

## *Se`zane is the future of sustainability in fashion*

The problem in the fashion world when producing apparel is lack of sustainability, if you don't consider sustainability there are recurring problems people don't consider such as climate change, deforestation, plastic pollution, water scarcity, and biodiversity ( Bielawski, 2022). The clothing industry greatly contributes to environmental and human damage, if sustainability doesn't exist we won't be able to fix many of these issues. Human rights abuses also are in danger without sustainability because cheap fast-fashion garments are usually made by garment workers under harsh working conditions, fast fashion brands make apparel in developing countries where the workers are paid under the living wage. Furthermore, sustainability is important because it ensures fair wages and proper working conditions. This is why fair trade brands make sure the maintenance and creation of supply chains are manufacturers and even farmers get a fair portion share in exchange for their products. There are a lot of upcoming trendy sustainable fashion brands making an apprentice, one of them is called Se`zane headquarters in Paris, France other locations in London, New York City, and Madrid. The founder of the high-quality affordable Parisian fashion brand is a woman named Morgane Se`zalory who caters to millennials' fashion that creates high-quality pieces. Perfectly cut pieces that can be worn forever that last, offering all women luxury quality at a fair and accessible price. Se`zalory believes the pieces they purchase today should become the vintage of tomorrow, to achieve this they develop timeless pieces that will outlive fleeting trends and are such diverse they can be worn every season. Se`zane is also B Corp certified meaning they meet high standards of verified performance, accountability, and transparency on factors from employee benefits and charitable giving to

supply chain input materials and practices (Kim, 2017) Se`zane Looks at sustainability in Portugal, embroidery made by hand in India, silk production in china, and weaving and threading in Bulgaria are mostly made by hand and eco-friendly. How I view the responsibility of the American apparel industry in global production is slowly changing but wouldn't be completely ethical unless every single company and fashion brand uses sustainability. Se`zane can upscale due to the time and effort, ethical practices they put into producing their clothing. It is a mature but still very stylish aesthetic, which I see myself purchasing. They are not just a brand but a lifestyle. On the 21st of every month, 10% of their global sales and 100% of the proceeds from a dedicated design are donated to programs that support access to education and equal opportunities for children over the world. I see this brand helping to achieve fashion humanity and suitability in the apparel world as much as they can.

## References

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