

A CONCEPTUAL PAPER ON FACTORS OF SUSTAINABLE CLOTHING THAT REASSURES ENVIRONMENTAL WELFARE.

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Abstract

This paper is conceptual on sustainable clothing - Another fashion movement for Environmental welfare. The investigation audits previous writings on the development of sustainable clothing, its present patterns and environment approachability. Past research papers about sustainable clothing are examined and talked about all through the paper with regards to factors that are the primary features of sustainable garments. The components plot in the paper are dissected by utilizing the hypothetical system of symbolic interactionism¹. The discoveries of the previous papers incorporate the sorts of variables that assume a job on the development of sustainable clothing, trends, environmental factors and best practices in garment industries. Interpretations from the writing are drawn that express that living in a sound environment assumes a prominent role in how recognitions are made on current trends of sustainable fashion to preserve our environment.

Key terms- *sustainable clothing, Evolution of Sustainable clothing, trends in sustainable clothing and best practices in sustainable clothing.*

Inquiry Questions

1. How does sustainable clothing evolve?
2. What are the current trends in sustainable clothing?
3. Why do we implement best practices in sustainable clothing?

¹ **Symbolic interactionism** provides a theoretical framework for understanding people's behaviour and viewpoints, where the researcher provides descriptions of processes of human interaction (Margaret Zeegers, Deirdre Barron, 2015).

Problem Statement- Sustainable clothing denotes a more environmental-friendly methodology to devising, manufacturing and buying clothes and we are making it sure that it causes little to no harm to our planet Earth and doesn't exhaust all its natural assets. Sustainable fashion also concentrates on enhancing the life of attires, consuming recycled fabrics and recycling in general procedures.

Delimitations and Limitations.

This conceptual paper is delimited by numerous factors. First, this paper only reviews how changes in clothing, manufacturing and consumption patterns have affected environmental systems and discuss only two best practices from Indian Reviews. This is delimiting because it excludes the elaboration of ethical fashion, ethical clothing and slow fashion. Second, the conceptual structure uses sociological theories to explore and comprehend environmental welfare and how people create perceptions towards this.

For example, this paper trusts data formerly assembled by other researchers because of the inability to collect data of the Researcher's own on the topic. A second limitation was that all the literature on the topics was not discovered due to time restriction.

Introduction

In 1987, the UN described sustainability as: “Development that meets the needs of the present without compromising the ability of future generations to meet their own needs”. That's another term we've been noticing subsequently since 2013 i.e. Fast Fashion². Fast Fashion attires are amazingly affordable and have been linked with overproduction, reasonable, awful working conditions and shocking environmental effects. Fast Fashion forerunners comprise H&M, Zara and TopShop, even though SUPER Fast Fashion brands have been surfacing, such as Fashion Nova, Zaful, Misguided and Boohoo.

Analysis and Discussion of the Literature (International reviews)

- 1. Second-Hand Clothing Encounters in Zambia: Global Discourses, Western Commodities, and Local Histories by Karen Tranberg Hansen. (1999).**The prominent charitable Trusts in the United States donated clothing and they discard

² is a contemporary term used by [fashion retailers](#) for designs that move from [Catwalk](#) quickly to capture current [fashion trends](#). Hines, Tony, and M. Bruce. 2001. Fashion marketing - Contemporary issues. Oxford: Butterworth-Heinemann.

a large portion, to the textile recyclers/rag graders. The rag graders operate sorting plants where the clothes are sorted into many different categories of garment types and compressed into bales to make it ready for shipment to importers in countries like Zambia.

2. **Fashion, Sustainability, and the Anthropocene by Andrew Brooks, Kate Fletcher, Robert A. Francis, Emma Dulcie Rigby, and Thomas Roberts. (2007).** This article provides optimistic solutions to fashion and sustainability challenges are an example of mechanisms that are responding to a utopian eco-modernist argument that human systems can adapt and prosper in a changing world. The Co-development of Modern Clothing Economies and the Anthropocene.
3. **What Not to Wear by Michael Massey. (2007).** There has been increasing recognition of the need to take a lifecycle approach: to look at all the effects at all stages from design and the extraction of raw materials through to use and the final disposal - from cradle to grave - and the links and dependencies between them.
4. **Waste Couture: Environmental Impact of the Clothing Industry by Luz Claudio.(2007).**The biggest impact for increasing sustainability in the clothing industry rests with the consumers. Mixing cleaners that work properly at moderate temperatures, enhancing the durability of attires, buying lesser and more long-lasting garments and recycling these clothes into the second hand or waste clothing market.
5. **Eco-Clothing, Consumer Identity and Ideology, Kirsi Niinimäki Aalto University, Finland by Kirsi Niinimäki, (2009).** This paper concludes that manufacturers, designers and retailers do not truly know what consumers want and expect from eco-fashion, and hence the present trends in eco-fashion appeals only to a limited number of consumers and their aesthetics.
6. **An exploratory study on upcycling³ as the sustainable clothing life at home by Sooyoen Shim, Jisoo Kim and Youngjoo Na, Republic of Korea.(2018).** This

