even if at its core this is it, well-being involves much more aspects that combined all and as a result, it leads to a state of health and happiness in human beings.

This trend sees well-being as an alchemy of factors that include but not only: emotional well-being, economical well-being, physical well-being, mental well-being and what it is very important but yet, still nowadays companies do n to pay attention to: professional well-being.

When Corona virus will be over, companies will have, necessary, to focus on employees and customers' well-being, as we will come out with a clear understanding of the importance of health and happiness.

Trend Six

CHARACTERISTICS AND HOW TO APPLY IT



Explore all the different areas of well-being that may be influencing your business and which ones you may find interesting to adapt and to include.

From a virtuous startup perspective, it should definitely include professional well-being. Let me ask you something, is it obvious that after almost 2/3 months that people stay home, in a way or other, we will all seek that home-comfort we experience and apply it to other areas of our life?
As per example working environments?

Think about it, and apply as many ideas that you can in order to extend home well-being into work & business-related areas.

Trend Seven

CASE STUDY



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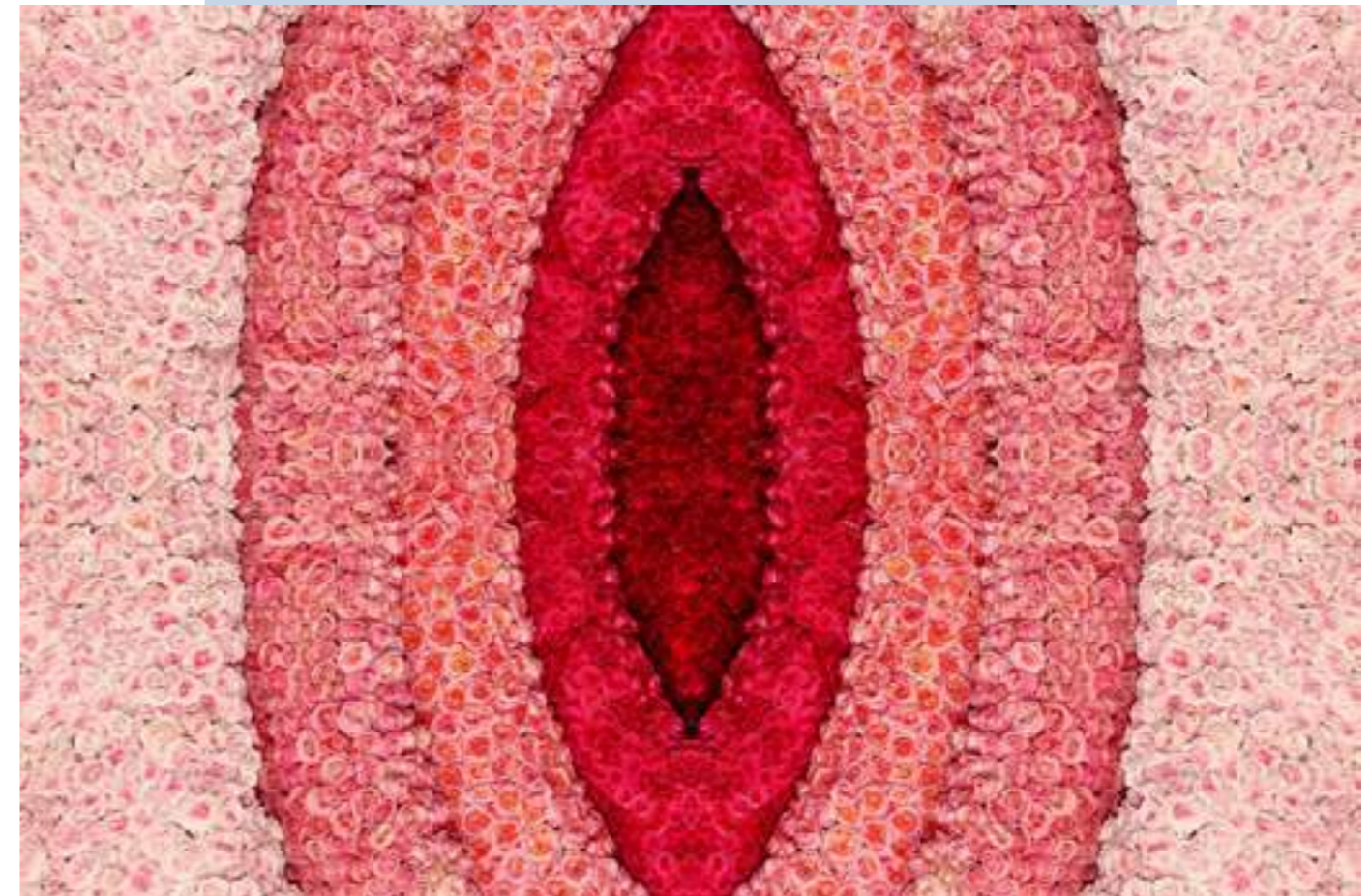
1

