



T.C
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Sustainable Development Goals in the Fashion Industry

A THESIS SUBMITTED TO
SOSYAL BİLİMLER ENSTİTÜSÜ
OF
T.C
MARMARA ÜNİVERSİTESİ
MBA (İNGİLİZCE)

BY

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IN PARTIAL FULFILLMENT OF THE REQUIRMENTS
FOR
THE DEGREE OF MASTER OF BUSINESS ADMINISTRATION
- MBA -

JUNE 2020

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Introduction

History and background of Sustainable fashion.

The fashion or apparel industry has an often underestimated impact on the development of our planet. This \$2.5 trillion-dollar industry is the second highest user of water worldwide, producing 20 percent of global water waste. The production of one cotton shirt requires 2700 Liters – the amount a person drinks in 2.5 years. 10 percent of the global carbon emissions are emitted by the apparel industry and cotton farming is responsible for 24 percent of insecticides and 11 percent of pesticides despite using only 3 percent of the world's arable land. As far as waste is concerned, 85 percent of textiles are sent to landfills, i.e. 21 billion tons a year. Beyond the environmental impact, the fashion industry is closely linked to labor, gender and poverty issues. 1 in 6 people in the world works in a fashion related job, and 80 percent of the labor force throughout the supply chain are women. While the impact of the fashion industry is already significant today, it is likely to increase even further in the upcoming decades. The average consumer is now purchasing 60 percent more items of clothing compared to 2000, but each garment is kept half as long and on average 40 percent of clothes in our wardrobes are never worn. By 2030, there will be 5.4 billion people in the global middle class, up from 3 billion in 2015. This will lead to an increased demand for clothes and other goods that define middle-income lifestyles. If consumption continues at its current rate, there will be three times as many natural resources needed by 2050 compared to what was used in 2000. Having these numbers in mind, it becomes clear that the development of the fashion industry has a significant impact on the achievement of the UN Sustainable Development Goals (SDGs). SDG 12 in particular commits to ensuring sustainable consumption and production patterns and is structured over eight targets, addressing the use of natural resources, chemical waste, fossil fuels and the integration of sustainable practices into the production cycles – all of which apply to the fashion industry. However, it is not only producers who can make a difference. Target eight under this goal addresses the consumer's right to be informed so as to be better aware of sustainable development issues – an area almost untouched by the fashion industry. Improving the working conditions of _fashion workers_ is an important starting point for the achievement of SDG 8 – to promote inclusive and sustainable economic growth, full and productive employment and decent work for all. With respect to the environmental dimension, numerous targets under various SDGs are directly affected by the apparel industry: SDG 6 relates to water pollution, the release of hazardous chemicals and materials, treatment of wastewater and water-use efficiency. SDG 13 stresses to _take urgent action to combat climate change and its impacts_. With textile production generating more greenhouse gas emission than all international flights and maritime shipping combined, the fashion industry is a key sector for this SDG. SDG 14 addresses the issue of marine pollution such as microfibers and microplastics released into the oceans from cloth washing. Furthermore, cotton production across the globe severely degrades soil quality, which calls for restoration as committed to by target three under SDG 15. The social dimension of the fashion industry is directly linked to SDG 5 on gender equality, but also SDG 1 on eradicating poverty is influenced for instance by the salaries paid to millions of people working in the apparel industry in developing countries. Further linkages between the fashion industry and the SDGs can be drawn by looking at the health impacts of chemicals used in the production process

on workers as well as communities affected by environmental pollution (SDG 3 on good health and well-being) or by looking at the recycling of clothing (target six on waste management under SDG 11 on Sustainable Cities and Communities). In short, the majority of the SDGs are directly linked to the fashion industry. What the UN is doing Within the UN system, several organizations have addressed certain aspects of the fashion industry. For instance, the International Trade Centre (ITC) founded the Ethical Fashion Initiative in 2009, which connects marginalised artisans from the developing world – the majority of them women – to international fashion houses for mutual benefit. Furthermore, ITC's Clothing and Textiles Sector provides assistance to developing countries' small and medium enterprises to compete in changing and challenging markets. UN Environment addresses the fashion industry in the areas of Sustainable Consumption and Production, sound chemicals management, sustainable lifestyles and circular economy (which cover a range of sectors). The International Labour Organisation (ILO) advocates and actively works on improving working conditions in the textiles, clothing, leather, and footwear sector. The UN Global Compact launched in 2012 the first industry-specific sustainability initiative for fashion by collaborating with the Nordic Fashion Association, who published a Code of Conduct for the fashion industry. They are now working with apparel companies on water, supply chain and health issues, among others. The UN Economic Commission for Europe (UNECE) organised, in cooperation with FAO, on the occasion of the 2014 International Day of Forests, a well-attended panel discussion and fashion show that highlighted the importance of forest products for the sustainability of the sector. Discussions were supported by an expert study on the sustainability of forest fibers. In addition, the United Nations Centre for Trade Facilitation and Electronic Business has produced background papers and events on the topic of transparency and traceability in the textile sector. With respect to human rights, the UN Human Rights Council endorsed in 2011 the UN Guiding Principles on Business and Human Rights – a set of guidelines to prevent, address and remedy human rights abuses committed in business operations – which addresses all States and companies, thus including the apparel industry. The UN Framework Convention on Climate Change (UNFCCC) convened stakeholders from the fashion industry at a Dialogue on Fashion and Climate Action to explore the establishment of collaborative approaches necessary for the industry to contribute to global net-zero emissions by 2050. Other UN agencies and organizations have conducted research and published studies on certain, specific impacts of the apparel industry. Despite the variety of efforts by different UN institutions, so far, the UN has not taken a comprehensive approach to address all aspects of a sustainable fashion industry. This is surprising given the importance of this industry in reaching the SDGs as outlined above. Changing the production and consumption patterns of the fashion industry, would have a domino effect on many aspects of development and provide a visible and meaningful contribution to the achievement of the 2030 Agenda for Sustainable Development. Objectives Gather the UN organizations that address issues related to sustainable fashion to brainstorm and discuss how the UN could reach a comprehensive, coherent and coordinated approach towards the development of a sustainable fashion industry in order to contribute to the UN Sustainable Development Goals.

who's invited

- Councils of good will from any kind of UN organization

- Asset owners from the private area

A clean link among the fashion industry and the SDGs is set up with the ultimate aim to create a UN sustainable style partnership to deal with this issue in a coherent manner pointers for next steps on the way to coordinate movement at the UN degree

Over the former 15 years the style business has developed extraordinarily, with a multiplying underway amount In 2016 it was one of the world's best economies utilizing extra than 300 million individuals The venture increment has gone inseparably with an expansion in the turnover speed of items), for example an extend inside the quick style cycles, with additional assortments and less expensive expenses). that is putting weight on the entertainers inside the give chain to accomplish more in a terrible parcel less time and with an incredible arrangement considerably less coins (McKinsey 2017). With a creating worldwide people and with a creating Gross home Product (GDP), explicitly in developing countries, the interest for attire will greatest likely upward push by means of method of sixty three% somewhere in the range of 2017 and 2030, building up a rate amplify of 30% and an expand inside the requirement for enter sources, for example, uncooked texture, force, water and work (worldwide design time table and The Boston Consulting establishment 2017). The design organization has come to be extra and extra globalized, with a convoluted award chain working in loads of different nations , bringing about a divided and enormous system of partners dicult to diagram and creating diculties to acquire straightforwardness inside the give chain (overall style time table and The Boston Consulting association 2017). The area furnish chain starts with the extraction of uncooked material and closures with the offer of the composed piece of clothing . In 2016 the universal fiber producing become commanded by method of cotton, 24.3%, and fake oil based thoroughly fellow made strands, 62.7%, for example, acrylic and polyester . China, India and the us are the main cotton producing overall areas inside the world, with China moreover being the segment import head of (Cotton Australia 2016). Polyester strands are commonly produced using DMT (dimethyl terephthalate) and EG (ethylene glycol), that is gotten from fossil principally based o. All inclusive, Northeast Asia is the best buyer of DMT, saw with the asset of the Indian subcontinent . More than ninety seven% of all crude texture for pattern attire have virgin beginning as respects to assembling of garments, Asian nations including China, Bangladesh, India and Vietnam were work escalated districts and have had a principle job in article of clothing creation exercises which incorporates diminishing and sewing on the grounds that the setting out of the 21st century,these days, this is extraordinarily changing over with a move towards uncommon areas, much of the time African worldwide spots like Ethiopia . For quite a while the ecological and social maintainability requesting circumstances that the business faces have been forgotten about for financial productivity.

In recent years consumers have become increasingly aware of the environmental impact of their shopping habits.

Whether this means ditching single-use plastic bottles, making the switch to green cleaning products, using reusable shopping bags, or purchasing organic fruits and veggies, this shift in consumerism has increased awareness of the environmental and social impacts of consumerism across a variety of industries, including the world of fast fashion.

In recent years, the sustainable fashion movement has emerged as an alternative to fast fashion, which is notorious for its contributions to pollution, climate change, and unethical labor practices.



Unlike the fast fashion brands, which many of us have become accustomed to purchasing at big box retailers, sustainable, eco-friendly fashion focuses on manufacturing clothing in a way that minimizes environmental impact while also engaging in socially responsible business practices.

It all started with the Industrial Revolution...

To trace the history of the slow fashion movement, we will first need to rewind to the Industrial Revolution of the 18th and 19th centuries, that forever changed the way that the world thinks about consumerism.

You probably vaguely remember learning about it in your high school history class, but in case you forgot, here is a quick refresher!

- It was during this time period that manufacturing shifted the production of goods from a small-scale operation, often done in people's homes, to the world we know today of factories, specialized machinery, and mass production.
- Although this time period resulted in increased accessibility to manufactured goods — like clothing — it also marked a shift into dangerous working conditions for working-class Americans, most notably, child labor.
- During the latter part of the Industrial Revolution, department stores began to emerge in the United States, making clothing more accessible than ever before. However, at this time most Americans still maintained small wardrobes, with only a small portion of the population owning enough clothing to fill an entire closet.



The post-war consumerism boom

The end of World War II marked a shift in American consumerism, with –more, newer, better becoming the American mindset, following years of wartime rationing and frugality.

- It was during this economic boom that strip malls became commonplace, and shopping for non-essentials became an everyday way of life for Americans. This consumer culture set up an economy deeply rooted in mass production.

However, at this time most clothing was still manufactured within the United States.

The modern day environmental movement emerges

During this time of post-war consumerism and economic growth, the also emerged, much in part due to the pollution and environmental degradation caused by the factories used in mass production.

- Some highlights of this early phase of environmentalism include the establishment of The Nature Conservancy in 1951, the publication of Rachel Carson's much-acclaimed *Silent Spring* in 1962, and the first Earth Day celebrated on April 22, 1970.

The idea of sustainable clothing also emerged during this time period as public awareness of the negative environmental impacts of textile and clothing manufacturing increased.

What is sustainable clothing?

Sustainable clothing is clothing that is created with eco-friendly fabrics and is created in the most eco-friendly ways possible. This trend in moving toward more sustainable products also benefits the workers behind the scenes. Not only are the clothes created better for the environment, but the workers who have created the clothing are being more fairly compensated and treated better.

In order to really understand the what is sustainable clothing ,we need to understand the concept of pollution and harm caused by unsustainable mass garb. Today, the employer contributes to 3 % of the CO2 price range set up for the arena if we're to reap a most international warming of 2C goal as established in the Paris settlement. In 2050 this contribution will have extended to 26% if the industry keeps with industrial organization as standard any other stunning issue for the company is the use of chemical substances, both from a pollutants perspective 11 however additionally from a cloth re-circulate angle. The existence of risky for health materials is a big issue. This calls for a change so enterprises have already to some extent begun taking steps in a g sustainable direction. There are different applications, certificate and regulation structures to promote an extra sustainable production and consumption in the fashion industry. The industry has conveyed a need for an extra efficient and consistent machine to standardize their sustainability images the controversy for this is majority of performers were subsidized up to standardized system it is able to result in a better and faster change. With repeated intention and a level taking component in the vicinity to start from, a sustainable international deliver chain.To achieve this, alliance among enterprise stakeholders and policy makers is important (worldwide fashion time table & The Boston Consulting group 2017). Sustainability dilemmas are regularly addressed within the corporation's CSR control. CSR stands for corporate Social Regulation. The image targets to bring into line enterprise with the human and labor rights. Examples of ways the CSR can be implemented in exercise committing to worldwide requirements which includes the worldwide Labor agency (ILO) requirements for Multinational firms(OECD Guidelines), nevertheless additionally to commit to The Modern Slavery Act shape the UN (OECD 2017).

Another CSR can be to join multiple auditing organizations which work for greater social and environmental practices in the supply chain. The CSR work can be established in diverse useful resource and/or lookup programs, for instant H&M's collaboration with the NGO Water Aid ,Gina Tricot's collaboration with UNICEF can . CSR administration is a good solution. Luxury fashion, such as in the Kering group, a luxurious fashion brand team with manufacturers such as Gucci, Bottega Veneta and Stella McCartney trying to be sustainable SM was one of the first designers who wanted awake people for more sustainability. Some mass market garb as more sustainable, for instance H&M's Conscious Collection which includes strength and water saving washing methods .Another good example can be brand Lindex Better Denim, which aims to reduce the water consumption in denim production, as we know a lot of water needed to be used for a jean . The Filippa for example can give such services as mending and 2d hand retail to extend the life of their products and in this way –close the loopl. During the 2009 Sustainable Apparel Coalition (SAC) was established, Its a union which these days aims to work with all three pillars of sustainability and in particular with transparency within the furnish chain. SACs vital factor is the Higg Index, a

sustainability size device, which is one of the new ways to be more sustainable. With mass production all around consumers are getting confused and not even aware of the damage all concentrated on buying some nice item as cheap as possible and benefit in spending less. A survey in 2018 carried out by using way of the Sustainable emblem Index (SBI) shows that 34% of consumers certainly act on their values and SBI (2018) vogue the region mind-set faster or later interprets into behaviour. The fast fashion concept is additionally tied with the decreasing expenses of merchandise. The fee of the environmental deprivation and the social ghastly have an effect on due to clothing production and consumption is now not confirmed within the product price also, in order to keep away from greater accentuating desires, along with water and meals provision, there's a need to decrease the use of sources from the business enterprise. The flexibly chain of a design society reliable with a pleasantly alluded to article from Mentzer et al. (2001), an award chain likewise can be depicted as "a lot of at least 3 elements (associations or individuals) immediately included inside the upstream and downstream progressions of product, administrations, financial plan, as well as data from a source to a buyer (Mentzer et al. 2001). since the design business incorporates masses of entertainers and the venture is continually developing universally, the convey chains inside the business differs a deal and there might be no stylish award chain (worldwide style plan and The Boston Consulting association 2017). One case of this will be set in the report Environmental assessment of Swedish apparel utilization. 5 articles of clothing - supportable fates the area the various give chains of 5 uncommon pieces of clothing are depicted (Roos et al. 2015). notwithstanding, while at the same time inspecting the archive it very well may be respected that there are numerous similitudes between the 5 outfit chains, making it feasible to select a "famous" design venture give chain in spite of the fact that it would potentially never again be authentic for all creation strategies to be had. these days' convey chain is normally straight and not round, for example it begins offevolved at the crude material extraction segment and finishes on the retail segment (Roos et al. 2015). decide 2 demonstrates a favored design manager flexibly chain, embraced from the depictions of a method flowchart in and a style gracefully chain, inclusion contraptions for maintainability inside the design endeavor. The need for inclusion instruments to advance a practical style industry has been analyzed on many administering levels, both national, worldwide and universal. The UN and eu, notwithstanding numerous individual countries, for example, the United Kingdom (WRAP 2018), Sweden, France and China (Chen 2016) have mounted guidelines, wants and development intends to bring down the awful ecological and social effects from the design endeavor. The business itself has moreover demonstrated aspiration to contribute with enter, coordinated effort and organizations. Retail discussion of maintainability 2013; TEKÖ 2017; United nations environmental change 2018). because of the worldwide idea of the convey chain of many style associations the locale of the nations wherein the organization demonstrations is restricted to downstream levels of the item's presence cycle, which incorporate the utilization and stop-of-ways of life portion. those approaches can take structure inside the state of maker duty plans, squander the executives and studies and improvement in reusing and re-use areas. There additionally are rules on restrictions of compound substance event in imported merchandise, which both adjust the concoction substances circling at the in home market, just as what might be utilized and in what sum comparatively upstream. The upstream levels in the existence cycle, notwithstanding in the convey chain, are directed by the country wherein development and creation happens those are routinely countries with low interest in reasonable practices as an exchange for financial blast,

