

Prior to reading an article and listening to the podcast in my opinion consumers, textiles companies and the fashion labels are cohesively responsible for fashion's contribution to climate change. Who I think has the most fault is the fashion labels. The fashion labels exploit outsourcing cheap materials to then grossly capitalize off of those cheap materials and cheap labor to then overcharge on their products. After listening to the podcast titled How The Fashion Industry is Responding To Climate Change by host Ira Flatow my opinion is significantly more solidified. Although more consumers and younger generations are interested in solving the problem and reducing the carbon footprint it can only be as effective if the fashion labels follow after and work hand and hand with the consumers who are the voice of reason. Consumers are effectively and significantly using resale markets such as poshmark, thred up and Depop as I stated before to solve the problem and be effective.

I agree with Linda Greer who stated that Fashion labels hold a significantly more responsibility in their contributions to climate change. They hold a basic responsibility to take control. Fashion labels also hold most of the leverage with reducing the carbon footprint since they are in that position of power and able to make the most change. Marc Bain made a great point when he stated that we see a lot of brands launching new sustainable collections which in theory does sound great. However, what about their main collection? Do we ignore it in hope that they will stop producing the garments or consumers stop purchasing from collections that are not sustainable?

The company Allbirds has been vocal about its aim to produce fashion with a smaller carbon footprint by creating shoes that are biodegradable merino wool made from fibers such as eucalyptus, used recycled bottles for shoe laces and castor beans for the insoles. These fashion labels need to eat in these sustainable resources as opposed to choosing cheaper materials to be more profitable (little, 2021).

We can only be as effective as long as the industry and individuals help improve fashion's environmental impact. As stated previously many labels have launched their eco collections such as Zara, H&M and shein but such collections do not solve the problem. There are claims made that these brands still keep their non-sustainable brands because not every consumer is prepared to pay. However I believe that this generation is significantly more environmentally cautious and could be the leaders of this new movement as long as the fashion labels work with the consumers (Stallard, 2022).

References

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