Calvin Klein

Program at a Glance
- Two-session hybrid learning experience including live interactive virtual presentation, and immersive hands-on design workshop
- Experiential curriculum introducing innovative frameworks and approaches to advancing company wide fashion sustainability and zero-waste patterning strategy
- Participants: 30 participants across senior leadership and design teams

Challenge
Current inefficiencies in fashion design and production contribute heavily to the global waste crisis. Annually, 60 billion square meters of fabric are squandered in cutting room floor waste alone, with 57 percent of it winding up in landfills. Calvin Klein, international leader in the fashion industry, is committed to leading change by eliminating waste out of the fashion process. Recognizing the need for expertise, Calvin Klein partnered with Parsons Executive Education to develop a high-impact, interactive, professional learning program to provide participants with insights into the opportunities, value, and impact of zero waste design, and empower participants with tools and innovative methodologies for sustainable pattern-making, and circular systems.

Client
Calvin Klein, world leading global fashion lifestyle brands
Solution
Parsons Executive Education, designed and delivered a customized two-session hybrid learning experience, introducing new frameworks and approaches to fashion sustainability and zero-waste patterning. This initiative amplified Calvin Klein’s cultural and competitive competencies by fostering critical capabilities within their leadership and design communities, and highlighting the leadership required by design teams to advance sustainability and zero waste fashion. Featuring a combination of live online learning and in-person hands-on workshops utilizing digital and traditional methods, along with individual and group exercises, the program encompassed a range of experiential learning activities. Key topics covered included:

- Sustainable, circular systems
- Pre-consumer methods for minimizing textile waste including patternmaking and fabrication techniques
- Zero Waste Patterning
- Approaches and methods for expediting design process towards sustainability and efficiency

Impact
This comprehensive, immersive, and rigorous curriculum enabled Calvin Klein teams to broaden their capabilities in understanding and implementing pre-consumer zero waste methods, empowering them to effectively address both environmental concerns and consumer demands. Equipped with these skills, Calvin Klein leaders are poised to deliver on their commitment as catalysts for organizational change, driving forward the evolution of circular, sustainable systems in the fashion industry.

Contact Us
To learn more about Parsons Executive Education Custom programs, contact us at execed.custom@newschool.edu