sustain fashion achiev fashion industri notori environment social impact grappl question sustain industri built constant trend consumpt ever truli sustain answer complex riddl challeng also brim potenti posit chang environment cost fast fashion undeni product process reli heavili fossil fuel toxic chemic pollut waterway contribut climat chang cotton common fabric requir vast amount water cultiv put strain preciou resourc addit textil wast discard cloth end landfil take centuri decompos releas harm toxin human cost equal concern garment industri rife uneth labor practic worker often develop countri face poor work condit low wage exposur hazard materi achiev sustain fashion pipe dream necessarili grow movement push signific chang throughout suppli chain one key approach focus materi sustain fabric like organ cotton recycl polyest tencel deriv wood pulp gain traction materi requir less water energi produc lower environment footprint innov also play crucial role brand explor bio-bas materi like alga mushroom leather offer altern tradit resource-intens fabric technolog like 3d print digit garment creation minim wast allow on-demand product concept circular anoth pillar sustain fashion involv extend life cycl cloth initi like repair upcycl resal platform encourag consum buy less buy better qualiti piec extend garment lifespan proper care crucial howev signific challeng remain sustain materi often expens make difficult fast-fashion brand adopt without rais price consum behavior also need shift current cultur constant buy spree contradict principl sustain transpar anoth hurdl mani brand struggl provid clear inform suppli chain labor practic make difficult consum make inform choic despit challeng reason optim consum awar grow peopl increasingli demand ethic environment consciou product shift consum behavior push brand becom account polici chang also game changer govern incentiv sustain practic crack environment damag one collabor brand manufactur policymak vital creat sustain fashion ecosystem road truli sustain fashion industri long wind howev innov respons consumer industry-wid commit ethic environment friendli futur fashion achiev conscious stitch togeth sustain practic respons consum behavior creat futur fashion n't come cost planet peopl