

FASHION

A Beginner's Guide To Sustainable Fashion



Sustainable fashion has become a growing movement in the clothing industry, which aims to reduce the ecological footprint of clothing production and promote social responsibility in today's world where fast fashion is the norm.

At its core, sustainable fashion seeks to create clothing by minimizing waste, reducing energy consumption, and using eco-friendly and biodegradable materials such as organic cotton, wool, and linen among many others which are harvested without harmful chemicals and pesticides — while also ensuring that the supply chain is ethical wherein garment workers are paid fairly and work under a safe and humane environment.

Forms of Sustainable Fashion

1. Circular Fashion

Circular fashion revolves around the system of minimizing waste and maximizing resources, to ensure that clothes, shoes, and accessories can circulate responsibly for as long as possible.

2. Zero Waste

This refers to minimizing waste throughout the life cycle of a garment from production to disposal, such as using biodegradable materials instead of waste as well as encouraging consumers to recycle or upcycle their old garments instead of throwing them away.





3. Upcycling and Recycling

Upcycling involves using existing materials or clothing and repurposing them into something new and unique, such as transforming an old dress into a top and a skirt. On the other hand, recycling is done by breaking down materials to create new products.

4. Eco-Friendly, Slow Fashion Brands

These brands specialize in ethical and sustainable fashion by using natural and organic materials and being transparent with their supply chains and fair trade practices.

In conclusion, we consumers have the power to impact the fashion industry and environment significantly by choosing to support sustainable fashion in order to work towards building a sustainable future and help reduce the environmental footprint that will not only benefit the fashion industry but also our society and planet in the long run.