

Fashion Trends In Sustainable Development



Presented By:

Tanya Mangla

INTRODUCTION

The fashion industry, renowned for its immense economic influence, generates billions of dollars annually, underpinning global commerce. Yet, its common environmental and social impacts, spanning water pollution, greenhouse gas emissions, and labour exploitation, underscore a pressing need for change. Sustainable fashion emerges as a pivotal approach, aiming to mitigate these harmful effects while fostering economic, social, and environmental sustainability. Notably, leading textile producers such as India, China, Bangladesh, and Vietnam confront a large number of challenges and opportunities in adopting sustainable fashion practices.

In response to escalating demand, brands worldwide have moved towards integrating sustainable principles into their operations. This instance shift symbolize the profound influence of global awareness on sustainable development within the fashion industry. Noteworthy initiatives, like Levi's "Buy Better, Wear Longer" campaign, epitomize this ethos, urging consumers towards mindful apparel choices and reinforcing the brand's commitment to enduring quality. Collaborative endeavours, such as Levi's partnership with Gannì, featuring sustainable practices and influencer endorsements, underscore the potent impact of targeted messaging, particularly among younger demographics.



Similarly, innovative brands like Patagonia exemplify sustainable fashion's ethos by advocating not only eco-friendly materials but also promoting garment repair over replacement. Such initiatives underscore a paradigmatic shift towards longevity and sustainability in consumer behaviour.

Moreover, examining the sustainable fashion landscape in India reveals a complex set of opportunities and challenges. India, a textile powerhouse, boasts a rich heritage in textile production, yet grapples with profound environmental degradation and labour exploitation. Recent years have witnessed a rapid awareness of sustainable fashion in India, with a small group of brands and entrepreneurs prioritizing eco-conscious and socially responsible practices.

The move towards sustainable fashion also fits with the United Nations goals for making the world better. Sustainable fashion helps in using things responsibly and making sure workers are treated fairly. It also helps in taking care of our environment by using eco-friendly materials and methods. So, by supporting sustainable fashion, we're not just making clothes; we're also helping to make the world a better place for everyone.

TOWARD SUSTAINABILITY

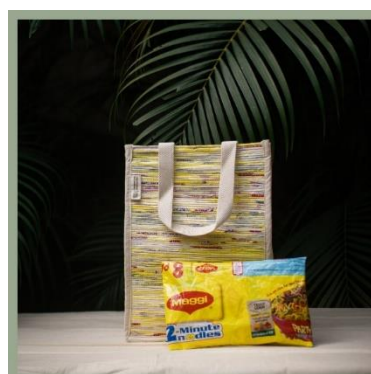
1. Recycling Plastic waste:-

Recycling plastic waste is an essential component of sustainable waste management, offering a means to mitigate the environmental impact of plastic pollution while conserving resources. Through recycling, discarded plastic materials are transformed into new products, reducing the need for virgin plastic production, and minimizing the volume of waste destined for landfills or incineration. This process helps to alleviate the detrimental effects of plastic pollution on ecosystems, wildlife, and human health, while also contributing to the conservation of energy and raw materials. By promoting recycling initiatives at both individual and industrial levels, societies can work towards building a more circular economy where materials are reused, repurposed, and recycled, ultimately fostering a cleaner, healthier planet for future generations.

Below is the list of companies that are focusing on recycling-

➤ ECO KARI-

Eco Kari, a Pune-based company, stands as a beacon of innovation and sustainability in the fashion industry, redefining the concept of luxury through its unique approach to handbag production. Eco Kari focuses on social responsibility pioneers a groundbreaking initiative to repurpose waste materials into exquisite, high-quality handbags. With a commitment to both style and sustainability.