³ Upcycling is defined as the type of 'recycling in the rise in value' (Choi et al. 2014).

study focussed on how families made limited buying of sustainable fashion clothes. In families, washing and control for minimizing ecological bearing and energy consumption, and recycling and used articles are essential.

Analysis and Discussion of the Literature (Indian reviews)

1. Exploring the recycling potentialities of cotton waste for the production of innovative sustainable products by Aishwariya S. (2014)

It investigates to analyse the facts regarding the utilisation of willow waste in an eco-friendly means with sustainability as the focal point.

2. Recycling of rags an eco-friendly and sustainable technique for yarn making by Nagpal Neeta. (2014). In Punjab, Amritsar produces blankets of wool and shoddy yarn, while in Ludhiana shoddy yarn is blended with hosiery yarn to produce sweaters, shawls, and stalls out of mixed yarn. Panipat has become the biggest hub for the shoddy industry not only in India but in the whole world.

Finding from the literature:-

Inquiry Question 1

The following table shows how does sustainable clothing evolve?

Sr. No.	Year-wise Evolution of sustainable clothing
01.	First Garment Companies To Initiate Sustainable Fashion (1980-1990), Patagonia and Esprit.
02.	Sustainable Fashion (2000-2011), Timberland, Diesel, Forbes and Detox.
03.	The phrase slow fashion was penned by Kate Fletcher in 2007.
04.	India- A supporter of Sustainable Fashion- Khadi evolved with the dawn of the Swadeshi movement in India in 1920. Khadi and Village Industries Commission (KVIC), has adopted numerous steps to make Khadi an international product.
05.	1. Ka-Sha, Amrapali Boutique, Doodlage, Chakori Ethnic, MAGA, Runaway Bicycle etc. are few Indian sustainable fashion brands

The menace of synthetic microfiber environmental contamination is a prominent

illustration of the tasks of the Anthropocene⁴. Its history is rooted in the co-emergence of agriculture, environmental globalization, capitalist economy, and the post hydrocarbon economy.

Inquiry Question 2

What are the current trends in sustainable clothing?

From the current literature review, we have located the following trends in sustainable clothing:-

- 1) Recycling
- 2) Upcycling
- 3) Lifecycle approach
- 4) Second-hand clothing
- 5) Proper Laundry practices
- 6) utilisation of willow waste in an eco-friendly means
- 7) Shoddy yarn making traditions-
- 8) Eco Clothing- Clothing is made from **eco-friendly materials**, such as organic, pesticide-free, non-GMO cotton.

Inquiry Question 3

Why do we implement best practices in sustainable clothing?

What's perhaps most shocking, is how far-reaching the industry's impact is. It touches on four major areas: waste, water, toxic chemicals and energy. Here are some frightening statistics: the average T-shirt uses 400 to 600 gallons of water to produce a pair of jeans uses 1,800 gallons of water ; the fashion industry uses 1,600 chemicals in their dyeing processes, only one percent of which have been approved by the Environmental Protection Agency; a T-shirt can travel up to 3,500 km before it lands on a consumer's back.

Epilogue- To sum up, sustainable fashion implies to produce clothes and other textiles without hampering the ecology with all its constituents. However, sustainable fashion

⁴ The problem of artificial microfiber pollution is a signature example of the challenges of the Anthropocene. Its history is embedded within the co-development of agriculture, ecological globalization, capitalism, and the post-1945 hydrocarbon economy

studies all stages of the brand's life cycle -- Garment production as well as their afterlife (use, reuse, repair, remake, recycling and upcycling). We can't predict that accountability lies only on the shoulders of manufacturers. Instead, it should be shared with the consumer, involving alternatives in consumption and practice (caring and washing) patterns. Surely, companies can provide in 'stirring' buyers in the direction of more sustainable methods but this transition must take place in each individual user's mind-set, beliefs, values, attitudes, and behaviours.

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