



Yale University
School of Forestry & Environmental Studies

Recycled and Relocalized Fashion in America
A Conversation with Chris Yura, CEO SustainU

Burke Auditorium, 195 Prospect St. New Haven CT
Lecture 4:00-5:30PM, March 4, 2013
Free and Open to the Public, Light Refreshments Provided

Chris Yura, Founder and CEO of SustainU, will speak at the Yale University School of Forestry & Environmental Studies on Monday, March 4th at 4:00PM in the Burke Auditorium, 195 Prospect St. The talk, entitled “Recycled and Relocalized Fashion in America” is organized by the Industrial Environmental Management (IEM) Program.

In its 22nd year, the IEM Lecture Series brings speakers from companies and organizations to the Yale School of Forestry & Environmental Studies to discuss the relationship between business and the environment. This year the lecture series explores *Industrial Ecology as a Source of Competitive Advantage*. Concepts such as loop-closing, by-product exchange, and sustainable supply chain management and tools such as life cycle assessment (LCA) and, material flow analysis are characteristic of the field of industrial ecology. The lecture series will bring business executives to campus to discuss how their use of these approaches affects their strategy, profitability and their position in the market.

Chris Yura is the founder of SustainU Clothing, an apparel manufacturing company based in Morgantown, West Virginia. SustainU manufactures apparel solely in the U.S using 100% recycled materials. Investing in partnered knitting and cut and sew facilities in the southern part of the USA, SustainU has built a radius of production to support job growth while decreasing the time frame for product output. By using more sustainable materials, SustainU’s seeks to create employment in communities that have been greatly affected by the outsourcing of apparel production.

As CEO, Chris is responsible for leading the company and overseeing all aspects of its business development. Chris has been a featured speaker at the Clinton School of Public Service, TEDx Asheville, and the 2012 Sustainable Brands Conference. Mr. Yura has participated in forums in the White House regarding young entrepreneurs and American job growth and has met with President Obama and Vice President Biden regarding small business issues in the U.S. He graduated from the University of Notre Dame with a BA in sociology and computer applications.

Ongoing funding for the IEM Lecture Series is provided by the Joel Omura Kurihara Fund. For more information about the lecture series, please see <http://cie.research.yale.edu/events/lecture-series/2012-2013-lecture-series> or contact us at cie@yale.edu, 203-432-6953.