combined with low aspiration and assets for re-requirement of current strategies. At a worldwide stage the genius to advance development and establishment systems to direct nations, organizations and individuals towards an increasingly reasonable fate falls on the UN. that is discovered inside the possibility of the time table 2030 and the Sustainable improvement objectives (SDGs), those suggestions and goals are need to be carried out in policy frameworks on a regional and the country wide stage by the UN member states. The SDGs consist of all 3 factors of sustainability, tackling the demanding situations from both an environmental, social and monetary point of view (UN 2015). The SDGs could be similarly defined in bankruptcy 5. On a local level the european has for instance hooked up the attain (Registration, assessment, Authorization and restriction law to limit the use and incidence of hazardous chemical compounds on the market. that is an administrative coverage instrument in the shape of a felony framework reach does now not immediately consult with textiles or clothing but affects the fashion enterprise as garments are chemically treated to achieve positive qualities, hence being imported items containing chemical substances. reach places the obligation at the style corporations to ensure that actors inside the supply chain comply to the chemical regulations, permitting some manipulate and resourcefulness similarly upstream. The restrictions are based totally on what the product includes when it's far imported and is extent based. As garb often comprise very low volumes of each chemical the every year import of clothes typically do no longer contain enough of a substance to evoke responsibility to sign in. the incentive to advantage understanding of what the garment absolutely consists of ought to consequently be low . The Biotical products guidelines is every other eu regulation which regulates the use of chemicals in products. Biocidal agents are chemical compounds that manage animals, micro organism and pests. Garments are not the primary goal but can for example be affected when biocidal sellers are used to save you horrific odor or bacteria in sports apparel (Kemikalieinspektionen EU issued in 2008 a Waste Framework Directive which is based totally at the standards of the waste. This model ranks the give up-of-existence techniques for products based on the method's aid performance. Disposal in landfill is the least useful resource green, followed with the aid of healing, recycling, re-use and on the pinnacle of the hierarchy is prevention of waste

What does sustainable clothing means ...

FOR BRANDS it is generating in a way which is utmost caring of humanity and the environment. The aim is to have a structure which operates without leaving a negative footprint.

FOR Us/ CONSUMERS it is rational purchase awareness about what you buy, realizing which attitudes you supporting through your purchases, and also questioning yourself whether you are really going to wear the new piece to the degree that it worth was made. To help to make these choices more easier for us , I will later on talk about have the pros and cons of the different approaches can be taken when rethinking your wardrobe

Consumer awareness and goals

During the past years consumers became more environmentally aware than ever before, the aim is to effect on everyone's shopping behaviors and the overall purpose of the paper is to bring awareness to people about environmental consequence of their buying manners of the fast fashion goods and to improve the understanding of the slow fashion. Augmented attention related garb products could inspire clients to start purchasing apparel in a additional ecologically responsible approach. The results of this study might also enchantment the slow fashion apparel companies to apprehend more about their purchases, consumers' knowledge effects their purchase intentions could demonstrate facts about feasible approaches and encourage sustainable behavior.

Educations in sustainability are vital as we by time we continue to face issues with the increasing population, changing climate, and deprivation of our environment. There is a need for a greater sustainability as the textile apparel industry is decrease price the low cost, bad quality, high rate of consumption model that fast fashion operates in. Beginning the method of changing our behavior now by using increasing the knowledge about fast fashion will help to reduce the load that future generations have in achieving sustainability. Whether this means ditching single-use plastic bottles, making the swap to inexperienced cleaning products, the usage of reusable buying bags, or purchasing natural fruits and veggies, this shift in consumerism has multiplied recognition of the environmental and social influences of consumerism throughout a variety of industries, together with the world of fast fashion.

In recent years, the sustainable fashion movement has emerged as an alternative to quick fashion, which is notorious for its contributions to pollution, local weather change, and unethical labor practices.

One of the best methods to understand the terrible affects of fast fashion (and, in turn, the significance of sustainable clothing) is to reflect on consideration on some fundamental statistics on the role that the modern fashion enterprise plays in air pollution and local weather change.

Starting the technique for changing our conduct presently by utilizing expanding the information about quick design will assist with decreasing the heap that people in the future have in accomplishing sustainability. Whether this implies jettisoning single-utilize plastic jugs, making the trade to unpracticed cleaning items, the utilization of reusable purchasing sacks, or buying

normal leafy foods, this move in industrialism has increased acknowledgment of the natural and social impacts of commercialization all through an assortment of businesses, along with the universe of quick design. As of late, the feasible style development has risen as an option in contrast to brisk design, which is famous for its commitments to contamination, nearby climate change, and dishonest work rehearses. Perhaps the best technique to comprehend the awful effects of quick style (and, thus, the noteworthiness of economical attire) is to think about thought on some major insights on the job that the cutting edge design venture plays in air contamination and nearby climate change.



SUSTAINABLE CLOTHING

The EPA reports that
IN 2013 ALONE
the textile industry produced



**15.1 MM
TONS**

of clothing/textile waste!

85%

was discarded.

BS MAfBBSeOvvOVLP.



50%

of fast fashion that is
manufactured is thrown
away in less than a year!



1%

Less than 1 percent
is recycled



Fashion has become the

3RD

most polluting industry
in the world²



FACTS

- By 2030 fashion waste is expected to grow to a problem of 148 million tonnes. A lot of brands are moving to more sustainable methods of production.
- As of May 2018, 12.5 percent of the global fashion market promised to bring about changes by 2020. The Patagonia clothing brand was the first
- to make plastic bottles made from polyester fleece.
- Only 15% of consumers
- are recycling their clothes used.

The important goal of sustainable fashion is to minimize shift production and clothing consumption on an international scale. The important thing in sustainable manufacturing is to replace unfavorable chemical materials with environmentally friendly materials, as well as to reduce waste and resource consumption through clothing recycling.

Three elements necessary to foster the growth of sustainable fashion are crucial: the first is to 'shift the mindset of buyers from scale to scale': the first is to _shift purchasers' mindsets from extent to super by way of manner of encouraging people to shop for excessive pleasant objects much less regularly'; the second one is facilitate manufacturing that —does no longer take advantage of natural and human assets to expedite production speed; and the 1/3 is to apply consumption to —entail an extended product lifespan from production to discarding. Instructional appreciation of slow fashion is presently limited, rather with the growth of extra sustainable organizations and client interest there's wish that sustainable style can be placed into happening quicker as a substitute than later. there are numerous exquisite effects of adopting a more sustainable fashion system and skilled consumers are learning to make more socially conscious buying decisions. without a point of reference it's far tough to qualify the cutting-edge relationship among clients and sustainable brands; the lookup that has been finished to this point, but, offers a framework which can want to be used to make bigger client appreciation of the negative outcomes of quickly fashion, and the opportunity of the improvement of a sustainable clothing model.

To trace the records of the gradual fashion movement, we can first need to rewind to the commercial Revolution of the 18th and 19th centuries, that constantly modified the way that the sector thinks about consumerism.

You probable vaguely understand analyzing about it on your high school history class, however if you forgot, here's a fast refresher!

- It was once all through this time period that production shifted the manufacturing of products from a small-scale operation, often performed in human beings's houses, to the arena we recognise in recent times of factories, specialized machinery, and mass production.
- despite the fact that this time length resulted in expanded accessibility to synthetic objects — like garb — it additionally marked a shift

into unsafe operating situations for working-class individuals, most considerably, child labor.

- at some stage in the latter part of the economic Revolution, department shops began out to emerge inside the u.s.a., making garb extra on hand than ever before but, right now maximum people still maintained small wardrobes, with simplest a small element of the population proudly owning enough clothing to fill an whole closet. The environmental movement of modern times arises. During this era of consumerism and economic growth in the post-war period, the current environmental situation is moving also emerged, a great deal in section due to the air pollution and environmental degradation induced with the aid of the factories used in mass production.
- Some highlights of this early section of environmentalism encompass the institution of The Nature Conservancy in 1951, the e-book of Rachel Carson's much-acclaimed Silent Spring in 1962, and the first Earth Day celebrated on April 22, 1970.
- The idea of sustainable apparel also emerged in the course of this time period as public awareness of the negative environmental impacts of textile and clothing manufacturing increased. Nayelli Gonzalez, social Impact & sustainability champion, puts it best, pointing out that —sustainable trend sprouted from the seeds of the paisley patterns sewn onto patchwork bell-bottoms substantial all through that period.

Controversies give rise to sustainable fashion

During this time, industry giants like Gap, Nike, Levi's, and Converse outsourced labor to the cheapest bidder to lessen manufacturing costs and increase company earnings.

- This focus on the bottom line led to wide-ranging controversies over worker's rights and environmental impact of manufacturing, such as Nike's 1991 scandal over reports of low-wages and dangerous factory conditions in an Indonesian factory.
- High-profile incidents like these sparked public anger which encouraged many of these companies to invest in ethical manufacturing practices to boost their reputations with consumers.
- One of the most notable incidents in recent years was the 2013 Rana Plaza tragedy in Bangladesh, which killed an estimated 1,130 workers and injured thousands of others, when an eight story building containing clothing factories collapsed. These factories were known to produce clothing for popular U.S. brands including Walmart, J.C. Penney, and the Children's Place.
- In recent years the environmental impact of fast fashion has also moved into the mainstream, with issues like textile waste, pollution, water stress, and carbon emissions, fueling an increased demand for eco-friendly clothing.



Slow fashion begins to make its mark

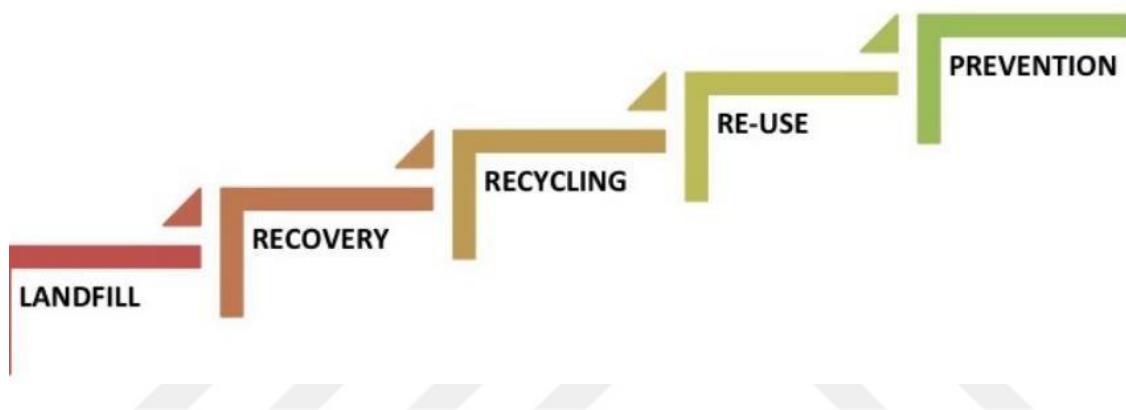
Although increased awareness of the environmental and social impacts of fast fashion has greatly increased over the last five years, the sustainable clothing movement has been slowly and steadily making its mark for years.

- Patagonia and Esprit began pioneering sustainable clothing in the late 1980s, as their founders observed the negative environmental impacts of the clothing manufacturing industry. The owners of these two popular apparel companies were two of the first industry leaders to research the environmental impact of the fibers and materials used to manufacture clothing, leading to some of the first models for eco-friendly clothing production.
- More recently the sustainable clothing industry has drastically increased in popularity thanks to increased public awareness around the environmental impacts of fast fashion, with brands like H&M and Madewell launching clothing recycling programs, Levi's spearheading a sustainability campaign, and high-end designers like Gucci committing to sustainable manufacturing practices.

Rising alternative to the mass production and high consumption fashion model is slow fashion. It is an apparel business version which is primarily built upon values, requirements that contain awareness, responsibility, between buyers and sellers. Latest traits proved that independent fashion designers in Canada are preferring the slow fashion business model in order to differentiate themselves from the very popular fast fashion stores. New era in fashion evolved lately, but the concept is based totally upon returning to a time whilst the purchaser knew who made their garments and had a greater awareness of where their clothing came. Based on the fact slow fashion is the developing model, there are different studies about it and this area and consumers might be not informed of its environmental advantages or some simply don't know where exactly to shop for this type of clothing.

It was decided that adult consumers frowned incremental style as a supreme lifestyle that they would really like to operate in the direction of, but they actually don't have the resources, clothing producers would be able to sell slow fashion products more effectively. Huge numbers of consumers do not take advantage of the information about what slow fashion is and how it is a more sustainable alternative to fast fashion, there may be a shift away from consumption behavior pushed through fast fashion and towards more sustainable consumerism levels, each national, worldwide and global. The UN and EU, as properly as many individual nations along with the UK, Sweden, France and China (Chen 2016) have set up rules, goals and movement plans to restrict the horrific environmental and social impacts from the trend industry. In fact, the organization itself has a legitimate capacity to participate with feedback, coordination, and collaborations. Market sustainability discussion board TEKO ; United Nations environment alternate (2018). Because of the regional existence of the supply chain of many retail firms, the authority of the nations in which the business resides is limited to the downstream reaches of the manufacturing process along with the usage and quit-of-lifestyles segment. These guidelines should take form in the sense of supplier management initiatives, waste reduction, and recycle and reuse regions growth and study. There are also tips on the obstacles to the prevalence of chemical substances in impoitems, each of which regulates the chemical materials that circulate on the residential market, as well as what can be used and, in addition, how much upstream. The upstream degrees within the life cycle, as well as in the grant chain, are governed by the usage of the country where the planting and development takes place. These are often international locations with low interest in sustainable practices as monetary growth for exchanges, coupling with low ambition and property for re-enforcement of existing regulations. At an international stage the resourcefulness to promote motion and installation frameworks to guide countries, companies and human beings in the direction of a greater sustainable destiny falls at the UN. This is realized within the notion of the schedule 2030 and the Sustainable

improvement dreams (SDGs), those suggestions and goals are to be achieved in insurance frameworks on a local and country wide stage by using the UN member states. The SDGs encompass all 3 elements of sustainability, tackling the demanding situations from both an environmental, social and economic viewpoint. Nevertheless, clothes are not the key focus today, although they may be influenced as an example, although biocidal dealers are being used to discourage crappy and bacterial from being coated in sporting events that the EU released a Waste Framework Directive throughout 2008, focused solely on waste hierarchy requirements. The whole model ranks the cease-of-existence techniques based entirely on the useful resource science of its approach for the products. Depositing through landfills is the least useful resource, observed with the resource of recovery, recycling, reuse as well as waste prevention at the heart of the hierarchy. This waste structure can be represented graphically through four discernment across the EU member states where the Waste Framework Directive has given birth to a emphasis on shifting a degree of submission to a structure upwards. It resulted in studies and growth on the systems and technologies of fabric processing and reuse schemes and work on such a way to encourage healthy consumption for textiles & clothes.



