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On Sustainability with Suzy Amis Cameron

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Suzy Amis Cameron, the founder and CEO of Inside Out LLC, has something to tell us about sustainability and ethics.



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Sustainability is one of the most basic concepts that we should take to the center of our lives in today's world, especially in the fashion axis. When dealing with such a multi-layered and transformative issue, it becomes at least as decisive as the issue itself. Suzy Amis Cameron, CEO and founder of Inside Out LLC, which continues to work in the field of sustainability and ethics, stands out as one of the most competent and inspiring names we can consult in this field. Now we open the doors of a deep and inspiring conversation with him, ranging from minimalism to the subtleties of a plant-based lifestyle.



Courtesy of Inside Out LLC

What does sustainable fashion mean to you? How do you define sustainability in a rapidly evolving industry? Do you think there is a practical formula that people can apply in daily life?

For me, sustainable fashion is based on responsibility, care and bonding. The visible indicators of this are mastery, quality and timeless designs. But invisible elements that give fashion its true spirit: ethical working conditions, low-impact production and regenerative resource use. Fashion can move fast, but sustainability invites us to slow down gently.

Actually, it doesn't have to be complicated. A simple and viable formula is this: buy less, choose better and use it for longer. Before buying something, I often ask myself these questions: Do I really need this? Was it produced responsibly? Do I love to wear it for years? When these small, daily decisions come together, they create a meaningful impact.

How do you see the connection between a plant-based lifestyle and the world of fashion?

These two areas are deeply linked through common values such as health, respect for life and awareness of influence. A plant-based lifestyle invites us to think about how the choices we make affect not only our bodies, but also animals, ecosystems and climate. I think fashion is progressing with the same logic. Materials are important. Processes are important.

When we prefer plant-based nutrition and plant-based or animal-friendly fashion, we align our values in all areas of our lives, leading a more consistent, more compassionate and more conscious life.

In other words... What we dress our body and what we take is about the impact of this on our health and the health of our planet. It is the main driving force of a simple, elegant and "inside out" understanding of life.



Courtesy of Inside Out LLC

In what ways does minimalism and conscious consumption affect your personal style and daily life?

My personal style is guided by intention and longevity. I prefer timeless and well-made pieces over temporary trends and short-lived fashion products; this is not due to the restriction, but to the resources we have, the craftsmanship and the respect for the people behind the clothes.

I always felt that having something less but better was liberating, not restrictive. This philosophy also reflects the spirit of Inside Out: We try to distance culture from overproduction and waste and focus on endurance, transparency and meaningful craftsmanship.

For those who are new to your work, how would you describe your efforts in planet-friendly areas?

My work has always focused on making the connection between daily choices and the health of both people and the planet. Over the years, I have worked in the fields of food systems, education and fashion in order to integrate sustainability into daily life.

From the creation of Red Carpet Green Dress to defending plant-based nutrition through OMD, supporting children with healthy food systems and interest-driven learning at MUSE, and now creating a multidisciplinary platform with Inside Out supporting ecological and ethical innovation in six interconnected verticals, my goal has always remained the same.

At the core of all this lies in my belief that the business world can be a force for good and that permanent, systemic change begins to make conscious and informed choices every day.

What inspired the creation of Inside Out and what make it different as an impact-driven, multidisciplinary initiative?

Inside Out was born from the understanding that isolated efforts are no longer enough. In order to really solve climate and social problems, we need solutions that work between systems, not just in a single area.

Inside Out unites fashion, science, food, education, media and wellness around one common mission: to harmonize profit, people's and the health of the planet.

What makes it different is its holistic approach... By blending research, ethical business practices, education and storytelling, it creates a real, scalable and profitable effect, not only with good intentions.

What is the most important message you want to give to the younger generation about sustainability?

I can say this: Your choices are important and your creativity is strong. Living responsibly is not about perfection, it is about curiosity, clarity and progress.

Question where something came from, how it was produced and who it affected. Dare to question the systems that put short-term profit before long-term good. And most importantly, trust that your values and voice have the power to redefine what a good life means on this planet.