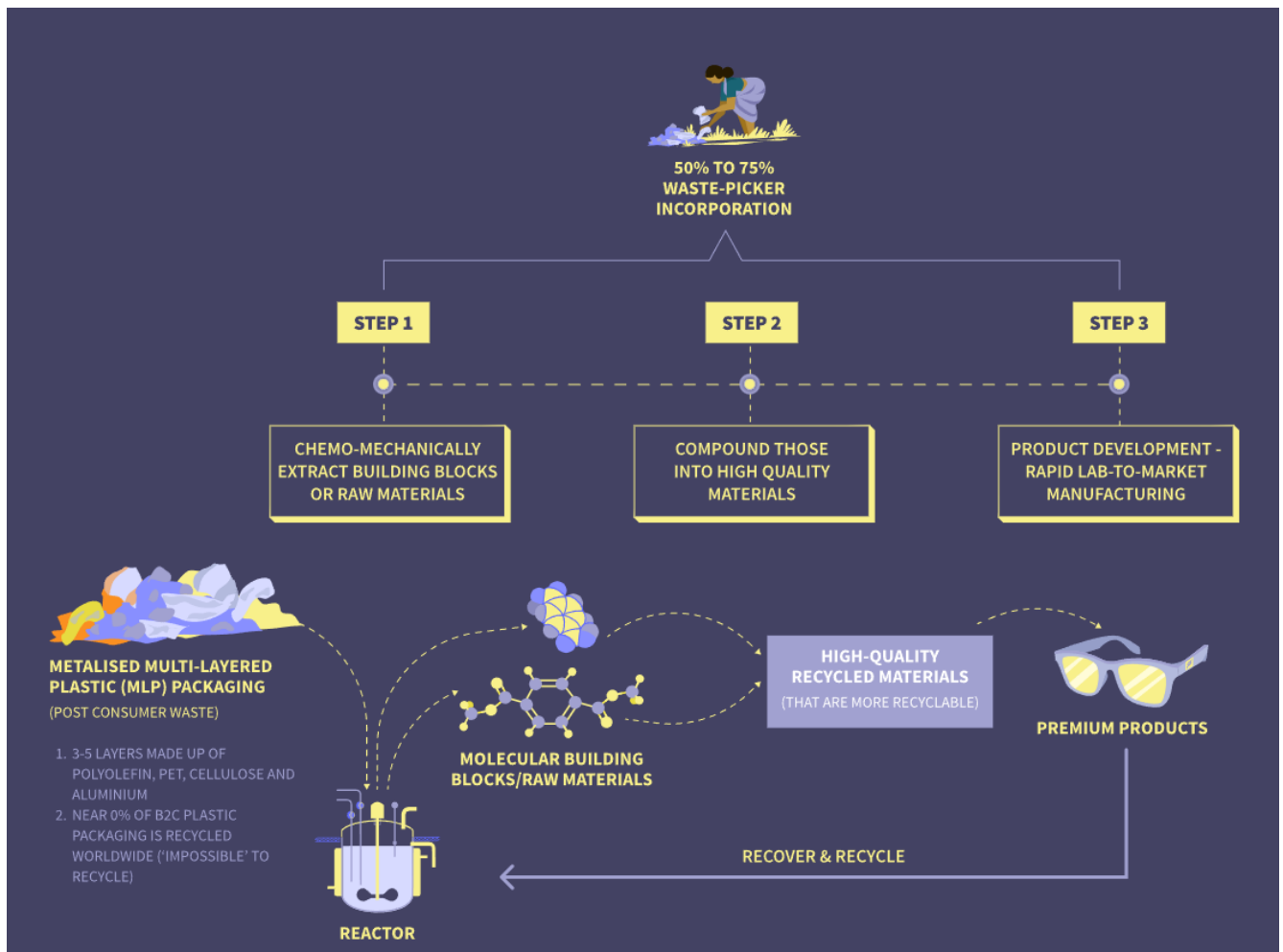


➤ **WITHOUT** by Aashya

“Without” is a social enterprise that aims to increase the value of waste through technological and scientific innovations in recycling and then fairly redistributing the value to stakeholders in the supply chain, especially those who are the poorest (Waste pickers).

