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05/18/2022

Sustainability in Fashion

In the context of fashion, the term "sustainability" most notably 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. To



have healthy communities, we all require natural resources, clean air, and a non-toxic environment.

Sustainability is crucial to improving and maintaining environmental quality. Some advantages of adopting sustainability include lower energy-related costs; the most significant concern for factories is energy and water costs; focusing on improvements may quickly cut those prices.

Companies and manufacturers can increase sales and attract new customers, which many do not realize, because green sustainability practices can greatly increase the company's

marketability and strengthen the company's reputation. Sustainability brings ethical fashion more revenue, attention, and a good reputation.

In opposition to our existing linear model of fashion manufacturing, which has environmental effects at every level, where materials are used, converted into a product, and then discarded, sustainable fashion reduces and even seeks to assist the environment. The objective is to create a circular fashion sector in which waste and pollution are removed, materials are utilized for as long as necessary before being repurposed for new goods, and virgin resources are avoided. We need sustainable options to decrease waste risk and limit negative effects on people and the environment. Manufacturers who use a zero-waste supply chain model provide more value to their consumers and gain a competitive advantage, which leads to shifting source strategies and the development of closed-loop supply chain systems. Closed-loop supply chains reuse, recycle, or compost all materials, but they can also apply to corporate take-back schemes in which corporations who manufacture an item are also responsible for its disposal.

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.

Without sustainability, human rights violations are also at risk since inexpensive fast-fashion clothing is typically created by fashion designers under difficult working circumstances; fast fashion businesses manufacture apparel in developing nations where employees are paid less than the living wage. According to the article “What is Sustainable

Fashion? (An Introduction and 3 Steps for Getting Started),” the author states, “today’s dominant ‘fast fashion,’ which refers to clothing that’s intentionally designed to be consumed quickly at cheap prices, leading shoppers to view clothes as being disposable—wearing them just a few times before throwing them out or moving on to newer and trendier cheap clothes.” The rapid fashion cycle is unsustainable since it depletes the Earth’s natural resources at an exponential rate, disadvantages people all over the world, and generates an immense amount of waste. However, 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.

Why Is Sustainable Fashion Important?

5 Reasons Why...Sustainable Fashion...

1.



Creates Less Waste

2.

Ensures Fair Wages & Proper Working Conditions



3.



Reduces CO2 & Other Greenhouse Gasses Emission

Saves Water

4.



5.



Saves Animal Lives

Sustainable Fashion Examples

According to “What EXACTLY Is Sustainable Fashion & Why Is SO Important”

1. Ethical and Fair-trade Fashion.
2. Eco-friendly or ‘Green’ Fashion.
3. Vegan and Cruelty-free Fashion.
4. Slow Fashion – as in slow manufacturing.
5. Upcycled Fashion.
6. Thrifting, Swapping, Sharing, Renting Fashion.
7. Circular Fashion – reuse of discarded and recycled materials.
8. Conscious Fashion – consumers’ role.

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 making an apprentice, 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 the only online womenswear brand for, of and by petite girls. The diminutive apparel line is produced at an ethical facility in Jiangshan, China, the founder's hometown. 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. It uses wool and exotic animal hair. According to Petite Studio's story, Petite Studio

is a sustainable apparel brand that specializes in petite clothing styles. Based on what was said on their website, "Building pieces that lasts takes time and focus on details. Our average garment takes 20 hours to construct vs. 4 hours at a typical fast fashion production line. Each detail is meant to extend the life of the garment, including hand-stitched detailing, (binding on the seams for longevity), and select interior lining for protection." It can be seen that the brand's items are slow fashion with each garment requiring an average of 20 hours to create. This is due to the brand's enthusiasm for crafting capsule wardrobe products and small-batch essentials. They also talked about how their employees work 40 hours a week, with hour-long lunch breaks, receive health insurance and vacation time, and are even required to take a 30-minute nap break at the

end of each shift. Thus based on that information Petite Studio is a great example of a sustainable clothing brand.

Another example of a sustainable clothing brand is Levi's

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, a global innovator in not only denim but also garments in general, is accessible in over 100 countries worldwide. Levi's is renowned as the face of denim, having been worn by cowboys, presidents, and consumers from all over the world. Every pair of jeans is dyed using nature-friendly, plant-based, and eco-friendly dyes, safeguarding the water supply and conserving water during the manufacturing process. The team has always been at the forefront of change and progress, according to the founders, "touting eco-friendly and sustainable practices such as recyclable denim, ethically sourced cotton, and innovations to reduce water use, in addition to giving back to its workers and community organizations alike." It can be seen that 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.

Next example of a sustainable fashion brand can be Patagonia.

Patagonia

Fair Trade, Eco-conscious, B Corp Certified

Patagonia, Inc. Outerwear retailer based in the USA. It was created in 1973 by Yvonne Chouinard and is based in Ventura, California. It has hundreds of stores in more than ten countries on five

continents, as well as factories in sixteen countries. 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.

