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## SUSTAINABLE FASHION

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The aim of the given study is to analyze the importance of rational use of clothes for the environment and human's own health.

According to the aim the following task have been set: to specify the consequences of fast fashion, the negative impact of clothing production on natural resources; to describe methods of solving these problems by using sustainability and reusing of raw materials.

*The problem of "fast fashion"*. Once upon a time, all clothes were created with human hands to protect the human body from cold, heat or wind. The process of creating clothes was greatly accelerated with the invention of weaving machines and garment manufacturing, which made human life easier, but at the same time created new problems. In our opinion, the main problem of the twenty-first century is fast fashion. Clothing brands started focusing on sales. Clothing became emotion. Companies also joined forces which led to a few large chains with a lot of purchasing power. And this is exactly where the value chain of clothing went wrong. On the one hand, there are several powerful companies which are interested in price and speed but they are not interested in the environmental ethics. On the other hand, we observe a fragmented market which is forced to produce faster and cheaper. In addition, it is easy for these producers to disregard responsible working conditions or preservation of nature. And since the Western market does not see the problem, the downward trend continues. It's the road to nowhere. It's not an easy problem. A low price indicates a high probability of malpractices, but a high price does not automatically mean that a piece of clothing is socially and environmentally friendly. Therefore, consumers are not given a clear choice, and consequently people mainly look at price and product quality. The drop in garment prices over the last 20 years has allowed us to buy more and more clothes. We now have 5 times more clothes than our grandparents had. Garment quality is declining every year. As a result, our clothes immediately look faded, shapeless, or worn out. Trends are changing so quickly that we cannot keep up with them. We continue purchasing just to stay up to date. We experience mass-production of cheap, disposable clothing. Countless new collections per year make us feel constantly out of date and encourage us to keep buying more.

*Environmental pollution created by fashion*. Fashion industry is the second largest polluter in the world, just after the oil industry. And the environmental damage is increasing as the industry grows. In the majority of countries in which garments are produced, untreated toxic wastewaters from textiles factories are dumped directly into the rivers. The contamination also reaches the sea and eventually spreads around the globe. The fashion industry is a major water consumer. Huge quantity of fresh water is used for the dyeing and finishing process of our clothes creating. We generate more and more textile waste. Synthetic fibers, such as polyester, plastic fibers are non-biodegradable and **can take up to 200 years to decompose**. The heavy use of chemicals in cotton farming is causing diseases and premature death among cotton farmers, along with massive freshwater and ocean water pollution and soil erosion. The global fashion industry is generating a lot of greenhouse gases due to the energy emission used during its **manufacturing and transportation** of the millions garments purchased each year. **Synthetic fibers** used in the majority of our clothes production consume much more energy than using natural fibers. Most of our clothes are produced in China, Bangladesh, or India, **countries which are essentially powered by coal**. This is the dirtiest type of energy in terms of carbon emissions. It presents a major threat to global food security and also contributes to global warming. Every year, thousands of hectares of endangered and ancient forests are cut down and replaced by plantations of trees used to make wood-based fabrics such as rayon, viscose, and modal.



*What is sustainability exactly?* Sustainable fashion is today a highly debated and increasingly covered topic in media and at seminars worldwide. More and more clothing companies are transforming their business models and improving their supply chains to reduce overall environmental impacts, improve social conditions in factories, etc. We also observe a growing awareness among consumers, especially younger generations. It is using a combination of three things. Use materials with minimal impact on nature. Sustainability is buying clothing of high quality that lasts long and causes less waste. It is buying from brands that do not hide behind the complicated production chain. It is buying clothes that inform the consumer on the level of sustainability. Thus, sustainable fashion can be defined as clothing, shoes and accessories that are manufactured, marketed and used in the most sustainable manner possible, taking into account both environmental and socio-economic aspects. In practice, this implies continuous work to improve all stages of the product's life cycle, from design, raw material production, manufacturing, transport, storage, marketing and final sale, to use, reuse, repairing, remaking and recycling of the product and its components.

*The aim of sustainable fashion.* From an *environmental* perspective, the aim should be to minimize any undesirable environmental effect of the product life cycle by ensuring efficient and careful use of natural resources; selecting renewable energy sources at every stage, and maximizing repairing, remaking, reusing, and recycling of the product and its components. Sustainable fashion is thus partly concerns producing clothes, shoes and accessories in environmentally and socio-economically sustainable manner, at the same time using more sustainable patterns of consumption and use, which necessitate shifts in individual attitudes and behaviour. However, there are many ways for fashion companies to offer sustainable fashion and for consumers to consume more sustainably. Green Strategy has identified seven forms of sustainable fashion from both a producer and consumer perspective. The main responsibility of fashion companies is obviously to change their production, distribution and marketing practices and strategies towards greater sustainability.

*The main steps to be sustainable and produce minimum waste.* All strategies promoting more environmentally, socially and ethically conscious production and consumption are important steps towards a more sustainable industry. Green Strategy has identified seven main forms of more sustainable fashion production and consumption. The first version was created in 2012; the present version was updated in 2016. This idea was promoted by Anna Brismar. [1]. Ideally, all aspects should refer to every new garment produced. Hence each garment should first be manufactured on demand or custom-made:

- in high quality and timeless design;
- in an environmentally friendly manner ;
- with consideration to various ethical aspects;
- it should be used long and well through good care, repair and perhaps redesign;
- instead of buying newly produced clothes, one should consider renting, borrowing or swapping clothes;
- to buy secondhand or vintage clothes.

Having taken into account all the above mentioned information, it is important to give advice not to buy things immediately, think if you are going to wear it for a long time. Don't give in to marketing tricks and discounts. Otherwise, your shelves will be overwhelmed with unnecessary things and production will continue creating poor-quality garbage. Let's change this situation. Let's save our planet.

#### REFERENCES:

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