Goop

Wellness Platform

<https://goop.com/>

Cutting-edge wellness advice from doctors, vetted travel recommendations, and a curated shop of clean beauty, fashion, and home.



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Trend Seven

BRAND



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2

Licia Florio

Fashion Brands

www.liciaflorio.com

Licia's objects are meant as life holistic companions which hope to implement the positive power in every person's life.



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Resources

CIRCULAR FASHION

<https://youtu.be/3iKhr-JnWYA>

<https://www.ellenmacarthurfoundation.org/circular-economy/what-is-the-circular-economy>

<https://fashionforgood.com/wp-content/uploads/2019/05/The-Future-of-Circular-Fashion-Report.pdf>

<https://circular.fashion/>

<https://www.vogue.com/article/sustainability-2020s-circular-fashion-textile-recycling>

FASHION SUSTAINABILITY

Style Guide: Exploring Fashion and Sustainability by Ual

https://www.arts.ac.uk/__data/assets/pdf_file/0029/196355/00180_LCF_BAFTA_190x260_4.pdf

Slow Factory Foundation

<https://slowfactory.foundation/>

The Five Goods

<https://fashionforgood.com/wp-content/uploads/2018/10/The-Five-Goods.pdf>

Fashion Revolution

<https://www.fashionrevolution.org/>

Centre for Sustainable Fashion: 8 Issues about Fashion

https://ugc.futurelearn.com/uploads/files/18/68/1868d654-6166-46cb-8b30-6ed521dc1b4f/CSF_FL_Factsheet_2.1.3.pdf

CFDA Sustainability Tool Kit

https://s3.amazonaws.com/cfda.f.mrhenry.be/2019/01/CFDA-Sustainable-Strategies-Toolkit_0.pdf

Global Fashion Agenda

<https://globalfashionagenda.com/ceo-agenda-2020/>

TREND AFTER CORONA VIRUS

A perspective for the luxury-goods industry during—and after—coronavirus by McKinsey
<https://www.mckinsey.com/industries/retail/our-insights/a-perspective-for-the-luxury-goods-industry-during-and-after-coronavirus>

7 Trends to Look for in a Post-Coronavirus Brand Landscape

<https://www.adroll.com/blog/marketing/7-trends-to-look-for-in-a-post-coronavirus-brand-landscape>

Coronavirus: Global Change Accelerator by WGSN

https://www.wgsn.com/content/board_viewer/#/86659/en/page/1

Trend for a Post-Corona World

https://info.trendwatching.com/hubfs/Trends%20for%20a%20post-corona%20world.pdf?utm_source=hs_automation&utm_medium=email&utm_content=84761797&_hsenc=p2ANqtz-9X8vR-m4eL1DG8J2Gz2bUNsjH0inzE_f-eSZ8JI_Mjy01iMQZhtFonh7fZTxPO_is6dTkwTZ0UQC5MqSyGn-vckMzcW60Q&_hsmi=84761797

TREND

Fashion Future 2030

<https://www.fashionfutures2030.com/scenarios/home>

BOF Trend Book 2020

http://cdn.businessoffashion.com/reports/The_State_of_Fashion_2020_Coronavirus_Update.pdf?int_source=article2&int_medium=download-cta&int_campaign=sof-cv19

STARTUP

<http://www.popinjay.co/about/index.php>

<https://motherofpearl.co.uk/>

<https://shop.wearewao.com/>

<https://marahoffman.com/pages/our-materials>

<https://ecoalf.com/es/p/becauserthereisnoplanetb-35>

<https://www.shethinx.com/>

<https://lolibeauty.com/pages/our-promise>

<https://behno.com/pages/ethical-philosophy>

<http://mistrafuturefashion.com/sustainable-fashion/>

<http://ftlab.com/portfolio/>

<https://www.classecohub.org/>

<https://shop.atacac.com/pages/price-model>

<https://goodonyou.eco/>



Thank you always,

Farah