

# Encouraging A Consumer Society of Sustainable Fashion

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# Our Responsibility

“The fashion industry, whose driving philosophy involves encouraging consumers to discard the old (and sometimes still serviceable) and embrace the new (and presumably more stylish), is now trying to push itself to the forefront of efforts to conserve and preserve.” - NY Times

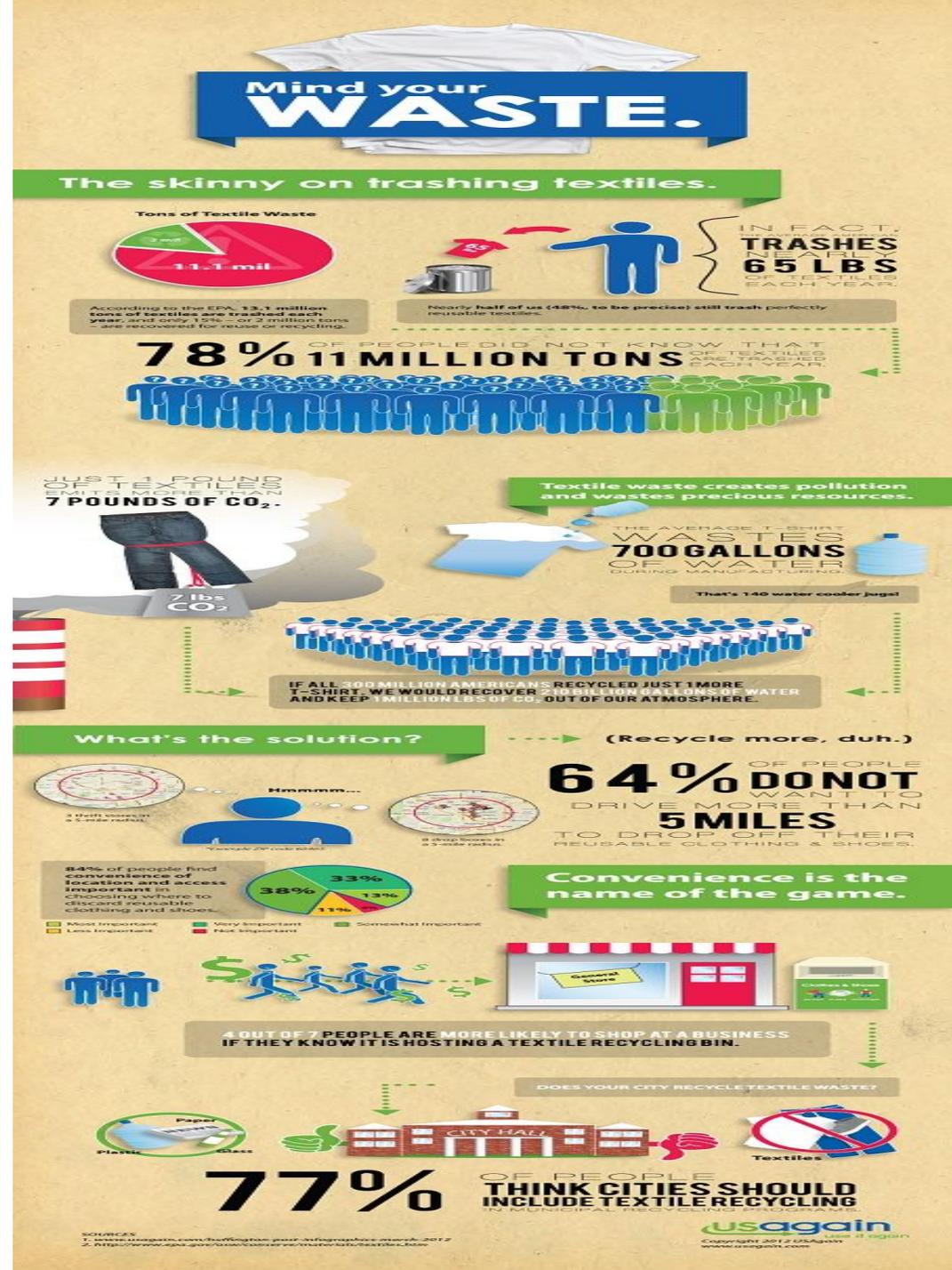
3/1990 [1]



With ‘Fast-Fashion’ in full reign, new fashion taste makers must over-throw, rebrand and educate!

# What is Textile Waste and How is it currently managed?

Most people, if they recycle their clothes, they drop them off at local drop boxes IF they feel the clothing is not usable, most would just throw it away.