They are currently working on post-consumer metallised multi-layered plastic (MLP). MLP is the least recycled type of plastic waste, and generally ends up in landfills. It is a low-value, high volume, composite waste that is considered economically and technically “impossible” to recycle.

“WITHOUT” is recycling this waste into high-quality material and product, starting with recycled sunglasses and continuously working on introducing other products.



➤ NIKE :-

Nike's Move to Zero initiative represents a bold commitment to sustainability and environmental stewardship within the sportswear industry. This ambitious initiative aims to drastically reduce Nike's carbon emissions and waste generation, ultimately striving for a future where the company operates with zero carbon and waste footprints.

Nike is dedicated to using sustainable materials in its products, such as recycled polyester, organic cotton, and innovative alternatives to traditional leather and synthetic materials. By prioritizing recycled and eco-friendly materials, the company aims to minimize its environmental impact and promote circularity within the fashion industry.

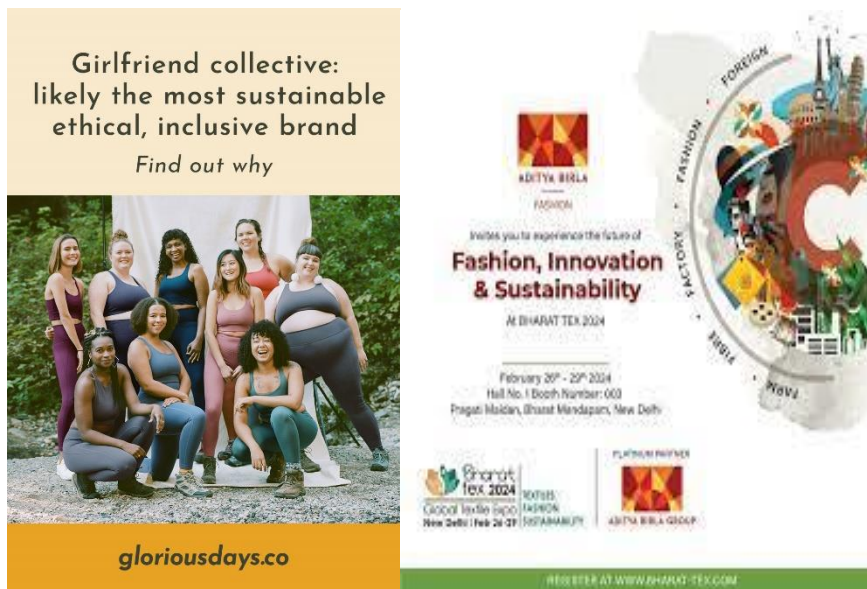
The sunburst logo of Nike symbolises circular design philosophy, the products in this range lasts longer and are designed with ed in mind.



Sustainable Practices in the Textile Industry

Case Study of Girlfriend Collective and Aditya Birla Group

The textile industry is one of the largest contributors to environmental pollution and resource depletion globally. However, amidst growing environmental concerns, some companies have emerged as pioneers in adopting sustainable practices. This report delves into the sustainable initiatives of two leading companies in the textile industry: Girlfriend Collective and Aditya Birla Group. Specifically, it examines their utilization of recycled polyester and sustainable fabrics to contribute to environmental sustainability.



1. Girlfriend Collective:

Girlfriend Collective is a renowned activewear brand that prioritizes sustainability in its operations. Central to its sustainability efforts is the use of recycled polyester derived from post-consumer plastic waste, particularly recycled PET bottles. This material is utilized in the manufacturing of its leggings, sports bras, and other activewear products. The company's approach to sustainability can be summarized as follows:

- **Material Sourcing:** Girlfriend Collective works closely with recycling partners to source post-consumer plastic waste, which is then processed into high-quality recycled polyester fabric. This reduces the demand for

virgin polyester, which is derived from fossil fuels and has a significantly higher carbon footprint.

