

Sustainability in the FASHION INDUSTRY

Sustainability is embedded in our Fashion Business & Technology degree programmes.

Sustainability is fast becoming a priority

These 3 activities give you the opportunity to consider some of the issues we cover in our degree programmes.

Are you ready to unfold the hidden cost of fashion through an item of clothing you are wearing



1

What is the true cost of your clothing?

Have a look at the care label in an item of clothing that you are wearing.

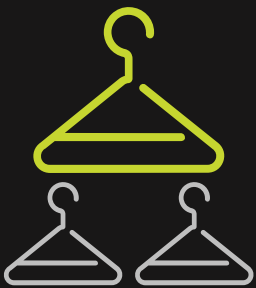


- Where was it made?
- What fabric is it made from?
- What impact does your item of clothing have on people and the planet?

2

Brand Research

Visit the brand website for your item of clothing.



Research their commitment to sustainability. This is usually in the 'About Us' section. It could be under Sustainability or e.g. Environment & Social Responsibility.

- Was it easy to find and was there enough information provided?
- Is there anything in particular that you find interesting?

3

Positive Change

What can you as a consumer do to positively impact the environmental footprint of what you wear?



Dr Amy Benstead
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Amy teaches on a number of units relating to Business Ethics, Sustainability & CSR, Operations Management and Fashion Management. She has considerable knowledge and international experience gained in the fashion industry. Amy holds a PhD in Management Science and her research focuses on sustainability with a particular focus on Modern Slavery

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Key Ideas Once you have completed the activities, have a look below for a summary of some of the key ideas to consider.

1 *What is the true cost of your clothing?* Have a look at the care label in an item of clothing that you are wearing.



- Where was it made?

Think about the journey and carbon footprint of the garment. Remember the care label states the country the garment was manufactured in but the raw materials may have travelled from many other countries before reaching the factory.

- What fabric is it made from?

e.g. cotton, polyester, viscose etc. These fabrics have different impacts- you may want to research more!

- What impact does your item of clothing have on people and the planet?
- Think about the environmental impact e.g. water, chemicals, fossil fuels, waste, and climate change.
- Think about the impact on people – people who work in clothing factories are often underpaid and exposed to health and safety hazards. People are also suffering from chemicals used in clothing production e.g. cotton farmers and fabric dyes polluting the waterways that people depend on.

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What kind of information do they provide e.g. information about factories, raw materials, reports, targets for improvement etc.

3 *Positive Change* What can you as a consumer do to positively impact the environmental footprint of what you wear?

- **Research** brands before you buy.
- Opting for **certified organic fibres** means that no polluting chemicals have been used to grow them.
- **Be curious!** There are a variety of **alternative natural fibres** that are less water-needy, like hemp which uses 55% less water than cotton.
- Look for **certifications on the label that no hazardous chemicals have been used** to make your clothes! Common ones are: - GOTS: Global Organic Trade Standards, OEKO TEX.
- Check out garments that are **naturally dyed** using plants with dyeing properties.
- Fall in love with what you buy! **Buy less and buy better!**
- **Extend** the life of your clothes.
- There are many fun ways to repurpose your old wardrobe items and make them look cool again! **Upcycling** is the way to go!



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