

SUSTAINABLE FASHION MORE THAN JUST A TREND

Nishtha Ujjawal

Research Scholar, School of Business Studies, Sharda University, Greater Noida
Email: nishtha11ujjawal@gmail.com

Dr. Manisha Gupta

Associate professor, School of Business Studies, Sharda University, Greater Noida
Email: guptaamanisha@gmail.com

INTRODUCTION

The terms "Sustainable Fashion," "Eco-Fashion," and "Green Fashion" are all used interchangeably when referring to the slow fashion movement, which has been around for a while. Consumers became aware of the environmental effect of clothes manufacture in the 1960s and demanded that the industry improve its methods. Even while anti-fur efforts in the 1980s and 1990s led to a shift in public opinion about eco-friendly apparel, the late 1990s saw an increase in demand for such clothes. In the fashion industry, "Ethical Fashion" to fair working conditions, environmentally acceptable materials (organic and/or biodegradable), and traceability.



Many people mistakenly believe that sustainable fashion is the reverse of quick fashion. Good working conditions and less environmental damage are at the heart of slow fashion's philosophical ideal. Slowing down the manufacturing process, shifting away from the company's self-concept, and emphasizing worker empowerment by providing a choice that allows for change are all part of the challenge to the fast fashion paradigm. "The True Cost" film (2015) claims that sustainable fashion is more than just a trend; rather, it evaluates the social, environmental and economic "price" that is

in the fashion industry. Despite this, there is still a lot of confusion about what the word "sustainable fashion" means and what the best practices for making sustainable clothing should be (The True Cost 2015).

Consumer knowledge of the slow fashion movement and sustainable fashion is still minimal. As a result, previous studies on sustainable fashion have focused on customers' attitudes, perceptions, and buying habits. Research on sustainable fashion has been done, however there is still no comprehensive scholarly knowledge of what sustainable fashion is.

Keywords: Sustainable Fashion, Eco-Fashion, Green Fashion, Sustainability

Definition of Sustainable Fashion

"Sustainable fashion" refers to any clothing, footwear, and accessories that are created in the most ecologically and socially responsible manner feasible. In the real world, this involves making constant efforts to improve every stage of the product's life cycle, from conception to raw material production to manufacturing to transportation to promotion and, finally, to sale.

Attributes of Sustainable Fashion

1. **Procurement and manufacturing procedures:** It has been shown in existing studies that the use of renewable and environmentally favorable raw materials, as well as lowering carbon footprints, is a major component of sustainable fashion. Concerns about fair salaries and working conditions, as well as worker safety and labour rights, ranked high among the most often voiced social concerns. While environmental concerns are becoming increasingly prevalent in consumers' daily lives, they are also a reality they must face. According to one customer, "a mix of things" best describes sustainable fashion. As a consumer, it's important that you be aware of what's occurring on the planet, as well as the circumstances of people who labour in factories throughout the globe to create your clothing. Awareness and consciousness play a big role in this book. Another important part of finances is that it always seems like you're spending a lot more money than you really are. "You know you're getting quality when you buy sustainable fashion," one participant said, referring to the pricing point. Because slow fashion emphasizes quality over quantity, it is likely to be more expensive.
2. **Acceptance and Ethics:** Sources and uses of raw materials, colours and chemicals used in production, as well as working conditions for staff are all part of a company's transparency efforts. In order to maintain a "green balance between profitability and environmental concern," participants claim they produce all of their items in a 100% sweatshop-free setting. The company's owners and management think that openness is essential. In the opinion of one owner-manager, customers should visit her company's production facility to watch the process in action. "They should come and see it," she says. I'm not hiding anything from anybody. Isn't it what makes us, well, us?

We've only had one surprise guest before, and it was lovely to show him around and get to know him. After that, I received some excellent feedback. For the items she designs, the owner-manager

is proud to use eco-friendly materials sourced from inside the EU, such as polyester for the exterior of the garments and cotton for the inside (inside). To ensure they are safe for children, all raw materials have been screened for hazardous chemicals. The product description on the internet does not expressly mention what raw materials were utilized in the manufacturing process, even though owner-manager may track her raw materials back to their original source.

Five Pillars of Sustainable Fashion



One of Pillar 5's primary pillars is our ethical marketplace, which features designers and producers who share their stories via visual mediums. The project, as its name implies, relies on a total of five levels, which we'll go over in detail below :

1. In addition to our marketplace, we will also include a carefully selected selection of the best ethical designers and businesses. There is something for everyone here, with pricing ranging from the entry-level (containing of garments that are fundamental to a thoughtful, sustainable wardrobe) to more expensive parcels and limited-edition shipments. Accessibility is essential for change!
2. For the second pillar, we'll be interviewing sustainable/ethical firms, designers, and creative champions, who are ready to talk about their art and the significance of slow fashion. A number of creatives and designers are already lined up to discuss their ideas, brands, and how the niche has grown in their own minds.
3. Education is the third pillar of our society. We want to be a resource for anyone who are interested in learning and growing along with us, so we've created this site to do just that. To encourage participation, we'll disseminate information through fact sheets and entertaining videos, as well as offer workshops and panel discussions.
4. As a part of our general assistance, we will publicize possibilities for sustainable designers/brands/creatives as well as open cooperation calls with companies and places, as well as provide positions, guidance, work locations, and fabric scraps.

5. With the last pillar, campaigns and editorials, we're here to bring all of our ideas together. Using this layer, we're able to plan and execute photo sessions for these companies, as well as create campaigns around them.

References

Henninger, C. E., Alevizou, P. J., & Oates, C. J. (2016). What is sustainable fashion? *Journal of Fashion Marketing and Management: An International Journal*.

Birkner, C. (2016), Pillar 5 Sustainable Fashion Platform, Reterived, From <https://www.sustainablefashionmatterz.com/sustainable-fashion-blog/pillar-5-sustainablefashion-platform-creative-matterz-fund>.

Brismar, A. (2014), What Is Sustainable Fashion, Reterived, From Link [Https://makeitlast.se/what-is-sustainable-fashion](https://makeitlast.se/what-is-sustainable-fashion).