

# BUF 4700-Research Paper

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# Sustainability In Fashion

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In the context of fashion, the term "sustainability" relates to the environmental implications of manufacturing, raw material development, processing, and manufacture, wearing and caring for usage, and disposing of clothes.

Sustainable fashion refers to clothing that is ecologically sustainable in its design, manufacturing, distribution, and use.



The issue in the fashion industry while making garments is a lack of sustainability; if sustainability is not considered, there are recurring problems that people do not consider, such as climate change, deforestation, plastic pollution, water shortages, and biodiversity. The garment business contributes significantly to environmental and human damage; without sustainability, we will be unable to address many of these challenges.



# Why Is Sustainable Fashion Important?

5 Reasons Why...



# Sustainable Fashion

Creates Less Waste



# Sustainable Fashion

Ensures Fair Wages & Proper Working Conditions





# **Sustainable Fashion**

**Reduces CO2 & Other Greenhouse Gasses Emission**



# Sustainable Fashion

## Saves Water



**Sustainable Fashion**

**Saves Animal Lives**



Sustainable clothing refers to fabrics derived from eco-friendly resources, such as sustainably grown fiber crops or recycled materials. It also refers to how these fabrics are made.

There are a lot of trendy sustainable fashion brands, those trends are driven by two main factors: the desire to wear healthier, organic fabrics and protect the environment, some of the examples are:

# Petite Studio



Petite Studio Ethically & Locally Produced, Sustainable

Fabrics in the USA. It was founded in 2015 and based in New York City, Petite Studio is a sustainable apparel brand that specializes in petite clothing styles. Petite Studio uses few eco-friendly materials.

It has a limited production run to minimize textile waste. It does not use fur, leather, down, exotic animal skin or angora.

# Levi's

Levi's is ethically Sourced, sustainable manufacturing, it is an American apparel company best known for their Levi's denim pants and it was established in May 1853. Levi's is a great example of sustainable fashion because it uses some eco-friendly materials including recycled materials. It has set a science-based target to reduce greenhouse gas emissions generated from its own operations and supply chain and it is on track to meet its target.



# Patagonia



Patagonia, Inc. Outerwear retailer based in the USA and It was created in 1973. Patagonia is a famous outdoor clothing business that is also acknowledged as a global innovator in sustainable and ethical fashion apparel. Patagonia offers eco-friendly materials and has solid processes in place to oversee its supply chain vendors.

Overall, sustainability in fashion benefits minorities like us since workers are not only provided with a safe and clean working environment, but there is real transparency between customers and corporations from design to manufacturing, distribution, and total consumption.





*Thank You!*