

08/04/19

Sustainable Fashion: reducing contamination

We are so used to follow consciously or unconsciously trends, which rise after a new product is launched into the market, fashion changes so fast in short periods of time that is a waste of garments, money and natural resources for us and the planet.

Sustainable fashion involves a large process that begins when we think and choose carefully when buying clothes, many times we consume unnecessary stuff without even thinking about the ethical compromise of the brand with the environment. Consuming sustainable fashion is offering many benefits among the classic brands that care less for the environment. The CO₂ emissions are reduced, natural resources are not harmed, and we recycle as a lifestyle, also we create conscious among people to follow this trend, due to this designers pay more attention in the way they produce garments.

The environmental attitudes towards our clothes, directly influence on eco-fashion consumption and consumers understand that if the supply chain is more sustainable, more natural resources are used and less CO₂ are emitted, in return, we are reducing contamination of normal clothes processes. (Sustainability, 2014). Also giving a second life to our clothes is a great way to support sustainability.

Garments are created by a designer, who plays a significant role in the development of new fashion products we like and consume. The designer decides directly the whole process of making a garment, it is significantly important for fashion products to be produced in a sustainable manner and follow the guideline of sustainability. But what are the ethical and environmental dilemmas that arise as a consequence of this decision-making? Alison Gwilt says in her book *Shaping sustainable fashion* :

“Most designers or product developers would probably admit that they do not question the production processes involved in developing a fabric or recognize what negative environmental and social impacts may be associated with a fabric during the manufacture,

08/04/19

use and disposal of a garment. This unquestioning approach is typical and perhaps understandable since a company's interest in or time available for research into sustainable fibres, materials and processes may be minimal."

They are concerned in producing the next season and that is why "Fast fashion" is so common, it is the model that is widely accepted by a group of people over time and has been characterized by several marketing factors such as low predictability, high impulse purchase, shorter life cycle, and high volatility of market demand.(Ferne and Sparks 1998 Fernie, J. and Sparks, L. 1998.)

But of course there are other options that are currently gaining importance, the new fashion has reformed the textile industry, people nowadays look for "*authenticity*", but only sustainable fashion offers its unique designs. People have been reacting in a positive way to this event, because being sustainable had become a lifestyle and furthermore brands are adopting this concept as a friendly alternative eco-friendly idea. It is important to pay attention to clustering user experience and rethinking value creation.

Having a responsible and well-informed client can help with some of these concerns in order to have a conscious shopping, consumers are growing to have social and environmental awareness.

In addition, reuse and recycling of materials, such as old clothes, manufacturing scraps and bottles also can be the material of sustainable fashion. Recycling is very popular in the fashion industry. We are eventually looking for other alternatives, and we are trying to offset the "*Fast Fashion*" phenomenon. A sustainable garment does not only imply buying one, but this concept also talks about giving a second life to all the clothes that we already have, and even being able to adapt it to the new tendencies. This would be a great manner to promote local consumption, and maintain an adverse position to mass production, (Linking P, 2017, par 13-14). to value our garments, become greener and stop the contamination emitted with this fast changing industry.

08/04/19

To sum up, having a fashion alternative reacts in a positive way among environment, because if we reduce our “consumption addiction” we help the environment by reducing the CO2 emissions, besides we are adapting to this new lifestyle reducing our economy spending it on clothes, looking also for more unique pieces. Above all, we think that the most important phase y to create a sense of consciousness in people and the reaction of them will create it on the designer, so it becomes a chain to one another focusing the attention to all the procedure of textile industry. We stand in favour of having a greener and a fresher environment.

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