fashion 's respons combat climat chang fashion industri often associ glamour self-express cast long shadow environ resourc deplet pollut impact climat chang undeni howev industri also hold immens potenti leader sustain let 's delv fashion 's respons combat climat chang explor way becom forc good dark side fashion industri 's environment footprint vast concern resourc deplet fashion reli heavili raw materi like cotton requir vast amount water pesticid grow synthet fabric deriv fossil fuel contribut resourc deplet pollut problem textil dye major pollut waterway releas harm chemic addit microplast synthet fabric end ocean harm marin life carbon footprint product transport fashion industri gener signific greenhous ga emiss contribut global warm fast fashion 's flaw formula rise `` fast fashion `` character cheap trendi cloth short lifespan exacerb problem consum encourag buy lead overproduct textil wast `` throwaway cultur `` stitch time path sustain fortun fashion industri wake environment impact sever initi promot sustain futur sustain materi brand explor eco-friendli altern like organ cotton recycl polyest even innov materi deriv bamboo alga circular fashion model concept like cloth rental servic repair program aim extend life cycl garment reduc wast transpar traceabl consum demand greater transpar suppli chain push brand adopt ethic sustain practic throughout oper power inform consum consum play crucial role drive chang support sustain brand research support brand commit ethic sustain practic send power messag invest qualiti piec choos well-mad timeless piec cheap fast-fashion trend promot durabl reduc wast embrac second-hand fashion thrift store onlin platform offer treasur trove uniqu find extend life cycl cloth reduc demand new product collabor chang industry-wid collabor essenti signific progress govern regul polici chang incentiv sustain practic discourag environment harm one collabor brand share best practic innov acceler progress toward sustain industri consum educ rais awar environment impact fashion choic empow consum make inform decis new fashion etho fashion industri respons move beyond simpli produc cloth embrac sustain practic transpar suppli chain innov becom leader environment respons consum arm inform desir chang hold brand account drive industri toward sustain futur ultim shift mindset requir – fleet trend timeless style throwaway cultur mind consumpt make fashion forc good ensur futur style sustain go hand hand