Sustainability management systems and tools In order for a company to measure, manage and push for improvement within their sustainability work it may use management systems, life cycle analysis and sustainability reporting. These tools and systems will be described in the following sections

An Environmental Management System (EMS) is a management tool that enables organisations to systematically control their environmental impact. One of the aims of an EMS is to

continuously increase the environmental performance of an organisation, i.e. to strive for

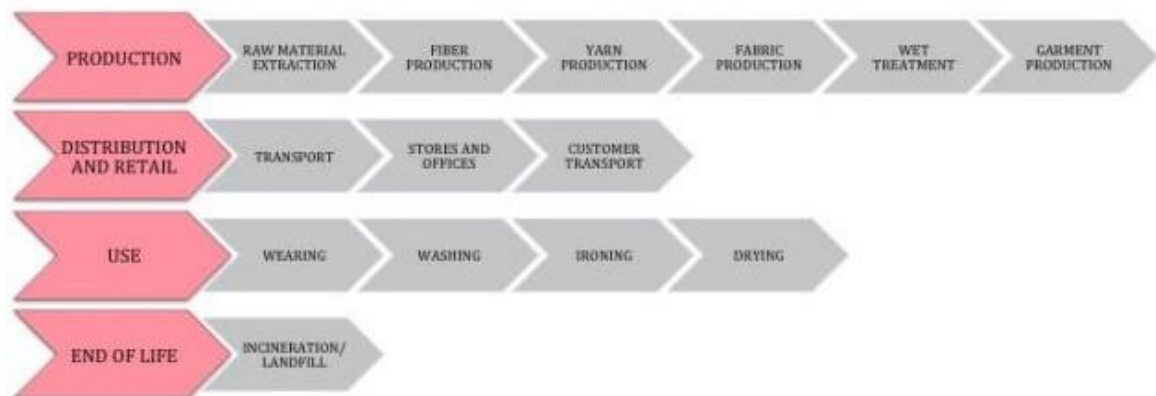


continuous improvement.

Social responsibility management is often realised in the concept Corporate Social Responsibility, CSR. CSR started to develop in the middle of the 20th century and grew towards the end of the century, this due to an increasing debate regarding what kind of responsibility a company should take for its activities (Camilleri 2017). In the very beginning CSR was mainly associated with business ethics and philanthropy. Since then the word has been used within different contexts and until this day there is still no consensus on what actually defines CSR work in practice. CSR is a way for companies to manage their social responsibility not only by being compliant to the law but also by taking responsibility for the company's activities and its impacts on human rights and social sustainability challenges. CSR is often nowadays also connected to environmental responsibility. Today, the most commonly used term is Corporate Sustainability Responsibility, aiming to cover the social, economic and environmental aspects in an integrated manner. The incentives for an enterprise to use an EMS should be each to make sure correct relationships with stakeholders, an interest in making the company's environmental impact smaller, for business reasons, economic benefit. An EMS is a customary management tool and thus not tailored to any particular sector, which means that the corporation using an EMS has to personalize it to the company's enterprise model and sector. Furthermore, an EMS does not have to encompass measurements of impact as a lifestyles cycle assessment does. Environmental administration structures are voluntary and companies could construct their very own EMS. However, there are international standards that one may also use (Zilahy 2017). In 1992, the worldwide preferred ISO 14001 used to be built by way of the International enterprise for In 1993 the European Eco-Management Audit-Scheme (EMAS) was formed. In 2015, more than 4400 establishments have been certified via EMAS and over 300 zero by way of the ISO 1400 standard (Zilahy 2017). It is clear that the activity for EMS is growing and in a lately made study the authors found that the scientific publications related to EMS have improved from 10 to 58 articles between the year 2000 and 2016.

Social accountability administration Social accountability management is regularly realised in the thought Corporate Social Responsibility, CSR. CSR commenced to develop in the center of the twentieth century and grew towards the give up of the century, this due to an increasing debate related to what type of duty a organization must take for its things to do In

the very opening CSR was once usually related with commercial enterprise ethics and philanthropy. Since then the word has been used within different contexts and till this day there is nevertheless no consensus on what clearly defines CSR work in practice. CSR is a way for companies to manipulate their social accountability no longer solely by way of being compliant to the law however also with the aid of taking duty for the company's things to do and its influences on human rights and social sustainability challenges. CSR is regularly at present additionally linked to environmental responsibility. Today, the most usually used time period is Corporate Sustainability Responsibility, aiming to cover the social, monetary and environmental elements in an built-in manner. To take social duty often entails taking duty for the furnish chain by using for instance having a accountable furnish chain management and stakeholder engagement. This ought to be completed in several different ways, one approach is to inspire companions in the supply chain to comply with international standards such as ISO 9001 and 14001 and SA8000 (Camilleri 2017). There is also an ISO standardized pointers framework, known as ISO 26000. ISO 26000 defines what social responsibility is and how corporations may work with this to make a contribution to a more sustainable future. In addition to global standards, a corporation ought to additionally create own frameworks such as sustainability policies, have code *of* conducts and conduct social audits to make sure that suppliers are compliant with the company's sustainability requirements .



Clothing Lifecycle

The life cycle starts within the manufacturing degree with raw fabric extraction, maintains with distribution and retail, customer section and ends with the cease-of-life segment. The maximum common stop-of-life opportunity these days for fabric merchandise are incineration or landfill. to a degree clothes are re-used and almost nothing is recycled

Sustainability reporting One way for organizations to be more apparent and communicate with their stakeholders is to conduct and put up a sustainability record. In 2014, eu issued a directive urging countries to legislate on sustainability reporting the ecu Directive on disclosure of non-economic and variety statistics by manner of certain massive companies forces approximately 6000 corporations within the eu to record through regulation on non-economic and variety topics. in line with the european directive, the reporting does no longer need to be finished according to any worldwide trendy however many groups record with the hooked up global Reporting Initiative (GRI) preferred, that is the first global general for sustainability reporting

(international Reporting Initiative 2018), resulting from the Directive, a regulation on due diligence for businesses working in worldwide offer chains handed in France in 2017 (Kippenberg 2017). Its motive is to make certain ethical sourcing of fabric and production each from a social and environmental standpoint (Lopez & McKevitt 2017). Sweden moreover passed a law in 2016 compelling agencies to record on their sustainability risks and how they remedy them (Johansson 2016).

The clothing lifestyles cycle is related to principal environmental and social affects. Producing 60 million tonnes of fabric requires 132 million metric tonnes of coal (Ecotextiles 2011). One kg of fibre production consumes 100 twenty 5 mega joules electricity input and greater than -thirds (70%) of the complete emissions associated with polyester products is generated in the production phase (Balch 2016). in line with the global Union for the Conservation of Nature (2016), the dyeing and treatment of textiles creates about 17-20% of all commercial water pollutions. moreover, 22.5% of global insecticides is applied in the fashion and fabric corporation (Balch 2016). today, four hundred% more garb is purchased than it used to be executed twenty years in the past. It desires a excessive throughput of clothes and is primarily based on a linear economy, in accordance to the apparel Sustainability studies organization at Nottingham Trent college.¹⁵ Such garments are pretty cheap, aimed at customers who prefer to exchange their material cloth cabinet on a normal, fashion pushed, basis. they may be presented at pocket money prices. quick lead instances skill that wash checks and wearer trials are often no longer feasible, with implications for garment high-quality. Many are not crafted from unmarried fibre substances and cannot be recycled This style is being copied by way of the usage of luxury shops along with Louis Vuitton which presents small collections each weeks. fast luxury collections are frequently stitched within the identical factories generating lower priced fast fashion

What is fast fashion?

‘Fast fashion’ is a term used to describe a new accelerated fashion business model that has evolved since the 1980s. It involves increased numbers of new fashion collections every year, quick turnarounds and often lower prices. Reacting rapidly to offer new products to meet consumer demand is crucial to this business model. Many of our witnesses criticised the fast fashion business model for driving overconsumption, the production of clothes so cheap they are being treated disposably, and excessive waste. Stella Claxton from the Clothing Sustainability Research Group at Nottingham Trent University said that the value of much fast fashion clothing was low, not only in financial but also in emotional terms: ... if you look at where the growth in the retail market in the UK is coming from, it is very much from the low value end, particularly the success of online retailers—such as ASOS and Boohoo—who are competing on low prices and fast turnaround. I saw a dress on Boohoo that retailed at full price for £5 at the weekend. We have a market where these garments are mainly aimed at young women who are ... [gaining] pleasure from what they wear and expressing their identity through their clothing, but the actual value of the item is very low in real terms, in quality terms and in emotional terms to them. The incentive for them to then recycle or want to pass that on in some way, or even for charity shops to want that kind of product in their shops, is very low. The opportunity for that end of the market to have a second hand opportunity is quite limited

The fashion designer Phoebe English says that ‘fast fashion’ has made the sector a ‘monstrous disposable industry’: The overproduction of ‘fast’ fashion which will never be purchased or used and the insane speed which the sector churns out new designs almost every week means that the never-ending production of cheap fashion which is poorly made and will last only a few weeks and then be thrown away, has made our sector a monstrous disposable industry. The entire way the sector is structured so that the prospective sales orders are put into production rather than only making the production which has been actually ordered means that countless levels of wasted garments are produced.^{19 6} Others have hailed benefits of fast fashion. Dr Sumner of Leeds University School of Design said that the phenomenon was successful because it had ‘democratised’ the benefits of fashion: Fast fashion has allowed all segments of society, irrespective of class, income or background to engage in the hedonistic and psychogenic pleasures of fashion. At no other time in human history has fashion been so accessible to so many people across our society. This is the power of fast fashion.^{20 7} The British Retail Consortium suggested that fast fashion resulted in less waste at the store and warehouse as it is characterised by smaller quantities of each fashion line sourced and quickly sold. It said that fashion retailers are using insights from production and consumption data to streamline their products and to minimise waste throughout the supply chain.^{21 8} We heard some concern that social media was driving faster fashion and encouraging over consumption and waste. Research by the Hubbub Foundation suggested that 17% of young people questioned said they wouldn’t wear an outfit again if it had been on Instagram.²² Online fashion companies have established relationships with online ‘influencers’ who advertise the latest fast fashion by modelling it on their Instagram and other social media feeds. Website cookies mean that retailers can target individuals with fast fashion adverts as they browse the Internet. Users now only have to tap on the photo to be told the price and get an online link to the clothes that influencers or reality TV stars are wearing.²³ Eco Age said that stricter regulation for online marketing should be considered, arguing that there are psychological issues connected with high levels of

consumption, as well as detrimental environmental and social effects caused by overconsumption.

Sustainability of the industry

In 2017, the Ellen Macarthur Foundation published a *New Textiles Economy: Redesigning Fashion's Future*. The report set out how the textiles system operates in a linear way with large amounts of non-renewable resources extracted to produce clothes —that are often used for only a short time, after which the materials are mostly sent to landfill or incinerated.²⁵ It calculated that more than \$500 billion of value is lost every year due to clothing underutilisation and the lack of recycling.²⁶ In the UK WRAP estimates that £140 million worth of clothing goes to landfill every year.²⁷ 10. According to research carried out by Boston Consulting Group and Global Fashion Agenda for the Copenhagen Fashion Summit in 2017, the sustainability ‘pulse’ of the industry is weak. It developed a scoring system to measure the sustainability of the sector and gave the industry a score of 32 out of 100 saying it is —not yet where it could and should be.²⁸ It noted that: The best performers on sustainability are the very big players as well as some mid-sized, family owned companies, while over half of the market, mainly small to medium-sized players, has shown little effort so far. The rest of the industry is somewhere in between. This is confirmed by the Pulse Survey, where two-thirds of polled fashion executives have not made environmental and social factors guiding principles for their companies’ strategy.²⁹ Interim report - retailer engagement 11. Our interim report on the sustainability of the fashion industry, published in January 2019, found similar results. We wrote to sixteen leading UK fashion retailers to ask what steps they are taking to reduce the environmental and social impact of the clothes they sell. As that report noted, we were impressed with the level of engagement by some retailers. Others expressed openness to engaging on these issues and have made some small steps. A few retailers, unfortunately, do not seem to consider social and environmental responsibility as a priority.³⁰ We concluded that retailers have an obligation to engage with these issues and recommended that they show leadership through engagement with industry initiatives. A table of the retailers’ responses is reproduced at Annex 1. This report will consider recommendations to Government for policies to encourage a more transparent, fair and sustainable fashion system. Growth of the industry 12. As the world population exceeds 8 billion in the coming decade, the fashion industry is expected to expand further. The Pulse of Fashion report projects that by 2030 global apparel consumption could rise by 63%, from 62 million tons today to 102 million tons— equivalent to more than 500 billion additional T-shirts. —Concurrently, soaring demand for apparel—much of it from developing nations—will see the annual retail value of apparel and footwear reach at least €2 trillion by 2030 (an over 30% increase of €500 billion between now and then).

The sustainability challenge

Securing a sustainable future for the planet and people is the defining challenge of our time. In October 2018, the Intergovernmental Panel on Climate Change (IPCC) warned that the Paris Agreement target of limiting global temperature rises to 1.5C will be exceeded if we continue on our current path. Projections published in December suggest that global emissions from burning fossil fuels hit an all-time high in 2018—after remaining relatively static between 2014 to 2016.³² Current emission trends put us on course for a dramatic 3C climate shift by 2100, which will have major consequences for wildlife and communities around the world. Achieving Paris Agreement temperature goals requires climate-changing emissions to peak as soon as possible and fall rapidly thereafter.³³ Recent projections suggest the world is failing to meet most of the existing international targets on biodiversity - the Aichi Biodiversity Targets - to slow the rate of habitat and species loss by 2020.³⁴ The latest Living Planet Index—published by WWF and the Zoological Society of London - showed a 60% fall in wildlife populations in 40 years.³⁵ Scientists are warning that the planet is now in the midst of a sixth mass extinction of species driven by human activities. The clothing charity TRAIID warned that ‘the over-consumption of clothes in the UK plays its part in deepening the main environmental challenges that we face at national and global level.’³⁹ The UN Sustainable Development Goal 12 on sustainable consumption and production aims to promote resource and energy efficiency.⁴⁰ At the current time, material consumption of natural resources is increasing. The UN says that should the global population reach 9.6 billion by 2050, the equivalent of almost three planets could be required to provide the natural resources needed to sustain current lifestyles.⁴¹ At the Committee’s V&A event, the author Lucy Siegle suggested that: A useful way of thinking about it is when we talk about the Paris agreement and carbon emissions, and we set a baseline of 1990, whatever we need to get the emissions down to, we should think about this problem in that way. If we use 2000 as baseline, we should be doing everything we can to reduce consumption to 2000 levels because that would solve a lot of problems

Professor Dilys Williams from the London College of Fashion echoed this, arguing that technocentric efficiency improvements are not sufficient to make fashion items sustainable if we are ‘still producing more and more of them.’⁴⁵ She suggested that society would have to challenge ‘growth logic’ and develop different business models that involve less material consumption.

Globalization

The next key shift in American buying habits commenced with a 1973 agreement that placed quotas on apparel and material imports from certain countries. This agreement, which was meant to shield U.S. production, backfired, leading to dramatically prolonged manufacturing charges domestically.

- In 2005, the quota machine ended and outsourcing of material and apparel manufacturing to global locations like Cambodia and Vietnam emerge as not unusual because it led to a maximum crucial lessen in the charge of apparel.
- but, many of the global locations that production become as soon as outsourced

to were recognized for sweatshops and unregulated factories, with human rights problems including infant hard work, non-living wages, and inhumane operating stipulations being not unusual.

- in step with Connie Ulasewicz of San Francisco nation college, it become at this factor that many individuals grew to come to be disconnected from the manufacturing way of their garments, and –lost contact with how and the vicinity their clothes had been made. Controversies deliver rise to sustainable fashion

during this time, enterprise giants like gap, Nike, Levi's, and speak outsourced hard work to the cheapest bidder to reduce production costs and increase business enterprise earnings.

- This awareness on the bottom line brought about huge-ranging controversies over employee's rights and environmental affect of manufacturing, including Nike's 1991 scandal over critiques of low-wages and risky manufacturing facility situations in an Indonesian manufacturing facility.

