

# ETHICAL FASHION AND HUMAN VALUES AN EMERGING TREND FOR SUSTAINABLE SOCIETY

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**Abstract :** Sustainable fashion, also called eco fashion, is a part of the growing design philosophy and trend of sustainability, the goal of which is to create a system which can be supported indefinitely in terms of human impact on the environment and social responsibility.

Fashion designers are also trying to uphold the sustainable fashion market with a view of reflecting our own interest in the environment and preventing global warming and pollution without compromising the design quality and style.

Some fashion industry insiders are making it their joint assignment to alter the effects fashion has on the earth and the people who make our clothes. A new generation of consumers are using their spending power on ethical goods, and fashion businesses safeguard their market position by taking advantage of this customer base. Ethical fashion brands do right by their society, environment, employees and customers. It's all about maximizing benefits, while minimizing negative impact.

In this emerging era of sustainable fashion, it is prime time for companies to become the transparent, ethical modernizers and with the fashion industry is being driven by consumer core values, and personally, I think that is a wonderful progressive leap towards real change.

**IndexTerms** - Ethical fashion , sustainability, Emerging trends.

## I. INTRODUCTION

Sustainable fashion is a part of the growing design thinking and movement towards environmental and social sustainability, the purpose of which is to create a system which can be kept up forever in terms of human impact on the environment and social responsibility. Sustainable fashion concerns more than addressing fashion textiles or products. It comprises addressing the whole system of fashion. This means dealing with interdependent social, cultural, ecological and financial systems. It also means considering fashion from the perspective of many participants - users and producers, all living species, contemporary and future habitant on earth. Sustainable fashion therefore belongs to, and is the concerns of citizens, public sector and private sector. A key example of the need for systems thinking in fashion is that the benefit of product level initiatives, such as replacing one fiber type for a less environmentally harmful option is eaten up by increasing volumes of fashion products. An adjacent term to sustainable fashion is eco fashion.

The fashion industry has a clear opportunity to act differently, pursuing profit and growth while also creating new value and deeper wealth for society and therefore for the world economy. It comes with an urgent need to place environmental, social, and ethical improvements on management's agenda. The goal of sustainable fashion is to increase the value of local production and products, to prolong the lifecycle of materials, to increase the value of timeless garments, to reduce the amount of waste, and to reduce the harm to the environment. It aims to educate people to practice environmentally friendly consumption by promoting the "green consumer".

