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Research Paper

More Sustainability in the fashion industry

Modern approaches to Fashion Marketing and Branding

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The fashion industry is the most polluting industry in the world, and one of the most energy and raw materials intensive. Which is the reason why many consumers are demanding companies to take awareness of creating and promoting sustainable fashion clothes which is better for the people and the environment. This will cause some issues to the fashion industry especially the American companies because almost everything is ready to wear and we produced a lot of clothes that are cheap and are just for seasonal wear. In order for companies to start promoting more sustainable fashion they will have to manufacture less clothes that will last longer, even though it will play a part in pricing. Since the collapse of the Rana Plaza garment factory in Bangladesh in 2013, which killed thousands of workers, the fashion industry's interest in sustainable and ethical fashion has grown tremendously. Every year since then, Fashion Revolution Weeks commemorate the tragedy, and numerous organisations aim to educate consumers on the impacts the fashion industry has on the people and the environment and encourage them to make better fashion choices. Sustainable fashion is going mainstream, and I think it's essential to take a look back into our history to understand where the movement stems from. If you're starting out on your sustainable fashion journey, or even if you're an accomplished ethical fashionista and you want to learn more, here's a brief history of ethical and sustainable fashion. (Solene.rauturier). In this paper I will be talking about why the fashion industry needs to be more sustainable, I will be giving examples and histories of how less sustainable fashion is harmful to the people and the planet. I will be giving examples on how they can improve in promoting more sustainability in the fashion industry to save the planet and people.

10% of humanity's carbon emissions is caused by the fashion industry production, the fashion industry is also the second largest consumer of the world's water supply. Our clothing industry causes the most environmental harm – flying overseas, using disposable plastic items,

and even driving to and from work, however these impacts are less obvious because people don't want to believe that the fashion industry causes all these problems on the planet. As consumers worldwide buy more clothes, the growing market for cheap items and new styles is taking a toll on the environment. On average, people bought 60% more garments in 2014 than they did in 2000. Fashion production makes up 10% of humanity's carbon emissions, dries up water sources, and pollutes rivers and streams. What's more, 85% of all textiles go to the dump each year. And washing some types of clothes sends thousands of bits of plastic into the ocean (Johnsen, 2020). Since 2000 clothing production in the fashion industry has doubled for example people bought 60% more garments in 2014 than in 2000, they only kept the clothes for half as long. In Europe, fashion companies went from an average offering of two collections per year in 2000 to five in 2011. Some brands offer even more. Zara puts out 24 collections per year, while H&M offers between 12 and 16 a lot of this clothing ends up in the dump. The equivalent of one garbage truck full of clothes is burned or dumped in a landfill every second. A 2017 report from the International Union for Conservation of Nature (IUCN) estimated that 35% of all microplastics — very small pieces of plastic that never biodegrade — in the ocean came from the laundering of synthetic textiles like polyester. Overall, microplastics are estimated to compose up to 31% of plastic pollution in the ocean (Johnsen, 2020). According to Ellen MacArthur it takes about 700 gallons of water to produce one cotton shirt. That's enough water for one person to drink at least eight cups per day for three-and-a-half years. It takes about 2,000 gallons of water to produce a pair of jeans. That's more than enough for one person to drink eight cups per day for 10 years.

The environment is the most affected to sustainability in the fashion industry being disastrous to the environment and in fact it is the second largest polluter in the world, just after the oil

industry. And the environmental damage is increasing as the industry grows. In most of the countries in which garments are produced, untreated toxic wastewaters from textiles factories are dumped directly into the rivers. Wastewater contains toxic substances such as lead, mercury, and arsenic, among others. These are extremely harmful for aquatic life and the health of the millions of people living by those rivers banks. The contamination also reaches the sea and eventually spreads around the globe. Another major source of water contamination is the use of fertilizers for cotton production, which heavily pollutes runoff waters and evaporation waters (sustain, your style). Fashion also causes water pollution by dyeing textile because the water leftover from the dyeing process is often dumped into ditches, streams, or rivers. The dyeing process uses enough water to fill 2 million Olympic-sized swimming pools each year (Johnsen, 2020). 20% of worldwide water pollution is caused by the fashion industry companies. The pollution of the fashion industry also causes some health issues. Wearing synthetic clothing is one more important health hazard directly linked to the fashion industry. Reproduction disorders, allergies, skin irritation, respiratory problems is an incomplete list of diseases associated with toxic chemicals that may be found in synthetic clothes, including formaldehyde, brominated flame retardants, perfluorinated chemicals.