- excessive-profile incidents like those sparked public anger which inspired a lot of these corporations to spend money on ethical manufacturing practices to reinforce their reputations with customers.

- one of the maximum splendid incidents in current years became as soon as the 2013 Rana Plaza tragedy in Bangladesh, which killed an estimated 1,a hundred thirty human beings and injured masses of others, while an eight tale constructing containing clothing factories collapsed. those factories had been recounted to supply clothing for well-known U.S. brands together with Walmart, J.C. Penney, and the youngsters's area.

- In current years the environmental impact of brief fashion has moreover moved into the mainstream, with issues like textile waste, pollution, water pressure, and carbon emissions, .



Sustainability in fashion is not a new trend. Eco trend became very popular for the first time in the early 1990's. A great enthusiasm was shown to change fashion on a permanent basis by making it everlasting. The ecological collections developed in the mid-nineties mostly focused on materials such as unbleached cotton. Further, collections were associated with minimalist designs. However, aesthetic should also be considered and therefore longevity must meet the beauty. Embedding sustainability in fashion is not easy, as change is vital in fashion. So, fashion ought to become an expression of a conscious way of life and of a responsible personality listening to not only his own desires but also the needs of

The social cost of our clothes

Garment production is one of the world's biggest and most labour-intensive manufacturing industries with estimates of those directly employed ranging from 25 to 60 million people. Since the 1980s many leading Western fashion retailers have been chasing the cheap needle round the planet and sourcing their clothes from countries with low labour costs and poor environmental governance. This shift in production has been facilitated by a 90% fall in shipping costs between the late 1950s and 2015, as shipping containers revolutionised trade in goods. Most of the garments sold in the UK are produced in Asian countries. Fashion supply chains provide a source of jobs and GDP growth for people in poorer countries with the garment industry providing a crucial source of foreign exchange (when payments and investment are made in the local currency). Workers work long hours, often far beyond legal limits, for poverty wages and in conditions that breach Occupational Health and Safety (OHS) standards. Continual downward price pressure by companies keeps wages low while their real value declines against inflationary increases. The wages of most garment workers are no higher than the level of the minimum wage in their country, which in many cases is well below the level of subsistence. Excessive working hours are a continuing and entrenched problem. Production peaks are managed by relying on excessive overtime. Workers are compelled to work extremely long hours in order to supplement their basic earnings towards a level where they can support themselves and their families. Precarious employment conditions are rife, with temporary contracts, agency work and sub-contracting the norm. Violations of the right to freedom of association are commonplace, unionization rates are extremely low and collective bargaining is rare. We asked fast fashion retailers how they could pay workers decent wages while charging such low prices. Paul Lister of Primark said that its business model enabled it to sell T-shirts for £2 and still make a profit: That is a question that is often put to us. I think it is because our business model is slightly different from perhaps others. We do no advertising. You will have seen no billboards, no television advertising. Primark has never done any significant advertising at all. That can save us, in any year, £100 million to £150 million compared to some of our larger rivals. That goes straight into price, so that keeps our pricing low. With our arrangements with our factory, we often buy on longer lead times, in quiet periods for the factories, and then we pay the factories early. If you are a factory owner, you will be able to give Primark a better price to reflect that. Then from the factory through to the store, we keep our costs to the absolute minimum and in the store our margins are very tight. Our published margins are between 9% and 12%. It is our business model that takes us to the £2 T-shirts fashion retailers are not paid the minimum wage and are suffering serious breaches of health and safety law in their workplaces. We support calls from the Director of Labour Market Enforcement for a more proactive approach to the enforcement of the national minimum wage. HMRC's National Minimum Wage team needs greater resourcing in order to increase their inspection and detection work. We also recommend that Boohoo engage with Usdaw as a priority and recognise unions for its workers. We recommend that textile retailers operating internationally follow the example of Asos, H&M,

Esprit and Inditex in signing up to Global Framework Agreements. These put in place the highest standards of trade union rights, health, safety and environmental practices, across the retailers' global operations, regardless of local country standards. What I see globally is that women and girls really do comprise the majority of people in forced labour and slavery situations. There are particular vulnerabilities. There are also gendered forms of forced labour and child labour. If I take the example of India, a massive cotton yarn producer after China, there is a very specific form of forced labour within the cotton mills that only affects women and girls. It is called the sumangali system. It is pretty widespread in Tamil Nadu where most of those spinning mills operate. Girls are bonded to a particular mill for a period of up to three years. Their parents take an advance payment. The intention behind that is that at the end of the three-year period that would be used to arrange their marriage, essentially, but the girls go to the mills with an agent, will have signed contracts that they don't have a copy of and, in most cases, they will not have been able to read. We are talking about quite young, 13 to 18 year-olds working 12-hour days. They will be living in camps associated with that mill. They will not be able to go home and visit their parents, in the hope that at the end of those three years they will have this advance payment. It very much is bonded child labour. A very simple requirement for brands to declare the source of raw material used in their garments would lead to a paradigm shift in attitudes. This type approach would be ground breaking for the industry, setting an aspirational, but achievable standard that would be the envy of the rest of the developed world. Businesses are required to publish a statement saying what they are doing to address slavery in their supply chains, but technically a business could publish a slavery statement saying, –We are not doing anything and they would still be compliant with the transparency in supply chains clause of that Act. I think we need to look beyond compliance. What my organisation is calling for is mandatory supply chains transparency but also mandatory due diligence. That is businesses looking proactively at the entirety of their supply chains to establish what are their forced labour risks, what are their child labour risks, how can we address those?

Social Impact

Fashion supply chains are globally dispersed and tremendously laborintensive, but many enhancements are still needed to prevent systematic exploitation, to deploy health and safety measures and to improve working conditions in the production countries. The Human Right Risk Atlas (HRRRA) (2014) ranked 198 countries based on their performance across 38 violation categories. The Forced Labor Index identifies 49 countries as ‘extreme risk’, including many of the world's emerging economies. The list comprises China, India, Mexico, Thailand, Indonesia, Colombia, Vietnam, Bangladesh and the Philippines, where companies remain highly exposed to labour related violations despite the economic growth. In September 2015, Mulberry was reported to fail in protection of the worker rights in its supplier located in Izmir, Turkey. Although Mulberry set a series of global sourcing principles, workers in Mulberry's Turkish supplier were fired shortly after they had joined an union (Clean Clothes Campaign 2015a). However, Article 23 of The Universal Declaration of Human Rights (UDHR) addresses that everyone has the right to form and to join trade unions for the protection of his interests. A similar problem occurred in Cambodia. Cambodian unions are joining forces to demand that the brands ensure a minimum wage of US \$177 to be paid in their Cambodian suppliers (Clean Clothes Campaign 2015b). Despite actions taken by some global fashion retailers, such as H&M

and adidas, excessive overtime still occurs and workers cannot meet the basic needs of their families. In early January 2014, wage struggles increased when police and military cracked down on wage protests during which five people were killed, 23 were arrested, and many others were injured (Clean Clothes Campaign 2015b). Business and Human Rights Resource Centre conducted another research in Turkey. The Turkish clothing industry was the third largest exporter to the European Union and the sixth largest globally in 2013 (Fibre2Fashion 2016). Reportedly, 2.2 million refugees are living in Turkey, however 250.000-400.000 refugees are estimated to be working illegally (McMullan 2016). 28 major global fashion retailers were approached on how they deal with Syrian refugees in their Turkish garment supply chains. Responses obtained from major fashion retailers, including C&A, H&M, NEXT, and Primark reveal that Syrian refugees were identified in supplier factories in 2015. NEXT, having 22 first tier suppliers operating in 40 factories identified Syrian refugees in 10 factories and Syrian child labour in 2 factories. Allegedly, the refugees receive payment of their social security fees as part of their wages. H&M also acknowledged Syrian refugees in 4 factories and Syrian child labour in 1 factory out of its 210 factories at first tier.



Table 1 : Summary of interviews

Name	Country	Age	occupation	Sustainable practices
Lamiye	Azerbaijan	28	doing PhD	Secondhand, donating
Ali	UK	25	Working	Tries to buy less
Helena	Spain	30	Working	Secondhand, quality, good care of clothes, donating
Mariya	Ukraine	36	Working	Donating,repairs
Neslihan	Turkey	21	Student	reparing,buying less

About interviews

In total six interviews were made by me using facetime app ,all of them were people with very different backgrounds and views about sustainability , but what was connecting them was the attempt to be more sustainable consumers. Lamiye is a working mom, in order to be more sustainable she tries to buy from thrift shops, vintage second hand and she donates her clothes for those who are in need .Ali is new grad who started working not so long ago, in order to be more sustainable he tries to wear his clothes not based on a fashion trends ,but based on a lifecycle ,he prefers to buy one but with good quality and wear it few seasons. Helena is a working lady, in order to be more sustainable she tries to take good care of her clothes and donate them ,whenever she stops wearing them,also she buys most of her clothes from a second hand ,last but not least she always tries to buy one but with good quality. Mariya is also sustainable consumer she mostly repairs her clothes to prolong lifecycle and donates them . Neslihan is a student ,in order to be more sustainable she tries to buy less and repairs instead of throwing, based on this interviews we can say how rational consumers with different background try their best to be more sustainable .

Table 2. The empirical data sorted ,categorized based these themes.

Main practice/theme	Sub-practices/themes
Sustainable fashion consumption	Buying secondhand fashion
	Donating clothes
	Recycling fashion
	Taking good care of clothes
	Buying organic
	Buying quality

Fashion's environmental price tag

Material Sourcing

Material sourcing is an important stage in textile production. What products are made of and how they are processed must be fully understood. However, sourcing is already complicated without sustainability because price, quality, time, vendor relations and geographical issues are complex to execute. Sustainable sourcing seeks ways to link sustainability with corporate governance by taking nature inspired designs across all levels of fashion supply chains. Fabric has many environmental aspects and therefore choosing what to use has deeper meanings attached. A shift to replacing non-organically grown fibres with organically grown fibres could mitigate environmental impact. Unfortunately, most fashion designers have little understanding of the environmental impacts of fabrics and current information about eco-fibres is limited. Rather than choosing one fibre over another, advancements in synthetic as well as natural fibre production must be sought. Cotton is the most widespread profitable non-food crop in the world. Cotton production employs around 7% of all labour in developing countries and provides income for more than 250 million people worldwide (WWF 2014). The largest cotton producing countries are The United States, China, India, Uzbekistan and the West and Central African Region. The USA and India are the world's largest cotton exporters while China is the world's largest cotton importer. Cotton price has dropped during the last 30 years; conversely, production costs increase. Consequently, wages are getting lower for farmers in countries such as India, Kyrgyzstan and West Africa. Cotton is also associated with a significant environmental impact. One kg of cotton production requires 20.000 litres of water (WWF 2014). The Aral Sea reduced 10% of its former volume due in part to conventional cotton farming. Additionally, cotton is a very pesticide-intensive crop. Cotton consumes 16% of all the insecticides and 6,8% of all herbicides used worldwide (Organic Cotton 2015). Besides, approximately 4% of the world's nitrogen-based fertilizers for cotton production (Carbon Trust 2011a). Furthermore, 220 MtCO₂-e of carbon emissions is produced by cotton production, which is almost 0.8% of global CO₂ emissions. Around 30% of CO₂-e emissions associated with cotton production are embodied in the international trade of cotton as raw cotton (Carbon Trust 2011a) before the cotton is transformed into textiles, clothing and other final products. Carbon Trust (2011) further estimates that global emissions from cotton production might reach 300MtCO₂-e in 2020 (around 2.7% above today's level) if the business as usual scenario is pursued with no reduction in emissions. Nevertheless, around 15% of cotton is wasted every year during the manufacturing process. To this end, the demand to procure lower carbon cotton must be improved in global fashion supply chains. A focus on bottom-up consumer demand combined with behavioural change of cotton farmers could reduce negative impact significantly. Fibre is the initial source for textile products. Composition of an average garment could comprise wool, cotton, linen, silk, polyamide, polyurethane, polyester, acrylic or viscose. The amount of fibre used differs depending on the garment type. For instance, cotton is the main fibre used for underwear production, while polyamide is the main component of swimwear. The most frequently used natural fibres found in nature are cotton, flax, silk, and wool and they are classified either as protein or as cellulosic. Manufactured fibres, on the other hand, are chemically produced and they are mostly synthetic or formed through a modification of a natural resource. The most

frequently used fibres in fabric production are cotton and polyester. Taking together cotton and polyester supply more than 85% of all fibres used in clothing (Carbon Trust 2011b). Cotton is the most dominant source for natural fibres used in clothing, e.g. 77% of natural fibre production comes from cotton (Carbon Trust 2011b). Polyester, on the other hand, makes up 77% of synthetic fibre production. Approximately 11 million tons of polyester is produced each year. Yet, each fibre type has an impact on the environment, as significant amounts of water, energy and chemical use are needed. Cotton is a profoundly sprayed yield for which 11 percent of pesticides and 24 percent of insecticides, and 2.6 percent of global water are utilized (Rissanen 2008). Similarly, polyester comes from finite resources and a considerable amount of energy is consumed. Antimony is often used as a catalyst in polyester production. But antimony trioxide leaking during high-temperature dyeing processes could emerge in wastewater and cause health issues such as chronic bronchitis. Furthermore, a significant amount of waste is generated, e.g. approximately 20 percent of the fabric is swept off the floor of cutting room (Rissanen 2008). When fabric waste ends up at landfill, natural fibres decompose but chemicals and methane are released in the process. Synthetic fibres, on the other hand, take longer times to decompose. Innovation is needed to mitigate the negative impacts of fibre production. Recycling PET bottles into fibres could lead to carbon savings. Alternatively, switching 10% of cotton fabric to a 50:50 polycotton-blended fabric could reduce waste footprint around 1.7%, water footprint by 3% and carbon emissions by 0.4%

Environmental price tag

Everything we wear has an embedded environmental cost in terms of energy, water, land and chemicals used. This depends on multiple factors. The fibres that are used and whether they were grown or made, the production methods used, how they are processed into yarn, transported, dyed, printed and made into clothes. We heard that the environmental price tag for our clothes is largely determined during the design and production phase:

- Production of fibres by polymer extrusion or agriculture makes the largest contribution to the carbon
- The greatest quantity of water is used during the growing and production of fibres
- Choice of synthetic fibre and design of garments can result in significant differences in the emission of plastic microfibres to the environment
- The best opportunity within the clothing lifecycle to increase longevity is at the design stage, as changes to design practices can have a significant impact on how long items remain wearable footprint of clothing

One kilogram of cotton - equivalent to the weight of a shirt and pair of jeans - can take as much as 10,000–20,000 litres of water to produce

The fashion industry is projected to use 35% more land for fibre production by 2030— an extra 115 million hectares that could be left for biodiversity or used to grow crops to feed an expanding population.

WATER

Fashion is a thirsty business. Twenty per cent of industrial water pollution globally is attributable to the dyeing and treatment of textiles, according to the Ellen MacArthur Foundation. Cotton is one of the thirstiest fibres in fashion. According to WRAP, cotton production accounts for 69% of the water footprint of fibre production for textiles. The water scarcity exacerbated by cotton production in arid regions has an impact on local communities - especially in low income countries. The Pulse of Fashion report warns that as water scarcity worsens in the future some cotton growing nations 'may face the dilemma of choosing between cotton production and securing clean drinking water'. We are unwittingly wearing the fresh water supply of central Asia and destroying fragile ecosystems. Consumers can play their part by avoiding products with premade rips and tears and seeking sustainable or organic cotton wherever possible. Governments should oblige retailers to ensure full traceability in their supply chains to prove decent livelihoods and sustainably sourced materials. The actual volume of water required to wash clothing equals to about 10% of the global water footprint (WRAP 2012). Nonetheless, a 40% global shortfall in water supply is expected by 2030 (CDP 2015a). Relatedly, wastewater emerges as another critical aspect that requires a deeper attention. Around 8,000 synthetic chemicals are utilized to turn raw materials into textile, and many of such chemicals are released into freshwater sources (Aiama et al. 2016). Water remediation thus plays a vital role to purify wastewater subsequent to fashion operations. The mining operations, on the other hand, must ensure that projects are not located in protected areas or high conservation or ecological value, and mine waste is no way dumped into oceans, rivers or lakes. WATER

- It takes an average of 7,000 litres of water to provide one pair of jeans. That's approximately the quantity of water you drink over the duration of five-6 years.
- 2 billion pairs of jeans are produced every 12 months.
- 20% of industrial water pollution comes from the treating and dyeing textiles.
- In China 80% of the groundwater from important river basins is -fallacious for human contact.
- More than 2.8 billion people in forty eight countries will face water stress or situations of scarcity by using 2025. By the center of this century, this can have reached nearly 7 billion.