## II. SUSTAINABLE FASHION REVOLUTION

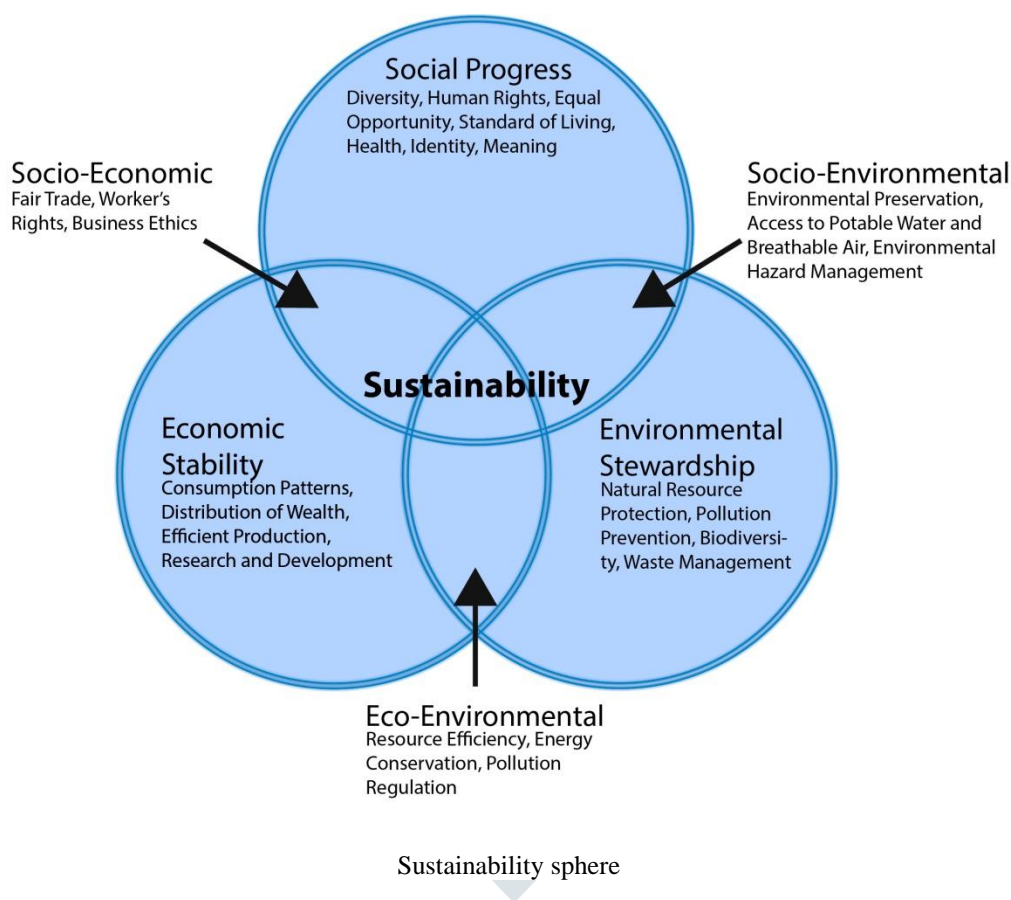
Sustainable fashion can best be brought in by creating sustainably designed products which increase the longevity of a garment. There are many reasons behind the formation of the sustainable fashion movement and one major reason is the fast fashion phenomenon. Low-cost clothing flies off the shelves faster, so brands have started focusing on cheap garments with short lead time. Recent studies on carbon footprints in the United Kingdom were triggered by excess clothing bought by customers, increasing the rate of carbon dioxide equivalent emission into the environment, setting off alarms in those rooting for sustainable fashion. People want to buy more garments every season at low cost even though their life span is so short that they need to be discarded at the end of the season. This psychological behaviour of customers has to be changed to implement the sustainable fashion movement.

Sustainability, by definition, should meet current generation needs without compromising future generations. The major challenge in sustainability is the cooperation of all suppliers of individual components. They have to be ethically secured and accounted for, from labour to transportation from factory to retail outlet, aftercare and disposal of garments. The fashion industry has a complex and fragmented supply chain that has global reach.

### III. CONCEPT OF SUSTAINABLE DEVELOPMENT

The aim of the sustainable development to balance our economic, environmental and social needs allowing accomplishment for now and the future generation. Sustainable development consist of long term mixed approach to developing and achieving a healthy community by addressing economic, social and environmental issues.

Sustainable development encourages people to conserve and enlarge our resource base, by constantly changing the ways in which we develop and use new technologies. Countries must be allowed to meet their basic needs of employment, food, energy, water and hygiene. If this is to be done in a sustainable manner, then there will be a definite need for a sustainable level of population. Economic growth should be supported and developing nations and it should be allowed a growth of equal quality to the developed nations.



### IV. BENEFITS OF ECO-CLOTHING

#### 4.1. It Reduces the Amount of Pesticides Released into our Environment

Most clothes are made from cotton and cotton farming requires a lot of pesticides to be used to ensure a healthy crop. By wearing clothes that are second hand or eco-friendly, you are reducing the amount of pesticides used on a daily basis as you are lowering the demand for clothing.

#### 4.2. It Reduces Toxic Waste

Clothes dyes are massively harmful to the environment and cotton clothing requires 1/3 of a pound of chemicals for a single shirt. That amount really adds up and is disastrous for our environment.

#### 4.3. You Support Fair Trade

By buying clothes labeled under the Fair Trade Act you have reassurance that the manufacturing process did not involve any sweatshops and that the working conditions of employees were safe. This helps you to support human rights while also protecting the environment.

#### 4.4. You Support Animal Rights

Clothes made of leather or fur require the deaths of many animals. For many people, the guilt of wearing these clothes is too much. By switching to cruelty free clothing you can rest assured that your fashion didn't cause the death of another living being.