This image is showing how clothes are dumped by the oceans and which is the reason for all the pollution that is happening because of the fashion industries lack of producing sustainable clothes.



Do you know that 30% of all microplastics come from the laundering of synthetic textiles like polyester.



This is a process of dyeing textile and this shows how polluted the process is to the environment and the people.

Every problem has a solution. Many companies are already working on being sustainable. For example Some manufacturers and retailers have found innovative solutions, both large and small. At the high end of the market, designers are keen to make sustainable fashion synonymous with luxury. In 2015, a sustainability report by Nielsen found that 66% of consumers are willing to pay more for environmentally friendly clothing. At the low, fast fashion end of the industry, promises have been made. Inditex, the retail giant that owns Zara, announced a sustainability

pledge in July, saying it wants all its clothes to be made from sustainable or recycled fabrics by 2025. The global fashion sector addressed climate change by launching the Fashion Industry Charter for Climate Action at the COP24 climate conference in Katowice in December 2018. Leading fashion brands, retailers, supplier organizations, a major shipping company and global NGO WWF International have agreed to collectively address the climate impact of the industry across sectors. Patricia Espinosa, the executive secretary for UN Climate Change, said the charter comes at a time when "we needed it most." The charter recognizes the crucial role of fashion as a contributor to greenhouse gas emissions, with multiple opportunities to reduce emissions. It hopes to achieve net zero emissions by 2050 and notes a number of issues: decarbonization of the production phase; selection of climate friendly and sustainable materials; the need for low-carbon transport; and improving consumer dialogue awareness(Knight,2020).

The way fashion is approaching sustainability in the marketing and branding world is by using a playful method, since playfulness is embedded in the DNA of the fashion industry, all the way from artistic spunk to spontaneous bursts of inspiration. Therefore, it is not surprising to see some brands adopting the concept of play to broach sustainability in fashion. This wit and humour laden approach appeal to a target demographic; Millennials. As consumers, Millennials care about a brand's purpose and their approach to the future of our planet(Molshree, Vaid).

Po-Zu is a London based ethical shoe company that promotes the use of biodegradable materials like organic cotton and Pinatex (leather produced from pineapple leaf fibres), hand stitched with a glue-free manufacturing process. Founded by Sven Segal, the brand scores high on comfort with a trademarked coconut-husk foot mattress. In 2017, Po-Zu pulled off a coup by launching the Star Wars Collection of shoes under license from Lucasfilm and Disney. This was

the brand's fifth collaboration in 11 years of its existence and the most successful one to date, in terms of sales and brand buzz.



This is one of the Po-Zu shoes that is ethical and sustainable to save the product.

Another fashion company that is promoting sustainability is H&M and they are doing good at it because H&M is moving away from its fast fashion roots with the Conscious collection, made of materials like organic cotton and recycled polyester. By using eco-friendly fabrics and more sustainable production methods, the company hopes to reduce its environmental footprint. Customers can also recycle unwanted garments at H&M stores and get a discount for a future purchase. As a whole, H&M has a goal to use only sustainably sourced materials by 2030(Morgan,2020).



H&M sustainability promoting plan for the upcoming years, H&M plans on being 100% sustainable with cotton materials.

In conclusion fashion is known for being the most polluting industry in the world because of the fast fashion that is being produced at an affordable price for the consumers, but causes more damage to the environment. How many companies have realized the damage that the fashion industry has been causing to the environment and a lot of consumers are aware of it therefore they have decided to offer more sustainable clothes that will last long and will save the planet by 2050 many almost all the fashion companies will be sustainable.

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