EMISSIONS

Time out For Fast Fashion by way of Greenpeace

- Doubling the useful life of apparel from 365 days to two years reduces emissions over the yr through 24%.
- Over eight% of total international greenhouse fuel emissions are produced by way of the clothing/footwear enterprise.

FASHION WASTE

Greenpeace estimates 20% of clothing now not to be worn once.

We put on our clothes a median of 4 times.

Reasons why garb is thrown out:

- 64% I don't adore it any greater.

- 40% Is not in fashion/my non-public style.
- 31% Need room for new clothes.
- 10% Only sold it for a unique occasion.
- 21% Only sort pieces out while broken or no longer fit.

Biodiversity

Biodiversity is a widely discussed since animals are used for many reasons in the fashion industry. Fur extensively used for fashion products is not a by-product of the meat industry. The European Union is the world's largest producer of factoryfarmed fur. Approximately 30 million mink, 2 million fox and 100.000 raccoon dogs are killed each year in the European Union only for their fur. 60% of worldwide mink-fur production (30 million pelts) and 56% of worldwide fox-fur production (2.1 million pelts) come from European farms (EFBA 2010). Angora rabbit fibre production is the largest animal fibre industry after wool and mohair with an estimate output of 10.000 tonnes per year according to Rural Industries Research and Development Corporation (2012) and China is responsible for 90% of the world's angora trade. Nonetheless, 110 retailers have recently stopped using angora. There are many alternative solutions to deliver fashion with respect for biodiversity. Animal skins and feathers could be sourced and supplied from the meat industry. Furthermore, fish skin could be utilized to make leather instead of dumping it back into the sea. This could be a great alternative to exotic skins of crocodile and snake.

TRANSPORTATION

Different modes of transport have different impacts on the environment. Ship and train transport have less negative impacts than truck transport. Freight transport, on the other hand, causes significant amounts of greenhouse gases emissions. Distribution activities must be designed through a series of environmental and ethical considerations. For example, shipping fashion products unassembled could reduce transportation volume. Moreover, the use of reusable bulk packaging could be increased while packaging volume and weight are getting minimized.

Waste

Approximately 65% of the initial input is delivered to end-consumers as new clothing. Reports show that an estimated 1.14 million tonnes of clothes are supplied onto the UK market each year and in order to produce these clothes, some 1.76 million tonnes of raw materials are utilized while around one-third of this becomes waste in the supply chain. Furthermore, during in-use stage, an estimated 10.000 tons of waste is generated (WRAP 2012). The majority of clothing waste is generated as postconsumer waste. An estimated 350.000 tonnes of used clothing goes to landfill in the UK every year (WRAP 2012). Only in Turkey, 287.000 tonnes of textile waste end up at landfill and it constitutes 2.62 percent of the municipal solid waste (Buyukaslan et al.

2015). American consumers, on the other hand, send 10.5 million tons of clothing to landfills every year (Cline 2014). Considering that an average active lifetime of clothing is approximately 2 years, more postconsumer clothing waste must be collected to re-use and recycle. Nevertheless, only 20% of textiles are recycled each year (Ditty 2015). As reported by the Fashion Revolution (2015), every tone of discarded textiles reused could save 20 tons of CO₂ from entering the atmosphere. If 5% more clothing at the end of its first life is reused the global waste footprint could be reduced by 0.7%

Use Phase

Research shows that use phase of a pair of jeans contributes more than 60% of primary energy consumption, human toxicity and household waste generation (Bain et al. 2009). Additionally, the use phase accounts for around 35 and 59% of carbon emissions and water eutrophication, and between 10 and 34% of ozone layer depletion and water consumption (Bain et al. 2009). Behavioural patterns of washing, ironing and dry cleaning play vital roles for environmental impact. Prior studies show that the consumer-use phase of an average T-shirt almost equalled the carbon footprint of its entire production process (Black 2012). Consequently, the way products are consumed could be unsustainable even if the products are produced in a sustainable way. An object cannot be sustainable unless the behaviour to use it is. Avoiding weak links reducing the product lifespan, designing products that could be repaired and upgraded, increasing the functionality, and improving product quality could be listed as some ways to optimize the product life cycle. Products that do not require long washing cycles could be promoted. For example, cotton has lower washing efficiency than synthetic fibres and linen needs more energy for drying and ironing purposes.

SAFETY

Occupational health and safety in the fashion and textile industry has been a big problem since the mid-nineteenth century. The Triangle Shirtwaist Factory fire in New York on March 1911 was the deadliest disaster of its time, causing the deaths of 146 garment workers. The disaster led to a regulation requiring improved health and safety working conditions. A century later, another important progress was marked in the fashion history. The Accord on Fire and Building Safety in Bangladesh was signed on May 15th 2013 after the collapse of Rana Plaza. The accord is a five-year independent, legally binding agreement between global brands, retailers and trade unions, which aims to build a safe and healthy Bangladeshi Ready Made Garment (RMG) Industry. Nevertheless, it is reported that Rana Plaza disaster was less of a turning point than was expected. A backlash against unions was reported, increasing violence against unionized workers was informed and unions were reportedly banned in Bangladesh's special export processing zones. However, as stated in Article 23 of The Universal Declaration of Human Rights (United Nations 1948), everyone has the right to form and to join trade unions for the protection of his interests. There is more evidence showing that occupational health and safety still remains a critical issue in the fashion industry. The Clean Clothes Campaign, the International Labor Rights Forum, the Maquila Solidarity Network and the Worker Rights Consortium published an update to an initial report into delays in safety repairs at 32 of H&M's most strategic Bangladesh

suppliers. The update, based on a review of publicly available documentation carried out in January 2016, reveals that all but one of the H&M's strategic suppliers remain behind schedule in making repairs, and furthermore it shows that over 50% of them are still lacking adequate fire exits (Clean Clothes Campaign 2016a). Report unveils that lockable doors are yet to be removed in 13% of the factories, sliding doors and collapsible gates have not yet been removed in 38% of the factories, and fire-rated doors and enclosed stairwells were not installed in 55% of the factories. Any of these threats could possibly result in garment workers being trapped in a burning building, as has happened in Bangladesh where 21 workers died on February 2010. In August 2015, nearly 400 workers fainted in four factories across Cambodia. On July 2, 38 workers lost consciousness in a factory located in Phnom Penh. In 2014, more than 1.800 workers collapsed in 24 countries (Clean Clothes Campaign 2015b). Mass fainting was linked to long working hours and starvation. A fire broke out at the Matrix Sweaters factory in Gazipur on February 2016. The fire had broken out on the 7th floor of the factory around 7.30am before thousands of workers began their shifts. Had the fire started even one hour later, more than 6.000 workers would have faced the risk of a fatal incident. The factory was originally inspected by the US-based Alliance for Bangladesh Worker Safety nearly two years ago. The fire safety inspection report, carried out in May 2014, reveals that a wide range of life threatening safety hazards were found at the factory, such as a lack of adequate fire exits, no fire doors, no sprinklers, insufficient smoke alarms, non-enclosed stairwells and a number of electrical safety risks. The Accord on Fire and Building Safety in Bangladesh that carried out follow-up inspections introduced an up-to-date Corrective Action Plan (CAP) for the factory. According to the CAP, none of the hazards were fully fixed (Clean Clothes Campaign 2016b). In total, around 60% of the mandatory safety renovations are yet to be completed at Matrix Sweaters. The factory is supplier to many retailers from H&M to JC Penney, and H&M disclosed the factory on its website with a silver score. to be growing as a response to price competition. Investigations show that some subcontracting firms hire workers at low prices on contracts where the workers are subject to work excessive hours to stay employed.

Wages

A living wage is a human right as proclaimed in the Universal Declaration of Human Rights by the United Nations. Everybody without any discrimination has the right to be equally paid for equal work. Nonetheless, the legal minimum wage is not enough for a decent life in most textile and garment producing countries. It is estimated that the current minimum wage in Bangladesh only covers 60% of the cost living in a slum. Besides, the minimum wage in China and Cambodia would need to be almost doubled to cover just basic costs. Living wage is a challenging issue not only in Asia but also in Europe. Garment workers in the Ukraine, Romania, Bulgaria and Turkey face low wages that are even below those in China (Clean Clothes Campaign 2015c). In Italy, immigrant workers are reportedly working in clandestine workshops to produce items for high-end fashion brands. A recent research conducted by the Clean Clothes Campaign into working conditions reveals that the net minimum wage in Poland and in the Czech Republic was € 312 and € 390 respectively (Clean Clothes Campaign 2016c). Another study conducted into Italian shoe and garment industry in 2013 shows that the competition with Eastern Europe and Asia drives wages down in Italy. Factory workers' wages at the entry level do not exceed 1200 euro per month. In the Veneto region, trainees are reportedly paid 730 euros

a month, while home-based workers got only 850 euros – far below the amount needed to survive with dignity (Clean Clothes Campaign 2015d). The illegal industry is thus found

Hidden Subcontractors

Human rights must be universally protected as stated in the Universal Declaration of Human Rights (UDHR) proclaimed by the United Nations in 1948. In this vein, purchasing practices of global fashion retailers must ensure human and labour rights are met at all stages of their supply chains. Buying firms and manufacturers must agree on more equal and more realistic contractual agreements, which would not unequally penalize any party for delays occurring outside the latter's responsibility. In some cases, manufacturers might subcontract certain production processes to other factories to meet strict deadlines without informing the buying firm. To this end, the contractual supplier of the buying firm might shift the orders to its 'hidden' subcontractors. The Centre for Research on Multinational Corporations (2015) addresses that such subcontractors are not considered in the boundaries of the buying firm's supply chain, hence appraisals are not performed there. However, there might be many risks associated with hidden subcontractors. Such workplaces could be unregistered, and they could be informal where no taxes are paid. The growing pressure on low prices, fast delivery, and high unpredictability resulted in mounting levels of unauthorized subcontractors in production countries. Without transparency, securing accountability and preventing human right violations cannot be ensured.

SLAVE LABOR

There are tens of millions of people in slavery these days of which nearly 1 in three is a child. Researchers estimate forty million are enslaved. 50% of slavery victims are in hard work slavery, like production.

- The global populace is 7,5 billion, this manner more than every 200th man or woman is problem to slave hard work. If we had been to fill the Olympic Stadium in Berlin in share to this there could be 527 slaves in the crowd.
- Worldwide every sixth working man or woman is within the textile and apparel industry - if we also think about the cotton farmers and retail salesmen/women.

Child Labour

‘Marking Progress against Child Labour’ (ILO 2013) indicates that 168 million children -making up almost 11% of the child population as a whole- are child labourers. Child labourers are mainly employed by factories manufacturing textile and clothing to meet consumer demands in developed countries (Moulds 2015). Children work at all stages of fashion supply chains including cotton seeds production in Benin, harvesting in Uzbekistan, yarn spinning in India, different phases of garment production in Bangladesh. Furthermore, 85 million children in absolute terms are in hazardous work. Some countries employ children to perform pesticide spraying. Nevertheless, a progress against child labour has been marked over the years. International Labour Organization addresses a decline of 30% between 2000 and 2012 since there were about 78 million fewer child labourers at the end of the 12-year period that began in 2000. Still, despite this decline of 30% between 2000 and 2012, 11% of the world’s children are facing problems, such as being deprived of their rights to go to school. The entire cotton industry in Uzbekistan is built on forced and child labour. The Uzbek Government is reportedly closing the schools each season to send thousands of children to the cotton fields in order to manually pick crops for up to three months. Each child is expected to collect up to 50kg of cotton a day. Those who cannot, or who pick a low quality crop could even be punished by beatings, detention or told that their grades might suffer (Baptist World Aid Australia 2011).

The International Fur Federation (IFF) contends, however, that fur should be considered as a more sustainable fibre than fake fur, as it is biodegradable and does not contribute to microplastic pollution. The IFF claims that ‘animal welfare is the uppermost priority for the fur industry and across the globe a number of programs are in place to ensure that fur derived from farms or from Government authorised conservation programs are subject to rigorous inspection and certification’. It says that from 2020 the sector will be launching FURMARK, ‘a global certification and traceability system that brings these various programs together under an umbrella system’.¹⁷¹ Animal welfare campaigners question whether these standards go far enough. Our colleagues on the Environment Food and Rural Affairs Committee recently recommended that the Government holds a public consultation to consider whether to ban fur altogether.

Developing the technology and market for recycled fibres is a key challenge in the move to a more circular fashion system. The Director of the Textile Recycling Association Alan Wheeler told us that there is interesting R&D work going on to develop ‘new techniques to recycle post-

consumer polyester and cotton waste, and it is already possible to produce a wool yarn from recycled fibres that performs as well as one made from virgin fibres.’ The ability to recycle textiles into high value new products is limited. Current mechanical recycling processes damage the original fibre and shorten the fibre length.¹⁸¹ This limits the options and range of markets for recycled fibres and in most cases they can only be recycled once. Demand from existing markets is low and hence the value that can be achieved for recycled textiles are low. A single 6kg domestic wash has the potential to release as many as 700,000 fibres. The Sustainable Clothing Action Plan (SCAP) was launched by WRAP in 2012 to provide a collaborative voluntary framework for fashion companies to reduce their carbon, water, and waste impacts. Arcadia Group, ASOS, Primark, and M&S are all signatories and have agreed voluntary targets to reduce the carbon and water footprints of clothing by 15% and reduce waste by 3.5% by 2020 compared with 2012. The Sustainable Clothing Action Plan (SCAP) was launched by WRAP in 2012 to provide a collaborative voluntary framework for fashion companies to reduce their carbon, water, and waste impacts. Arcadia Group, ASOS, Primark, and M&S are all signatories and have agreed voluntary targets to reduce the carbon footprint in line with the Modern Slavery Act. This should be done under a new Extended Producer Responsibility Scheme. The Government needs to provide clear economic incentives for retailers to minimise their environmental footprint. It should implement the EU’s Ecodesign Directive in the Circular Economy Package into UK law in its Resources and Waste Strategy and upcoming Environment Act. Carbon and water footprints of clothing by 15% and reduce waste by 3.5% by 2020 compared with 2012. Consumption of new clothing is estimated to be higher in the UK than any other European country—26.7kg per capita. This compares to 16.7kg in Germany, 16kg in Denmark, 14.5kg in Italy, 14kg in the Netherlands and 12.6kg in Sweden.