**4.5. The Quality Is Higher**

Buying organic clothes and purchasing timeless pieces will help to cut down on consumerism. This in turn reduces your carbon footprint and will save you money in the long term.

**4.6. Your Clothes Will Be Unique**

Hitting up a vintage shop will mean that you have many pieces of clothing that no one else will have. Mainstream clothing is mass produced and as such it is not uncommon for a single piece to be owned by many different people. Going eco-friendly will increase your individuality.

**4.7. Maintenance Is Greener**

Clothes produced from eco-friendly resources need special care. This means washing clothes in cold water, not used a tumble dryer and not using chemical detergents. All of these things help to reduce your carbon footprint.

**4.8. You Could Learn a New Skill**

Many people who start to wear eco-friendly clothing also learn how to customize and make their own clothes. You'll be improving yourself while also saving the planet.

**4.9. You'll Be Less of a Strain On Our Planet's Resources**

Clothing materials take a lot. Cotton especially as well as many others. The materials to make clothing are fast running out and in order to keep up with demand farming practices that are harmful to the planet have been used. By buying clothes made from renewable materials such as hemp, you are reducing the demand. This will lead to a reduction in the pollution clothing manufacturing causes.

**4.10. Your Clothes Won't Harm You**

Many people experience allergic reactions to clothes treated with chemical dyes. By wearing organic clothing, you no longer have to worry about your clothes impacting your health.

**V. WHY SUSTAINABLE FASHION IS IMPORTANT**

Sustainable fashion is very important in today's world because as it is eco-friendly with our environment and people can wear new fashion which something different from other clothes materials. There are some eco-friendly fiber which are very soft and smooth and according to season the fibers are used in the garment but there are some points through it is explained that how it is affecting our fashion industry.

Since ages, fashion has been one of the most important factors of every civilization. People have devoted their lives to set a new trend and making others look good — or you may say “style in a better way”. It's a race that everyone wants to win.

Some thought that life without changing fashion trends is no life at all, while ditching the planet can be translated as death to all on the longer run. The realization of the fact gave birth to the concept of eco-fashion, also known to be sustainable clothing.

The concept of eco-fashion is based on the three R's of recycling and the three Legs of sustainability; reduce, reuse, recycle and economics, ecology, (social) equity, that is everything needed to make the planet and the society a better place to live.



Recycle of sustainable fashion

Reviewing the general fashion industry, numerous harmful chemicals are used for making synthetic fiber, dyeing, bleaching, etc. Even the natural cotton is poisoned with tons of chemicals. Those chemicals are disposed of improperly hence polluting the rivers (and other water sources) and air.

The chemicals also affect the sustainability of clothes. Therefore they are discarded sooner than later. Most of them cannot be even reused due to their worn out condition.

Secondly, the working class in fashion industry (or any other, as a matter of fact) isn't often paid that well in most of the countries. The working conditions are also unbearable; long hours, no considerable protection against the harmful chemicals used for production, persistent ailments and the list can go on forever.

Eco-fashion changes all of it. The process starts from the core; that is the production of organic cotton. The yield is grown using all the organic means. No insecticides and pesticides, use of organic fertilizers and a lot of hard work.

Cotton naturally comes in different colours. The typical shades are red, yellow, mauve and orange. If naturally coloured organic cotton is used, use of dyes and bleaching agents is discouraged, having a positive impact on pollution control.

Sustainability of clothes is also increased manifold. Clothing becomes more durable because of the absence of chemicals (natural colours do not fade away that easily), can be fairly reused and ultimately recycled.

The yield of organic cotton is lesser however the profit margins are good as the cost of productions is not that high and also because eco-fashion believes in fair trade.

Eco-fashion stake holders that obtain organic cotton make sure that the farmers get rewarded for their efforts and stay above the poverty line by all means.

## VI. Conclusion

The purpose of this study is to discuss that how eco-clothing is changing our environment. Nowadays more and more designers are making their garment eco-friendly so that the environment will be less polluted. Ethical fashion is an important trend today. It is highly related to creativity, craftsmanship, social and environmental responsibilities. Fashion industry no longer lives in its own ivory tower. It has been changing by ways of designing with natural materials, changing manufacturing processes, reusing previously discarded resources, and providing employment opportunities for people.

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