According to “*Our company history - Patagonia*” Patagonia was one of the most vocal environmentalists in the athletic and outdoor apparel industries. Patagonia was also one of the first brands to provide environmentally friendly apparel using recycled materials and organic cotton. Furthermore, the company restores clients' damaged clothing and equipment for free. The firm is Fair Trade Certified, and it provides a secure atmosphere for both workers and customers. Based on the “good on you” Patagonia sustainability rating, Patagonia makes extensive use of environmentally friendly components, including recycled materials. It has performed research on the impact of microplastics in collaboration with industry organizations. In the final stages of production, some of its supplier chain is verified by FLA Workplace Code of Conduct and Fair

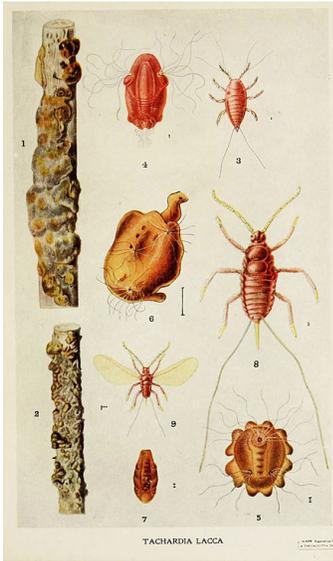
Trade USA. In the 2021 Fashion Transparency Index, it obtained a score of 51-60%. It guarantees that a decent wage is paid in some of the last stages of manufacturing. It reveals strategies to safeguard its supply chain vendors from the effects of COVID-19, but not workers. Patagonia conducts study and investigation into the implementation of social and environmental responsibility in order to establish and execute their brand and be leaders in the future of business. They create awareness for environmental concerns through efforts such as monitoring and publicizing supply chain information, and they contribute 1% of sales to environmental groups. They employ a recycled method in their apparel and have an extra website that is mostly used to resell worn goods in order to decrease waste. Getting rid of hazardous components and introducing more sustainable materials to replace commonly used traditional materials such as petroleum-based materials, while instead incorporating desert shrub-based rubber to replace based wetsuit materials.

Those brands listed are the examples of clothing brands that are known for sustainable fashion brands that are helping to achieve fashion humanity and suitability in the apparel world as much as they can. Those brands consider ethical fashion while designing their items because they prioritize social welfare and workers' rights. They have vintage items that employ raw materials, ethical critical manufacturing processes, and working conditions with a low environmental imprint and community involvement. They are a B-corporation, which means that they have been accredited to achieve a high standard of verifiable performance, transparency, and accountability in areas ranging from employee benefits and charity contributions to supplier chain procedures. Overall Petite Studio, Patagonia and Levi's seek to serve their own business interests while addressing environmental and sustainability practices.

When it comes to clothes, there are some fiber sources that are sustainable and do not include numerous colors or harmful chemicals that are released into the environment. Silk, specifically organic silk, is an example of a sustainable fiber since it is a protein fiber spun by silkworms that is a sustainable material and recyclable. Lyocell is another sustainable fabric that is created in a closed-loop technique that recycles virtually all of the chemicals and is 100 percent recyclable, which means it can be broken down naturally by natural bacteria and other living things. Another sustainable fiber source is hemp, which is mostly used in rope, textiles, animal bedding, and garden mulch. Hemp is a one-of-a-kind plant species that is popular in Asia and Europe. It has a woody-like core made of bast fibers that are separated by a series of mechanical procedures (Thyavihalli Girijappa et al., 0001). The woody core is cleaned to produce the appropriate core composition, and it is occasionally trimmed to size. Furthermore, the removed bast fibers are treated further to create yarn or bundles. Because rare earth minerals are continually occurring resources that cannot be reproduced, and some are only available in limited amounts, raw materials will run out at some point in time, although not too soon; the projected period is fewer than 100 years. Some minerals are retrieved through recycling, but the rarest elements are not, therefore recycling is a crucial aspect that fashion designers want to include into their designs in order to embrace sustainability.

Fashion designers are beginning to educate themselves and look into more natural dyeing processes in order for firms to continue environmental practices and not utilize harmless materials and chemicals that might do extra harm to our planet. There are several natural dye choices available to fashion manufacturers for organically dyed garments. Natural dyes provide advantages such as lightfastness and washability. For example, one natural color called Lac is produced from an animal insect(it can be seen on the image below) called *Laccifer lacca* with its

extract of an insect, where it may be found naturally in the wild and is also intended to crop and



farm in a cultivated area. Similar to other natural dyes that are predominantly brown, yellow, or green Lac dye was used to color leather and silk when dyeing goods and fabrics. Lac dye is a bright rich red powerful color and texture. Lac may also be used to generate many various colors of pink, purple, burgundy, and red by using more citric acid and alum mordant. Lac dates back to 250 AD in ancient times, and many people use it as different alternatives. The future of fashion is slowly beginning to invest in sustainability, and

there are many different fashion designers from different nations who include local natural resources into their works.

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. Sustainability stresses quality over quantity; it has been established that we can wear our garments for longer periods of time, and by wearing the gear of these sustainable firms. We are also helping them and a clean environment, bringing us one step closer to rescuing our planet. Sustainability fashion has demonstrated that we can modify and recycle clothing; it is the future of fashion and brings us one step closer to protecting our planet.

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