Reusing second hand clothes and upcycling

An increase of 10% in second-hand sales could deliver environmental benefits, cutting carbon emissions per tonne of clothing by 3% and water use by 4% water, WRAP estimates, if it extends garment life by 50%.²⁴⁹ The charity suggests that providing opportunities for resale in places where new sales take place can make it easier for customers to extend the life of their unwanted garments. However, it warns that the scope to increase second hand sales is limited. Although more take back schemes and availability of second hand clothes in mainstream stores could increase second hand sales, WRAP warns that the ‘number of new garments that they are expected to displace is limited and so the savings potential is low’. Many [up-cyclers] source materials from charity shops and a few have succeeded in persuading charity shops to set aside damaged or lightly soiled items for them rather than automatically sending them to the ‘ragman’. However often such items are never made available to the up-cycling community. Instead they are bagged up and reserved for textile reprocessing (the ‘ragman’), which usually means wearable clothing is sent abroad to be sold in developing countries and the rest is shredded or incinerated. Hundreds of thousands of tonnes of fabric are wasted at the design and production stage before clothing reaches the customer. When garments are cut out as patterns, for instance, as much as 15% of the fabric can end up on the cutting room floor.²⁵⁶ The designer Phoebe English explained: For those of you who are not familiar with the production process of a garment, you have your flat fabric laid out on the table, you have your pattern pieces—your

sleeve piece, your front piece and your back piece— you lay them on the fabric, you cut around your pattern piece, you get your garment pieces and you put them together, but you are left with waste fabric. If you imagine every shop on Oxford Street and every garment that is hanging on a hanger in those shops ... then imagine that the space around that garment, every single garment, is waste. A handful of countries currently account for the majority of all used textiles collected. The USA is the biggest exporter, accounting for approximately 15% of all exports, followed by the UK and Germany, which both export around 10% of all used clothing.²⁶⁷ Existing markets would not be able to cope with the increase in supply of used clothing that would result from countries like China matching the consumption, disposal and collection rates seen in the UK. The Director of the Textiles Recycling Association Alan Wheeler told us that: We are seeing China move really rapidly into this market. In 2010 it accounted for something like 0.88% of all global exports of used clothing. It now accounts for 6% and is the fourth largest exporter in the world. There is only one thing that is going to happen to the Chinese market and that is it is going to become the dominant factor. [...] My estimate is that if China in, say, 20 years down the line were to be collecting half as much as the average British person does, the entire size of that market from China would be the same size as the current global market. We have to start seriously planning what to do with the stuff that is coming on to the market.

Take-back schemes

Clothing companies are not yet required by legislation to take responsibility for end of life recovery of the products they put on the market place, unlike electrical and electronic goods. There have been a number of voluntary garment recovery initiatives. Some brands have used passive approaches to encourage recycling by providing garment recycling bins in their car parks and stores. Others have employed proactive clothing take back schemes. These schemes encourage consumers to deposit old clothing in the brand's stores, which is then donated to a charity or sold to recyclers. For example, Marks and Spencer and Oxfam launched a 'shopping' take back scheme which has collected some 20 million items since 2008. Other companies, including H&M, Zara and John Lewis, have started or are planning garment recovery schemes. Financial incentives have been used to encourage donations, through cash back vouchers, and these have been relatively successful .

New Resources and Waste strategy

The Government published *Our Waste, Our Resources: A Strategy for England*, on 18 December 2018, its 'blueprint for eliminating avoidable plastic waste over the lifetime of the 25 Year Plan, doubling resource productivity, and eliminating avoidable waste of all kinds by 2050'.²⁸⁸ The Government says that packaging reform is its immediate priority and the key measure announced in the strategy is a proposal to make manufacturers and businesses pay the full cost of recycling or disposing of their packaging waste through an Extended Producer Responsibility (EPR) scheme. The new resources and waste strategy also promises to review and consult on measures, such as EPR and product standards, for five other waste streams - including textiles - by the end of 2025:

- Textiles (clothing + other household and commercial textiles)

- Bulky waste—including mattresses, furniture and carpets
- Certain construction and demolition materials
- Vehicle tires
- Fishing gear

The Government must end the era of throwaway fashion. It should make fashion retailers take responsibility for the waste they create by introducing an Extended Producer Responsibility scheme for textiles and reward companies that take positive action to reduce waste.

New economic models for the fashion industry

Given the stark scientific warnings we face on climate change and biodiversity loss, we must reinvent fashion. Fashion that saves resources and energy, minimises plastic pollution, reduces waste and thrives uses a more circular business model. New economic models that rely on sharing or renting rather than ownership are emerging. From clothing libraries to baby clothes subscription services, upcycling and repair cafes and peer-to-peer vintage sales on sites like Depop and peer-to-peer clothes sharing on apps like MyWardrobe HQ, there are many new circular business models. Retailers could look to implement these, boosting the second hand market and helping increase the opportunities for extending the useful life of clothing. Action could include:

- Recovering and reselling items customers no longer want
- Hiring or renting clothing to customers so they can be used by multiple people
- Developing ‘subscription’ models, which enable customers to swap clothes but also incentivise retailers to use garments many times before disposing of them.

Importantly, fashion satisfies consumers’ psychogenic needs; what we wear communicates who we are and our status. The non-verbal communication about ourselves through the clothes we wear is a vital part of society. This has been the basis for fashion for thousands of years, and our modern culture is no different. But fast fashion is so successful because it has democratised fashion and the benefits of fashion, especially through the omnipresence impact of social media. Fast fashion has allowed all segments of society, irrespective of class, income or background to engage in the hedonistic and psychogenic pleasures of fashion. At no other time in human history has fashion been so accessible to so many people across our society. This is the power of fast fashion. Researchers from Exeter University and the University of Wolverhampton contend that ‘the interests of the fast fashion industry, and the environmental need to reduce clothing consumption are not mutually exclusive, but contain marketable opportunities for the fashion industry to shift attitudes toward a more sustainable approach to clothing. We need new economic models for fashion which are based on reducing the material consumption associated with growth. The Government should explore how it can support the sharing economy. The Chancellor should use the tax system to shift the balance of incentives in favour of reuse, repair

and recycling to support responsible companies. The Government should follow Sweden's lead and reduce VAT on repair services. Retailers must take responsibility for the social and environmental cost of clothes. They should use their market power to demand higher environmental and labour standards from suppliers. Offering rental schemes, lifetime repair and providing the consumer with more information about the sourcing and true cost of clothing are all measures that can be more widely adopted. Shifting business practice in this way can not only improve a business's environmental and social impact but also offer market advantage as they respond to the growing consumer demand for responsible, sustainable clothing

WHERE TO START?

To help make those choices less difficult for you, we've listed the pros and cons of the exceptional approaches you could take while rethinking your wardrobe.

CLOTHING SWAP

SECOND HAND

- + Another terrific sustainable solution because the pieces already exist, so you are saving the entire bad impact of production.
 - The downside: buying second hand can provide unconscious customers who promote their clothes less incentive to consider their purchases, which fuels greater fast fashion consumption.
- NOTE: Buying high first-rate 2d hand or vintage portions is the quality way to go, in case your budget permits it.

SLOW FASHION

- + Environmentally friendly by means of generating fewer new items.
 - If you really need to find a con this is one: slow style manner sticking with what you've got for a protracted time, so this may get difficult to practice when your tastes exchange.
- NOTE: Quality is prime here, take the time to clearly think about if the portions healthy your style and you may see yourself sporting them for an extended time. It's excellent initially basics. When some thing breaks, test to see how you can get it repaired earlier than you toss it.
-

FAIR FASHION

- + Ensuring honest wages supports education and directly improves worker's great of life. If anybody had a residing wage we'd see more happiness within the world much less conflict greater love & peace.
- Certifications can be misleading and imply various things than one might expect. Want to

know more? Scroll right down to the certifications link.

NOTE: Many smaller manufacturers can't have enough money certifications, so if they may be not there this isn't always always terrible news. it.

VEGAN

- + Environmentally friendly as it reduces the negative environmental effect caused by animals.
- + You save you animals from demise or suffering for your clothes.
- Some brands will use plastic or other non biodegradable fibers as a substitute to animal based totally products. Unfortunately, those substances frequently become in landfills after a short quantity of time. This immediately contributes to eco-pollution.

NOTE: Look for innovative materials like pinatex, lenzing tencel, cork, seacell, mycoworks (mushroom skin) and brands that use recycled substances.

LOCAL PRODUCTION

- + Minimize your carbon footprint! Garment transport puts out a big quantity of CO₂, which can be reduced by way of minimizing the distances at some point of production.
- If you need to have a high quality effect on working situations in growing countries, your cant do this from a distance.

NOTE: A tag that says 'made in Germany' does now not always suggest that the whole garment became made in Germany. If you're unsure - just ASK. Brands which might be sustainable are commonly expressive about their production methods.

MINIMALISM

- + Having as little as possible = less consumption.
 - If you are someone who likes to alternate patterns and experiment round with new outfits you would possibly get bored of this, main to that yoyo-effect, simplest with clothes.
- NOTE: Do it right: simply discarding whatever you do not essentially want will now not result in a extra sustainable closet. Consider keeping that second pair of shoes and carrying them out. This buys you two times as an awful lot time till you will need a new pair.

ORGANIC COTTON

- + Saves us from pesticides.
- + Is better for the health and land of the farmers, and also protects wildlife.
- Even organic cotton wishes huge quantities of water to be produced.
- Can be deceptive, to make us suppose it is good for our skin, however maximum organic cotton is dyed and handled with poisonous chemical compounds.

NOTE: Organic is always better, however fabrics like tencel, lenzing, and hemp offer comparable features and need much less water for production.

Look for certifications

RECYCLED MATERIALS

- + Waste reducing!
- + With recycled PET we additionally become much less reliant on fossil fuels = discount of GHG emissions.
- Sets microfibres which can't be filtered out of our water free.
- Often uses more electricity and chemicals than new garments.

NOTE: The method of recycling PET bottles wishes a ton of electricity and chemical substances, as a way to create a chunk which will only have a brief existence span it isn't always so eco-friendly after all. Take a closer observe the product, to see if the fine will closing more than only some seasons and it isn't a time certain design.

WE LOVE 100% MATERIALS

Only apparel which recycled due to the fact there is no technology at the moment to separate mixed fibers (mixed substances). This manner shy away from pieces which are as an instance 80% cotton/wool/some thing and 20% something else

High-efficiency washers and dryers

With the average circle of relatives predicted to do about four hundred loads of laundry yearly (that's round 13,500 gallons of water) creating more sustainable washing and drying practices is a crucial segment of eco-friendly style.

Fortunately, there were many improvements to washing machines and dryers in latest years, in conjunction with the emergence of high-performance (HE) washers and dryers that use a good deal less strength, lessen pollution, and preserve water.

Mother Earth News reviews that making the switch to a front-loading, HE washing

computing tool can reduce water use by the use of 25 to 50 percent. Similarly, HE dryers usually use about 20% much less energy than their common counterparts thanks to moisture sensing technology and a greater environment friendly use of heat.

According to Tree Hugger, considered one of the excellent methods to select green domestic gadget like washers and dryers is to make nice that the washing machine and dryer you buy are Energy Star approved.

Eco-pleasant detergents, bleaches, and material softeners

You may additionally also not apprehend it, however the cleaning products you operate while doing laundry may have a principal affect on each your private health and the surroundings.

The detergent, bleach, or fabric softener you use may also additionally not seem like a huge deal, however remember the beneath facts and figures:

- The petro-chemical substances used to add heady scent to conventional laundry detergents are viable hormone-disruptors, that may have wide-ranging poor consequences on your fitness.
- Studies show that approximately 70% of U.S. Streams encompass chemical substances from laundry detergents.
- These toxic elements are no longer simplest hazardous to fish and different aquatic life but can moreover subsequently surrender up in our ingesting water.
- Most regular laundry detergents depend upon petroleum-based ingredients,

which contribute to worldwide warming and might have horrible results on your health

The right facts is, in recent years a whole lot of distinctly outstanding plant-primarily based detergents, bleaches, and cloth softeners, have emerged — providing an opportunity to the unsafe substances placed in widespread formulations.

In addition to containing safe, non-poisonous ingredients, those eco-friendly detergents are normally extensively concentrated, which now not handiest reduces wasteful packaging and saves on fossil fuels used in transporting the products, however additionally reduces the –400 million gallons of water wasted each yr in diluting detergents.

Even higher, eco-friendly detergents do no longer rely upon hot water to be effective.

This notably cuts down on the amount of energy you use even as doing laundry, and ultimately, your carbon footprint.

In fact, it's been proven that switching to a chilly rinse cycle can lower your washing machine's use of electricity by as an lousy lot as ninety percent.

Sustainability within the business laundry industry

Aside from appliance and detergent innovations, upgrades to laundry carts and the substances used to fabricate those carts have additionally contributed to a more green and sustainable commercial laundry industry.

In the past, the laundry carts used to deal with bulk laundry in commercial laundries and hospitality industries have been regularly fabricated from substances that were ill-ideal for the job, consisting of metals — which rust and corrode when uncovered to moisture for prolonged periods — and cheap plastics with a quick-lived product life.

Fortunately, rotationally molded laundry carts, product of long lasting and long-lasting polyethylene, offer a heavy-duty alternative to the laundry carts of the beyond and are revolutionizing the sustainability of commercial laundry. In addition to a durable design, which means less pollution from manufacturing and fewer products ending up in landfills, rotationally molded laundry carts also feature innovations such as convertible shelves, built-in wheels, and an ergonomic design, which lead to less waste and a more efficient use of resources.

These polyethylene laundry carts are also manufactured using 100-percent virgin plastics that are both FDA and USDA approved — which means less harmful chemicals entering the environment during the manufacturing process.

Additionally, these carts can also be manufactured from recycled materials — further reducing the carbon footprint of the commercial laundry industry.

Even better, rotationally molded polyethylene laundry carts are recyclable, which means they won't end up in a landfill and can be ground down and reused to create new laundry carts once they are no longer of use.

Although laundry is definitely a more -behind-the-scenes aspect of eco-friendly fashion, it plays a major role in the environmental impact of the clothing and textiles.

Fortunately, innovative thinking and improvements in technology are changing the way we think about laundry and moving us closer to a more sustainable fashion industry one HE washing machine and jug of plant-based detergent at a time.

- *vast majority of garment workers – approximately 80% – are women.*¹
- In 2014 an estimate of 60 to 75 million people were employed in the textile, clothing and footwear sector worldwide.² In 2000 only 20 million people were employed in the industry.

- News in October 2017: 14 year old girl dies trying to reach her monthly work bonus.
- October 2017: Fast fashion companies sell "FEMINIST" t-shirts for €6,99.

FAST FASHION COMPANIES

Cambodia's GDP in 2015: \$18 Billion. Inditex (incl. Zara) turnover in 2015: of \$18.1 Billion.

16.10.2017 Danish TV channel TV2 publishes a documentary accusing H&M of burning 12 tons of new, unworn garb in Denmark each year. Survey of

219 fashion manufacturers discovered that only 12% could demonstrate any movement at all in the direction of paying wages to garment people, above the criminal minimum. This tale is a part of a collection of stories referred to as Whenever a style organisation makes a commitment to offset its carbon emissions, it needs to present an reason behind why it topics. Whenever a journalist like me writes a tale approximately, say, activists protesting London Fashion Week, I moreover want to inform you why you should care and feature to hold reading. After all, there are so many other precious matters that call for our hobby these days. So consider the subsequent harrowing, commonly repeated information:

- Eight to 10 percent of worldwide greenhouse fuel emissions comes from the style industry, which is more than the aviation and maritime transport industries combined.
- The fashion industry produces and sells someplace between eighty billion and one hundred fifty billion clothes a yr globally.
- Nearly three-fifths of all apparel produced finally ends up in incinerators or landfills interior years of being made.

It's clear that the fashion industry is a big, stinking mess. But in case you take a second to recall these facts, you recognize that something is ... off.

An anticipated range of eighty billion to one hundred and fifty billion clothes a yr is ridiculously wide. The two maximum commonplace estimates for fashion's greenhouse fuel emissions vary by way of manner of a billion heaps, a big margin of error. And announcing three-fifths of clothing may be trashed inside -years| is a meaningless statement.

Yet I pulled all of these facts and different not unusual statistics from proper resources.

McKinsey. The United Nations. The Ellen MacArthur Foundation. The World Bank.

International hard work unions. Advocacy organizations. And these facts have been stated by way of means of guides just like the Wall Street Journal and the New York Times.

Not all of those significantly respected experts need to be wrong. Could they?

ONLY ONE OUT OF THE DOZEN OR SO MOST COMMONLY CITED FACTS ABOUT

THE FASHION INDUSTRY'S FOOTPRINT IS BASED ON SCIENCE

It seems they could. Because handiest one out of the dozen or so maximum frequently cited records about the style industry's massive footprint is primarily based on any kind of science, records collection, or peer-reviewed studies.