# Sustainable Fashion

- Aka, Eco fashion.
- Growing Design Philosophy and trend of sustainability, to create a system which it can be supported indefinitely.
  - Includes:
    - Eco-Friendly production practices
    - Discarding unwanted textiles in the most ecologically responsible way.
    - Fair Trade
    - Use Biodegradable Materials when possible

# Sustainable Companies

- Levi's – Colored Denim made from recycled materials.
- Stella McCartney
- The Reformation
- The North Face
- Patagonia
- H&M – Recycling Program
- Gucci – uses biodegradable Materials



# Vogue: 'Green' With Substance! If Anna Leads, People WILL Follow!

- Introduce in 1990, Vogue has made *some* effort to encourage eco-conscious behavior. With multiple small features, many designer have been introduced to the Vogue Reader through the pages.
- HOWEVER: While an entire MONTH has been dedicated to eco-fashion[3], skeptics remain that Vogue could be more effective in encouraging a community who puts the environment and sustainability as important as the bottom line.



# VOGUE

# CFDA

- **Designer Sustainability Workshops**

- The the Vogue/CFDA Fashion Fund, teach designers methods to save \$ and the environment by adapting behaviors that will conserve textiles, energy and lower their carbon foot print

- **Encourage Major Retailers (Bergdorf's, Nieman, Nordstrom, Macy's ect.) to implement recycling 'center'.**

- Offer discounts on the days purchases. These companies can then recycle clothing and use textiles on private labels or for building more stores (insulation)

- **Provide major metropolitan cities with the 'Face' for Fashionable Recycling within FNO & Events**

- Offers the 'look' that recycling is in vogue. "If Anna Leads, They Will Follow"

# Strategies for Awareness

## Companies:

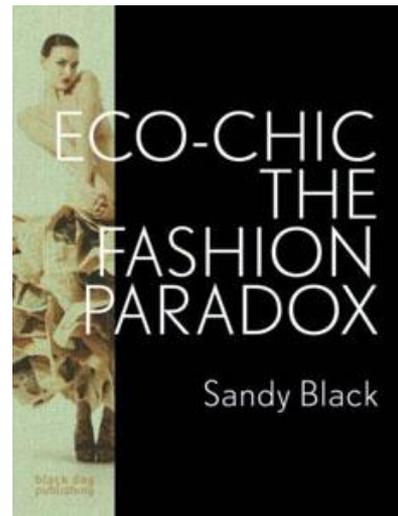
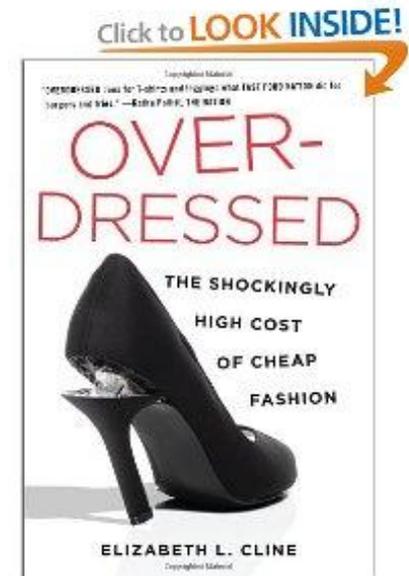
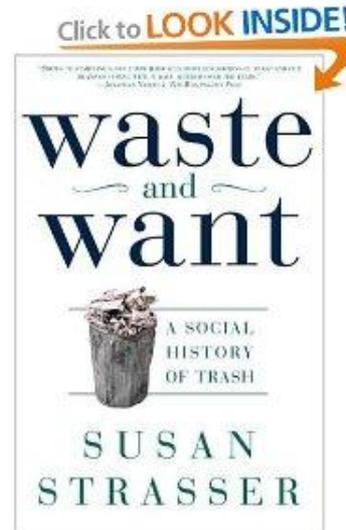
- There are several organizations that support and promote fashion innovation with sustainability in mind.
  - National Association of Sustainable Fashion Designer
  - Natural Resource Defense Council –Clean By Design
  - Sustainable Apparel Coalition

## Consumers:

- PSA Campaign encouraging DIY techniques for 'old' clothes from Fashion Icons
- City provided 'Green' garbage can for textiles.

# For Further Investigation

- Waste and Want – A social History of Trash
- Overdressed: The Shockingly High Cost of Cheap Fashion
- Eco-Chic: The Fashion Paradox



# References

[1]<http://www.nytimes.com/1990/03/25/us/the-green-movement-in-the-fashion-world.html?scp=117&sq=environment+fashion&st=nyt>

[3][http://www.vogue.com/voguepedia/Eco\\_Fashion#cite\\_ref-3](http://www.vogue.com/voguepedia/Eco_Fashion#cite_ref-3)

<http://www.nrdc.org/international/revolutionizing.asp>

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<http://articles.latimes.com/2012/oct/14/image/la-ig-biodegradable-fashion>

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