

Biosynthetic Essay

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The world of fashion is often looked at as fast, electric, and beautiful. Fashion can result in individuals look to anything surrounding a person. But when one focuses their attention on the fashion industry it's easy to observe the exciting world of creativity that goes into felling clothing and apparel. From how the clothing is made and brought to fashion shows to the different trends and interests it accumulates. With so much beauty and luxury comes repercussions.

According to an article from Forbes, the fashion industry is the second-largest industrial polluter on earth. It makes up 10% of all carbon admissions at the moment and it does not stop there. Some may think it's easy as pressuring the factories that produce the materials into going a bit greener but it's also the effect of using synthetic fibers that release gasses affecting climate change and making clothing worse than just unsustainable. But the dominos keep falling in the struggle if sustainable fabrics where synthetic fibers consist of almost more than 70 million trees being cut down a year. With the exposure of gasses effects of the earth freshwater and the slaughter 70 million oxygen factories a year, it's hard to control clothing sustainability due to so many inconveniences and large operating corporations.

With that being said one must look into the alternatives of sustainability in the fashion world. Not just by the re-use of vintage and second-hand clothing but deeper into the production and materials used to make clothing in the first place. If individuals can tackle the issues of the use of synthetic fibers in exchange for alternative and sustainable fibers we as humanity can demolish the carbon footprint of clothing production seizing it to exist. According to an article by Woodstork claims that the benefits of sustainable and organic fabric in the apparel industry range from saving crucial natural resources such as oils and fertilizers for synthetic fibers. But the benefits travel deeper into the production such as having an effect on unsafe apparel working conditions as well as child labor laws. Taking these steps to reduce the earth's apparel industry

carbon footprint will show how one should love their clothing and appreciate the production it goes through to make it. Only then can we take the initiative to live and breathe in a greener world.

Choosing sustainable fabrics is the most important step in making apparel more eco friendly. Fiber sources such as raw cotton are considered unsustainable due to the amount of cotton manufacturing. Instead recycled cotton becomes a more sustainable alternative. Growing and maintaining cotton becomes costly to the environment when chemicals and pesticides.

According to an article by Good on You *“Recycled or upcycled cotton is made using post-industrial and*

post-consumer cotton waste”

(What Are the Most Sustainable Fabrics? (2020, October 22)).

The photo on the right shows a process of what recycled cotton goes through. Another

sustainable fiber comes from organic hemp. Organic hemp is

used for all sorts of versatility such as food, building materials, and cosmetics. Organic hemp is low maintained and does not require much water, pesticides, or fertilizers. Organic hemp does a good job as a fabric keeping warm in the winter as well as cool in the summer. Linen is another popular fabric used around the world. It's considered similar to Hemp due to its low maintenance of water, pesticides, and growth in poor soil. The plant is used in its entirety for the fabric while nothing is thrown out.



Sustainable fabrics can exist but there's no point if it's not used to its fullest extent. Apparel companies look for profit more than care for their company. The repercussions of one's brand can leave a giant carbon footprint that they may not even know of. Using sustainable fabric and manufacturing the apparel in an eco-friendly way can have a great effect on whether the brand is big or small. BackBeat Co. is a small California based clothing company that creates organic and recycled apparel. Isadora Alvarez created the company surrounding low impact production that creates "Conscious Fashion." The apparel is made in family-owned factories in India as well as California. They pride themselves in organically farmed materials or made from recycled resources. Their product is eco friendly from the clothes itself and packaging but is made by machines operated by individuals.

On the other hand, there is Patagonia an American company that revolved around outdoor clothing based in California. As of September 24th, 2019 Patagonia has been awarded UN champion of the earth for being a genuine business model in the world of recycling and sustainability. According to an article by the UN environment *"Nearly 70 percent of Patagonia's products are made from recycled materials, including plastic bottles, and the goal is to use 100 percent renewable or recycled materials by 2025"* (US outdoor clothing brand Patagonia wins UN Champions of the Earth award. (n.d.)). The brand has revolved around eco-friendly and sustainability through all parts of the business and has changed its brand mission statement to "We're in business to save our home planet." Environmentalist and Founder of Patagonia Yvon Chouinard has focused the direction of the brand to make it more eco-friendly than ever before and as being a big brother to following brands sends a good example of how recycling and sustainability should be portrayed in the apparel company.

The products being sold by these companies often get overlooked in the fashion industry as overrated and expensive. BackBeat Co has a Hemp trench coat retailed for 235 dollars that include materials of both organic Hemp and Organic cotton (Image on the Right). The durability of these materials have stood truthful since it's inception.

Both Cotton and Hemp show durability comfort and quality in their organic material. So what's not to like about the Trench coat? Its beautiful design and eco-friendly fabric make it so much more desirable but the fact is the Brand isn't appealing to most demographic. Most people want high-end clothing that doesn't care much about sustainability than the ones that do. Another brand and product that's true to the core are Girlfriend Collective and their bras and leggings made entirely out of recycled plastic (Shown on the right). Econyl is used as the main source of the material from turning waste plastic into fabric material. This company has proved itself to be well durable as well as comfortable for many women. They also mention a bit about how they use certified safe dye to color their clothing. Diving deeper into dye one might hope this company is taking part in sustainable dye as well as an eco-friendly material. Nothing would sound worse than a sustainable fabric used with unsustainable dye. If that is the case the company can also look towards organic dye



material such as indigo dye made from the leaves of *Indigofera tinctora*. *“The leaves were soaked in water and fermented to convert the glycoside indican present in the plant to the blue dye indigotin. They precipitate from the fermented leaf solution when mixed with a strong base such as lye, pressed into cakes, dried, and powdered”* (Indigo dye. (2020, October 23))

In this day and age brands have more than a few options when it comes to sustainable fabric. It doesn't always have to be recycled and organic materials. There are fabrics that are considered sustainable alternative

fibers. Orange fiber is a sustainable alternative made entirely from orange peels. The peels are reproduced to make silk-like cellulose fabric. Another sustainable Alternative fiber is Pinatex (Shown on the right) made from woven pineapple leaves that can be used as a substitute for cotton. Pineapple producer usually



was 40,000 tons of pineapple leaves a year which can be used to make the alternative fabric instead.

To conclude this essay is the closure of who will buy sustainable clothing such as Backbeat Co, Patagonia and Girlfriend Collective. The demographic of these type of clothing will appeal to the younger generation of 18-30 years if both genders. The problem with sustainable clothing is the price it's set at which I feel is the reason why people dont buy

sustainable clothing as much which results in a lack of composure to other consumers. With sustainable clothing you pay for what you get. Quality and Eco friendly materials do not come cheap and if one wants to do their part in making a change in the world it's a start when it comes to switching your wardrobe to an Eco Friendly factory instead of a closet full of lifeless fabric.

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