The relaxation are primarily based totally on gut feelings, broken links, marketing, and some thing any one said in 2003.

If we're severe about recruiting the fashion organization into the combat to retailer our world from burning, these bad facts do us all a disservice. They make style activists appear silly. They permit brands to wave vaguely at reducing their affect without taking large action. And they stymie the capability to place into effect significant regulation, which wants to be undergirded by using stable information

There are unmissable clues everywhere that something is wrong, from toxic rivers in Bangladesh and Indonesia to old garb littering the beaches of East Africa to microplastics in our drinking water. But as long as we have simplest garbage statistics, we'll simplest get garbage action from manufacturers and governments to repair the trouble. -Where are the technical papers? Where are the peer-reviewed journals? Where is the extreme work? says Dr. Linda Greer, a former senior scientist at the Natural Resources Defense Council and now a senior international fellow at the Institute of Public and Environmental Affairs, a Chinese environmental NGO. -You couldn't even get a master's degree with this, now not even close. (Sick burn from a person with a PhD in toxicology.) -And right here we are trying to run an entire enterprise's environmental footprint reduction based totally on this form of stuff. It's form of preposterous that human beings put up with it.

-WHERE ARE THE TECHNICAL PAPERS? WHERE ARE THE PEER-REVIEWED JOURNALS? WHERE IS THE SERIOUS WORK?

Greer is intimately familiar with these bad records and where they come from — she thinks she might inadvertently be accountable for one in every of the most persistent. Years ago, she checked out resources of water pollution inside the best province in China that had appropriate government records, the exceedingly industrialized Jiangsu, and found that the fabric industry was the second most polluting after the chemical enterprise in that precise province. -I thought, okay, for my functions of NRDC trying to get on top of polluters in China, this is fine. I can use this. She went on to determined the NRDC's

Clean via Design program, which helped boom water and energy performance at Chinese fabric factories, partly on the basis of this transparently returned-of-the-envelope calculation.

At a few point inside the subsequent decade, the notion that globally, the fashion industry is the second most polluting enterprise after oil took off, an awful lot to her horror.

(It continued to flow into even once I debunked it for Racked in 2017.) And better information has in no way emerged. –Somebody by way of now have to have gone in advance and discovered what’s absolutely actual,|| she says.

As the co-founder of the now-defunct moral e-tailer Zady, Maxine Bédard used to repeat many of these non-statistics at sustainable style panels. After Zady shut down, she based an employer called the New Standard Institute. Her aim is to acquire all the best facts about the style enterprise in one region and leverage it to pressure fashion manufacturers to do something positive about their footprint. But as she and NSI studies volunteers started to peel away the layers of every statistic, she realized that there was nothing at their core.

I asked Bédard in January if she had found any style facts that have been real or had a dependable primary source, however she says NSI is not yet geared up to go on the document endorsing anything. –I can let you know a group that aren't genuine,| she says. She houses in on the stat that says there are 60 million garment workers globally, which the advocacy employer Clean Clothes cited as from the International Labor Organization. –We reached out to ILO, who doesn’t have a document of this facts. It changed into also used by BetterWorks, Sustainable Brand Solidarity Center, and IndustriAll. Seventy-five million garment workers globally become additionally observed in a Clean Clothes publication, and they cite Fashion United, however the link doesn’t mention that stat.||

We realize that the garment enterprise is polluting our rivers, however we do now not recognize how a great deal. Ed Wray/Getty Images

This is what happens inside the fashion sustainability space. One enterprise places out a truth, and 4 other organizations hyperlink to it, after which no one remembers or cares who first made the claim.

The statistic that 4 percentage of global waste is from the style industry is the maximum well-sourced truth I’ve determined, eventually foremost again to a document with the useful resource of the UK nonprofit Waste & Resources Action Program (WRAP) on the waste related to apparel sold within the UK, which is based on a

peer-reviewed device whose approach is laid out in a robust technical analysis.

It nevertheless might not be actual, for the reason that the worldwide waste parent is extrapolated from UK figures and then in comparison to a stat from the UN, which hasn't proved to be very dependable on fashion figures. But at least it's transparent.

WRAP's transparency is in distinction to the consulting enterprise McKinsey, which says that between 2000 and 2014, global clothing manufacturing doubled, and the variety of clothes offered each one year with the aid of the commonplace client extended by the usage of round 60 percent, to 100 billion clothes per yr. (The documentary *The True Cost* says we purchase eighty billion garments a year, while the World Economic Forum places it at one hundred fifty billion.) Where did the discern of a hundred billion clothes come from? McKinsey might most effectively say that it analyzed proprietary statistics furnished thru manner of market research organizations to come back to their conclusions. And yet, in fashion's barren location of scientific research, a file with 0 footnotes from a enterprise that has reportedly helped Saudi Arabia silence critics and — over objections from the World Health Organization — brought an ethos of cost-cutting to the region of world health is what passes for legitimate facts.

The McKinsey net web site additionally used to say that nearly three-fifths of all clothing produced ends up in incinerators or landfills within —twelve monthsl of being made but in some unspecified time in the future modified it to the vague -inside years.ldocument says that 20 percentage of global manufacturing water air pollution is from the fashion business enterprise, however Eco Textile News shredded this in its December problem dedicated to myth-busting, tracking the statistic lower back to a indistinct assertion thru a 2012 paper that attributed it to the World Bank; the financial organization denied it used to be the beginning of the truth. Also attributed to the World Bank is the truth that 80 percent of garment employees international are ladies, but at the same time as I asked, a representative directed me to an article that asserts 80 percentage of garment personnel in Bangladesh are girls and then to a conflicting World Bank file that asserts it's truly fifty four percent. The thinking that the common American throws away eighty pounds of apparel comes from a 2014 Environmental Protection Agency record, but that statistics is moreover inaccurate: It includes textiles like carpets and mattresses and garment manufacturing facility waste.

And finally, one statistic you'll see in nearly every tale and at each panel: the

greenhouse gas emissions attributed to the international style organization. According to the UN, it's 10 percentage of global emissions. But in keeping with a 2018 report via the sustainability consulting affiliation, it's 8 percent.

—Let's communicate for a second about the report, says Greer. —They refused to supply each individual — me, ClimateWorks Foundation that funded them, or the overall public — any of the information that went into their conclusions

. If you were to try to publish that during a peer-reviewed journal, you'll be rejected in 30 minutes. It have died a rapid death.

Quantis disputes Greer's characterization, pronouncing that they added the statistics and methodology in the returned of the file to ClimateWorks and the steering committee for the document, even though the report is not peer-reviewed. And thinking about the fact that the information is proprietary in a assignment by Quantis regarding manufacturers, enterprise groups, and the Swiss authorities to build up lifecycle statistics, they won't submit the information until 2021.

Climate Works said in an emailed statement, —While the consequences have been aligned with the authentic assignment scope and primarily

based on life cycle assessment technological know-how and methodology, they're no longer commensurate with the records assets used by way of using ClimateWorks

(IEA power modeling). ClimateWorks has therefore determined now not to co-brand

—Measuring Fashion' report, but values the paintings that Quantis has completed to

supply this study. For what it's worth, IEA's estimation of the emissions of the cloth and leather-primarily based industries is many times smaller than the Quantis file's.

The report become as soon as pulled off the Quantis net website for a few months, then republished except ClimateWorks' call on it. And it maintains getting cited. By me, by the use of unique journalists, through manner of panelists, with the aid of everyone. There's actually not anything else to go on.

Even without good information, manufacturers and countries are

trying to lessen the fashion industry's impact. Last year, one hundred and

fifty companies joined the region they agreed to —technological know-how-

based desires spherical emissions, biodiversity, and single-use plastics thru 2050. It's

the current in a prolonged line of business enterprise organizations, agreements,

conferences, promises, and —sustainable product lines.

But companies nonetheless don't recognise what goes on in their deliver chains and so have no baseline for what they may cut their emissions from. (According to a file with the aid of the usage of Greer's organization, Nike is the only producer that often asks for emissions facts from its factories in China.) Some of this bad information has even cynically been pressed into provider to growth our consumption. —Double sales and retention, crowds a marketing corporation that creates carbon emission calculators for eco brands. —By shopping a

product, traffic fully recognize their tremendous environmental impact!

Brands have also zeroed in on round design, a utopian economy where waste materials might be recycled right again into new clothes. (Right now, we assume that 99 percentage of old apparel is ultimately landfilled or burned. Don't inquire from me to find the primary source for that.) As a result, Nordic countries — the simplest governments that have devoted any resources to enhancing the style enterprise — are pouring money into textile R&D. Sure, as a way to help with waste, but what if it ends up increasing style's footprint in different areas?

—IF THEY PUT OUT A RULE THAT IS BASED ON ... THIS 20 PERCENT STAT, THEN IT'S NOT GOING TO SURVIVE A COURTROOM CHALLENGE!

—Where is the facts that shows what the difference is in terms of carbon emissions, water use, poisonous chemical use in a fully round economy for the fashion enterprise? Greer asks. —I've yet to look numbers. She's spent decades at the NRDC working to shield the surroundings from commercial pollution and knows first hand the form of robust studies literature that has to undergird government rulemaking on corporate pollution.

The fake stat approximately how much global commercial water pollution comes from the style industry, for instance, is not going to cut it. —If they positioned out a rule that is based on something as flip-floppy as this 20 percent stat, then it's no longer going to live to tell the tale a court challenge, she says.

It's clear that earlier than we do something else — call for legislation, invent new textiles, set targets — we need to figure out what research we want, then ask the authorities and large manufacturers to fund it.

—We need a landscape assessment of the records and an evaluation of the gaps and

inconsistencies that's crisp," Greer says. "And then a name for investment the studies to fill the ones gaps. Then we'd be making progress."

Sustainable Style Influencers

These sustainable style brands and bloggers prove that you don't have to compromise on personal style to be good to the earth.

thought

1. Thought Clothing

This UK-primarily based clothing emblem is committed to production eco-friendly and fashionable garb for both guys and women. Whether it means sourcing sustainable fabrics, developing long-lasting designs that reduce waste or partnering with moral manufacturers, Thought Clothing thinks each step of production is vital with regards to sustainable style. The emblem also curates a cute life-style weblog which covers the whole lot from vegan recipes to styling tips, to articles on how to **lessen** your

carbon footprint.



2. United by Blue

United via Blue is an outside apparel logo with a critical commitment to sustainable style. A licensed B-corp, this enterprise is all about the use of responsible production practices

and sourcing green materials like recycled polyester and organic cotton. Even better, the emblem is deeply dedicated to conservation work and gets rid of one pound of waste from our waterways and oceans for every product that they sell. Now that's a extreme dedication!

NISOLO

3. Nisolo

When it comes to sustainable footwear, Nisolo is a pioneer in developing intentional designs the use of moral practices. This means paying well above truthful trade wages, providing personnel in any respect degrees of production with healthcare, and making certain a wholesome work surroundings for every producer that they associate with. The brand's dedication to transparent production is evident, residing as much as their imaginative and prescient –To push the style industry in a greater sustainable direction—where success is based totally on greater than just offering the cheapest price.¶

KOTN

4. Kotn

Another B-corp this is shaking up the fashion enterprise from the ground up, Kotn, is dedicated to making fine basics from genuine Egyptian cotton using moral manufacturing practices from begin to finish. Whether this way operating immediately with cotton farmers in Egypt, paying a truthful salary to factory workers, or investing in local colleges that assist quit the cycle

of child labor in the region, this employer is dedicated to creating high-quality fundamentals that don't compromise on ethics.



5. Alternative Apparel

For over 20 years, this popular brand has been providing clients with elegant alternatives to fast fashion. Focused on global, social, and environmental responsibility, Alternative Apparel creates all of its products the usage of sustainable processes, guarantees fair, clean, and secure workspaces for all personnel, and makes use of biodegradable shipping substances to cut down on waste.



6. Fair Indigo

This Wisconsin-based emblem is devoted to lifting human beings up through every degree of the producing process. Their venture states that, —When fashion is performed right, we all do properly. You, us, farmers, garment works, and our shared home, Planet Earth.‖ The seven person group believes that all of us have the energy to exchange the world with the aid of changing our clothes. To Fair Indigo, this vision includes using sustainable materials, like alpaca, designing long-lasting styles, and strictly adhering to fair change practices..

GLOBAL GARBS

Global Garbs

A new kind of fashion weblog for fashion change-makers, Global Garbs is focused on highlighting moral, diverse, and sustainable patterns for his or her readers. Focusing on –aware change the blog has been a clean voice inside the sustainable fashion world on the grounds that it began in 2015, and we can’t wait to see where they may go within the coming years.

shop the eyes
ethicalfashionblog.com

The Ethical Fashion Blog

This UK-based blog is a wonderful aid readers inquisitive about the sustainable fashion revolution. We mainly love the blog’s —Feel Good Fashion Map that charts out green stores in London and the encircling area. If you are seeking out thought on budget-pleasant yet sustainable fashion, this is the blog for you.

Sew Pomona

This absolutely unique fashion blog is cautiously curated by a —artist, seamstress & beginning herbal dye artisan this is obsessed with sustainable style. Sew Pomona is a

valuable useful resource and inspiration for readers which can be seeking to DIY their garb without compromising their values

Eco-Friendly Style Leaders

These bloggers and brands stand by their ways of minimizing their footprint and conserving the earth.



GoodBern

This thoughtful blog follows founder, Jessica on her undertaking to locate apparel brands which can be both lower priced and ethical — proving that is viable to stay a sustainable way of life on a budget. In addition to introducing readers to a wide range of considerate fashion and jewelry brands, Jessica also knowledgeable readers on eco-friendly travel, as she embarks on adventures across the globe.



Bead & Real

This very mindfully living communitywants connect ethical fashion enthusiasts via a collaborative affiliate network, events, shopping, and more. The weblog and shop includes an –Approved Brands| listing, featuring moral fashion and life-

style brands as well as a —Mindful Reading‖ listing with sources for connecting with a greater mindful life-style



Centre for Sustainable Fashion

As you can imagine, the weblog of The London College of Fashion's Centre for Sustainable Fashion is pretty inspiring for all aspiring sustainable fashion devotees. The educational content on the site includes weekly posts from their crew — providing inspiring insights and ideas at the role fashion plays in a global sustainability agenda.‡

Conclusions and recommendations

The fashion industry's current business model is unsustainable, especially with growing populations and rising levels of consumption across the globe. Over-consumption and climate change are driving widespread environmental damage. The exploitative and linear business model for fashion must change. The various parts of the fashion industry must come together to set out their blueprint for a net zero emissions world. This will require reducing their carbon consumption back to 1990 levels.

I recommend that textile retailers operating internationally follow the example of Asos, H&M, Esprit and Inditex in signing up to Global Framework Agreements. These put in place the highest standards of trade union rights, health, safety and environmental practices, across the retailers' global operations, regardless of local country standards.

There must be more transparency in supply chains and there is a strong case for the Modern Slavery Act to be strengthened. The current requirement to produce a statement does not ensure that action is taken by big retailers and even this is not adequately monitored. The Government should publish a publicly accessible list of all those retailers required to release a modern slavery statement. This should be supported by an appropriate penalty for those companies who fail to report and comply with the Modern Slavery Act. This will increase transparency and require the establishment of formal monitoring of whether statements comply with legislation.

I recommend that the Government works with industry to trace the source of raw material in garments to tackle social and environmental abuses in their supply chains. Digital technology is widely used in other supply chains. We do not understand why a modern high-tech industry like fashion does not have these systems already in place. Some companies told us they can trace their materials down to Tier 4 suppliers. This begs the question - if one can do it, why can't all? This first step is essential if fashion is to tackle its waste, water, chemical and carbon footprint. This also reduces the opportunities for sub-contractors to take their cut along the supply chain.

The Government should facilitate collaboration between fashion retailers, water companies and washing machine manufacturers and take a lead on solving the problem of microfibre pollution. Ultimate responsibility for stopping this pollution, however, must lie with the companies making the products that are shedding the fibres. Further research needs to be carried out into how design can be used to limit emissions of synthetic fibres and the lessons applied quickly. The need for more research should not be used as an excuse for inaction by retailers. Fashion retailers should be testing new synthetic garments for fibre release and publishing figures.

We are unwittingly wearing the fresh water supply of central Asia and destroying fragile ecosystems. Consumers can play their part by avoiding products with premade rips and tears and seeking sustainable or organic cotton wherever possible. Governments should oblige retailers to ensure full traceability in their supply chains to prove decent livelihoods and sustainably sourced materials.

More research also needs to be carried out urgently into the occupational health risks of working with synthetic fibres. The Government should ask the Health and Safety Executive to review the

evidence and take action accordingly. Manufacturers must be mindful of potential risks now and should seek to reduce the exposure of garment workers to airborne synthetic fibres.

While incineration of unsold stock ‘recovers’ some energy from the products, it multiplies the climate impact of the product by generating further emissions and air pollutants that can harm human health. Incineration of clothes made from synthetic fibres may release plastic microfibres into the atmosphere. Climate changing emissions will have been generated when the products were created and more CO₂ will be produced when they are burnt. The waste hierarchy suggests that reuse and recycling comes first. This should be a priority means of dealing with unsold stock. Incineration should only be used as a last resort where there is a health and safety case for destroying the stock. The Government should ban incinerating or landfilling unsold stock that can be reused or recycled

we need to reduce textile waste, improve resource efficiency and reduce the carbon emissions and water footprint of the clothes we buy. We need to simply buy less, mend, rent and share more. To support this we recommend that lessons on designing, creating, mending and repairing clothes be included in schools at Key stage 2 and 3. The creative satisfaction of designing and repairing clothing can offer an antidote to the growing anxiety and mental health issues amongst teenagers. As well as providing a space to promote creative expression, the skills learnt can also provide a potential pathway towards job opportunities.

The Government must end the era of throwaway fashion. It should make fashion retailers take responsibility for the waste they create by introducing an Extended Producer Responsibility scheme for textiles and reward companies that take positive action to reduce waste. A charge of one penny per garment on producers could raise £35 million for investment in better clothing collection. This could create new ‘green’ jobs in the sorting sector, particularly in areas where textile recycling is already a specialist industry.

We need new economic models for fashion which are based on reducing the material consumption associated with growth. The Government should explore how it can support the sharing economy. The Chancellor should use the tax system to shift the balance of incentives in favour of reuse, repair and recycling to support responsible companies. The Government should follow Sweden’s lead and reduce VAT on repair services.

The goal of this thesis is to contribute to the understanding of sustainable fashion consumption via presenting a practice-theory-influenced conceptualization and an empirical example of sustainable fashion consumption practices and techniques. For this motive, this thesis explores what is concerned in the exercise of sustainable fashion consumption, showing the specific configuration of competence, materiality, and meanings that allow, form, and drives sustainable fashion consumption. this thesis indicates how the practitioners of sustainable fashion this thesis indicates how the practitioners of sustainable fashion consumption strive to overcome the ambiguity of fashion consumption. It suggests that most outstanding ways of accomplishing this are by the overall performance of secondhand purchasing and donation of clothes. those are the two overarching practices that permeate sustainable fashion consumption amongst this particular organization of informants.

However, consumption of fashion and clothes cannot be completely rejected; consumers have determined their methods of compromising with these issues within the analysis it indicates that secondhand purchasing turned into large among fashion consumers. The analysis found out that purchasers with environmental problem, decrease economy encompass secondhand shopping as part of their every day lives activities. but, as the analysis additionally shows secondhand stores ought to work with some matters to draw greater purchasers to perform this exercise. It became revealed that purchasers have hard times to get to secondhand shops. Secondhand outlets need to take this into consideration by using locating their shops in the city center and/or have them in shopping centers. By that manner they could offer mor easy access for clients and attract more clients to their stores. This will increase the possibility of different fashion clients who do not already have the habit of thrift shopping, to visit a

secondhand shop, if already on their way once they carry out their every day routines.

Secondhand stores must also facilitate for clients to shop there by means of making

the retail scape more appealing as some clients expressed that they've to have

time to go there due to the fact it's far more time consuming and not as smooth to shop there as in everyday fashion shops that is more structured. moreover they need to do extra attempt in promoting their shops and encompass inexperienced advertising techniques after they marketplace their operation. They must also set up an internet web page where they marketplace their offers and allow clients to inform themselves about their store and assortment. The analysis shows that sustainable fashion clients come there too to socialize in their advertising they have to encompass the element of secondhand as an amazing manner of socializing, where the fashion purchasers can take a few mins and have a a nice cup of coffee.

The remaining advice for secondhand stores is to inform the general public and potential clients about their organization and how they work. This reconnects to the fact that clients find it essential where the money goes.

- there is also an issue concerning organic fashion manufacturers and the way they market themselves. Sustainable fashion brands should to work extra on advertising a high quality image for sustainable fashion and include various elements in their advertising and marketing such as fashion, environment and truthful change. The analysis suggests that customers buy organic fashion to avoid toxic chemicals, guide precise operating conditions, and because it is timeless fashion. They need to additionally work on enhancing their advertising and marketing to reach out to consumers and create extra consciousness. This includes also on-line sustainable shops who need to work more on selling themselves and create greater recognition amongst customers. This evaluation reveals that consumers which have sustainability as their lifestyle they are actively seeking for sustainable brands, whereas different customers do no longer have this integrated of their shopping practices since they do no longer recognise about their existence and where to look for them. Additionally more ordinary outlets ought to introduce sustainable collections. some other problem they need to take into account is the layout and aesthetics of the organic clothes. It became proven in the evaluation that clients find this issue crucial.

- more stores need to provide fashion-recycling stations in which purchasers can drop off their old and no extra wanted fabric to make it simpler for them to perform this

practice. They ought to teach purchasers approximately sustainable consumption actions, as there are clients who do not understand anything about this and what it means. The informants being a part of this thesis has unique degrees of recognition and understanding approximately the impact of their fashion consumption. a number of them has restrained knowledge and might want to be extra informed. They believe that if the awareness and expertise increases about this they could do more. this means that style outlets want to consist of this in their advertising and perhaps find other verbal exchange channels to reach out to greater clients. furthermore the consequences display that some kind of reward motivates and encourage customers to carry out the practice of recycling. This they need to maintain with.

- buying pleasant clothes turned into a practice many purchasers associated with sustainability.

maintenance of high-quality in the goods confirmed to be vital element for the reason that duration of clothes confirmed to be quite appreciated amongst customers. This

consumers actively need to buy less and that is why they flip to brands of better

quality. Longer period of clothes means financial gain and timesaving.

therefore fashion brands have to keep the high-quality in their garments. All

stores have to provide consumers with the opportunity to repair their old and broken

garments by way of presenting re-pair offerings. Which is one possible way among which they can inspire fashion purchasers to extend the lifestyles of clothing and keep their clothes

longer.

- customers impact the environmental landscape through their use practices (Liu et

al., 2012). This thesis suggests the care of clothes put up purchase, is included in

clients sustainable style practices and techniques. This boost the difficulty for stores

how to promote and inspire extra environmental ways of doing this. The way of

how purchasers deal with their garments have principal environmental affects as well (Harris et

al., 2015). the whole thing from how washing their garments to disposing their no longerdesired clothing objects make an impact at the surroundings (Harris et al., 2015). This thesis illustrates competent consumers that via -greeningl their strategies of ways

they take care of garments and the way they dispose them are contributing to a better

society. For this cause shops have to be concerned supplying consumers with equipment together with environmental pleasant detergents to empower clients of their environmental techniques.

- lastly, this analysis suggests that customers care about their garments and the way they can

contain the environmental component when performing this practice. Shops have to

provide purchasers with essential equipment to enlarge the lifetime in their clothes. The fashion industry's current business model is unsustainable, especially with growing populations and rising levels of consumption across the globe. Over-consumption and climate change are driving widespread environmental damage. The exploitative and linear business model for fashion must change. The various parts of the fashion industry must come together to set out their blueprint for a net zero emissions world. This will require reducing their carbon consumption back to 1990 levels.

I recommend that textile retailers operating internationally follow the example of Asos, H&M, Esprit and Inditex in signing up to Global Framework Agreements. These put in place the highest standards of trade union rights, health, safety and environmental practices, across the retailers' global operations, regardless of local country standards.

There must be more transparency in supply chains and there is a strong case for the Modern Slavery Act to be strengthened. The current requirement to produce a statement does not ensure that action is taken by big retailers and even this is not adequately monitored. The Government should publish a publicly accessible list of all those retailers required to release a modern slavery statement. This should be supported by an appropriate penalty for those companies who fail to report and comply with the Modern Slavery Act. This will increase transparency and require the establishment of formal monitoring of whether statements comply with legislation.

I recommend that the Government works with industry to trace the source of raw material in garments to tackle social and environmental abuses in their supply chains. Digital technology is widely used in other supply chains. We do not understand why a modern high-tech industry like fashion does not have these systems already in place. Some companies told us they can trace their materials down to Tier 4 suppliers. This begs the question - if one can do it, why can't all? This first step is essential if fashion is to tackle its waste, water, chemical and carbon footprint. This also reduces the opportunities for sub-contractors to take their cut along the supply chain.

The Government should facilitate collaboration between fashion retailers, water companies and washing machine manufacturers and take a lead on solving the problem of microfibre pollution. Ultimate responsibility for stopping this pollution, however, must lie with the companies making the products that are shedding the fibres. Further research needs to be carried out into how design can be used to limit emissions of synthetic fibres and the lessons applied quickly. The need for more research should not be used as an excuse for inaction by retailers. Fashion retailers should be testing new synthetic garments for fibre release and publishing figures.

We are unwittingly wearing the fresh water supply of central Asia and destroying fragile ecosystems. Consumers can play their part by avoiding products with premade rips and tears and seeking sustainable or organic cotton wherever possible. Governments should oblige retailers to ensure full traceability in their supply chains to prove decent livelihoods and sustainably sourced materials.

More research also needs to be carried out urgently into the occupational health risks of working with synthetic fibres. The Government should ask the Health and Safety Executive to review the evidence and take action accordingly. Manufacturers must be mindful of potential risks now and should seek to reduce the exposure of garment workers to airborne synthetic fibres.

While incineration of unsold stock ‘recovers’ some energy from the products, it multiplies the climate impact of the product by generating further emissions and air pollutants that can harm human health. Incineration of clothes made from synthetic fibres may release plastic microfibres into the atmosphere. Climate changing emissions will have been generated when the products were created and more CO₂ will be produced when they are burnt. The waste hierarchy suggests that reuse and recycling comes first. This should be a priority means of dealing with unsold stock. Incineration should only be used as a last resort where there is a health and safety case for destroying the stock. The Government should ban incinerating or landfilling unsold stock that can be reused or recycled

we need to reduce textile waste, improve resource efficiency and reduce the carbon emissions and water footprint of the clothes we buy. We need to simply buy less, mend, rent and share more. To support this we recommend that lessons on designing, creating, mending and repairing clothes be included in schools at Key stage 2 and 3. The creative satisfaction of designing and repairing clothing can offer an antidote to the growing anxiety and mental health issues amongst teenagers. As well as providing a space to promote creative expression, the skills learnt can also provide a potential pathway towards job opportunities.

The Government must end the era of throwaway fashion. It should make fashion retailers take responsibility for the waste they create by introducing an Extended Producer Responsibility scheme for textiles and reward companies that take positive action to reduce waste. A charge of one penny per garment on producers could raise £35 million for investment in better clothing collection. This could create new ‘green’ jobs in the sorting sector, particularly in areas where textile recycling is already a specialist industry.

We need new economic models for fashion which are based on reducing the material consumption associated with growth. The Government should explore how it can support the sharing economy. The Chancellor should use the tax system to shift the balance of incentives in favour of reuse, repair and recycling to support responsible companies. The Government should follow Sweden’s lead and reduce VAT on repair services.

Sustainable fashion is a burgeoning area of the garment industry with the potential to develop exponentially as buyers become more informed of the unethical remedy of employees and ecologically depleting production practices of the fast fashion industry. By slowing down consumption and production patterns, the fashion industry can be made extra sustainable for the future. In order to obtain the consequences the motion desires, customers should be faced with the awareness that the non-transparent, fast fashion giants they actively subscribe to are no longer making a positive social or environmental impact. Along with more educated consumers, companies have to strengthen multi-faceted marketing processes that go beyond keywords like ‘green’ or ‘ecofriendly’ and entice clients towards their product quality, comfort, and manufacturer name. Sustainable fashion ought to potentially change the way human beings consume and the way agencies produce, with the right balance of the two, an exceedingly positive socially and environmentally beneficial consequences would occur



Appendix 1

Interview manual, semi-structured interviews

tell me about the last time you had been out looking for clothes.

-What shops did you visit?

-What did you purchase?

-became it purposive purchasing for unique event or just spontaneous?

-How often you shop?

-What do you understand approximately how style consumption impacts at the surroundings?

2d-hand

inform me approximately the ultimate time you were out buying 2nd-hand clothes.

-What shop did you go to?

-What did you buy?

-Do you have any special approach while you keep at a 2d-hand keep?

-How frequently do you go to 2nd-hand?

-How do recognise approximately this save?

-What do you already know approximately 2nd-hand?

-where did you learn about 2nd hand?

inform me about another time you were doing 2d-hand shopping?

are you able to summarize how you do?

Donating/Lending/fashion swapping

inform me approximately the ultimate time you had been donating clothes.

-in which did you donate?

-How did you decide to donate it to that place/character?

-in which did you listen (examine) about donating clothes?

inform me approximately the closing time you had been lending garments.

had been you lending to someone otherwise you were lending from any person?

-How did you provide you with this concept of lending garments?

-What do you don't like about it?

Well known questions to all respondents:

tell me approximately how you are being sustainable while consuming style.

-How regularly do you smooth your dresser?

-What do you do with clothes that are not wanted anymore?

- How do you take care of your garments after buy?
- wherein did you find out about
- How did you discover about
- How do you feel about recycling/reuse?
- can you show me your dresser- Do you've got any preferred objects?
- Do you have objects you like much less but nonetheless preserve them?
- wherein did you purchase them?
- How often do you wear these gadgets?

Re-fashioning/Re-use

inform me about the remaining time you updated your cloth wardrobe.

- How did you re-fashion your garments?
- in which did you discover ways to try this?
- How did you learn how to do it?
- Do you've got more of these experiences?
- fair-trade/natural produced fabric
- tell me approximately the ultimate time you had been out shopping garments.
- did you learn about honest-alternate/natural produced substances?
- What you know about it?
- What do you want about it?
- How often do you keep clothes which might be fair-alternate and/or natural?
- What did you buy?

-where did you find out about those stores? And where you could buy this kind of clothes

- are you able to tell me about every other memorable purchasing revel in?
- slow style (gradual intake- fee at the item)

inform me approximately one memorable experience from whilst you had been out buying?

- How did you find out about seeking out exceptional?
- What did you study it?
- What does it mean to shop for great clothes? /How do you shop for fine clothes?
- when do you store nice clothes?
- cognizance on fashion intake
- tell me about your final buy of garments which you did.
- What sort of garb items did you purchase?

-How could you describe your fashion?

-where did you study this fashion?

-How do you consider each buy? (E.g. shopping for great clothes than quantity)

tell me extra about that...

How did you experience about that?

Is there whatever else you'd like to feature?

Appendix 2

Request for informants on fb

English model:

whats up! i'm a student at Campus Helsingborg, writing my masters thesis. i'm now searching for some kind souls that can participate in an interview about sustainable fashion consumption. Please touch me through pm asap if you could spare me little of it slow to take part. thanks in advance!

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