- **Transparency:** The company is transparent about its supply chain and manufacturing processes, providing customers with detailed information about the origin and composition of its materials. This transparency fosters trust and allows consumers to make informed purchasing decisions.
- **Circular Economy:** Girlfriend Collective emphasizes the importance of a circular economy by offering a recycling program for old garments. Customers can send back their worn-out activewear products, which are then recycled to create new items, closing the loop on material consumption and waste generation.

2. Aditya Birla Group:

Aditya Birla Group is a diversified conglomerate with interests in various industries, including textiles. The company has demonstrated a commitment to sustainability through its adoption of sustainable fabrics and manufacturing practices. One notable initiative is its use of sustainable viscose, which is derived from renewable sources such as wood pulp from certified forests. The key aspects of Aditya Birla Group's sustainability approach are:

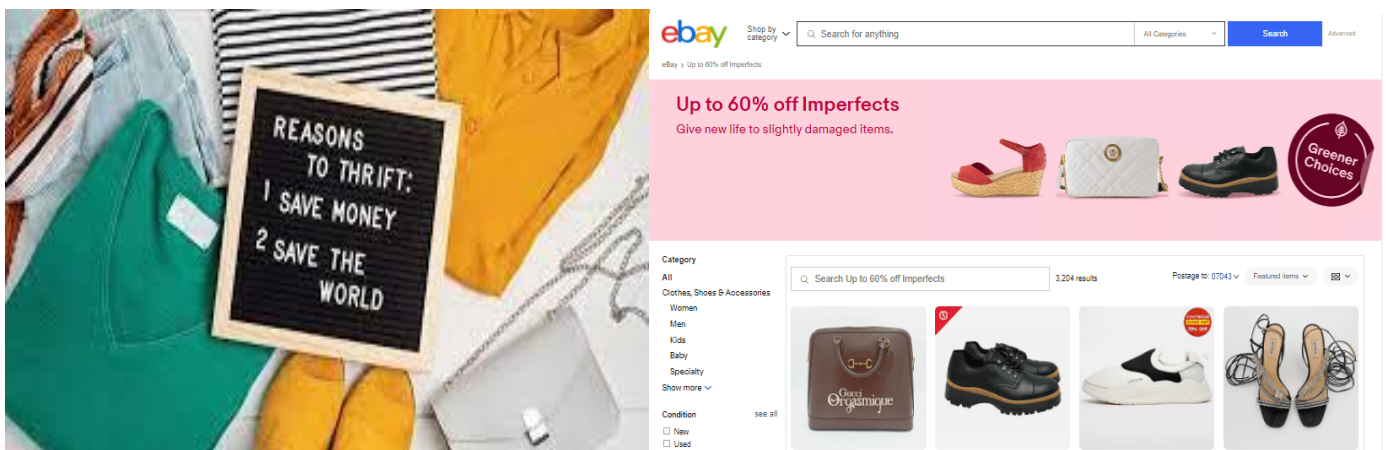
- **Sustainable Viscose:** Aditya Birla Group's textile division produces viscose Fibers under the brand name "Birla Viscose." These Fibers are manufactured using a closed-loop process that minimizes water consumption and chemical usage, thus reducing environmental impact compared to conventional viscose production methods.
- **Forest Conservation:** The company is committed to responsible forestry practices and supports initiatives aimed at preserving biodiversity and mitigating deforestation. By sourcing wood pulp from sustainably managed forests, Aditya Birla Group ensures that its viscose production does not contribute to deforestation or habitat destruction.
- **Certification and Compliance:** Aditya Birla Group adheres to stringent environmental and social standards, obtaining certifications such as FSC (Forest Stewardship Council) and OEKO-TEX Standard 100 for its viscose Fibers. These certifications demonstrate the company's commitment to ethical and sustainable sourcing practices.

In conclusion, Girlfriend Collective and Aditya Birla Group exemplify the potential of the textile industry to embrace sustainability through the adoption of

recycled polyester and sustainable fabrics. By prioritizing environmental responsibility in their material sourcing and manufacturing processes, these companies not only minimize their ecological footprint but also set a positive example for the industry as a whole. As consumer awareness and demand for sustainable products continue to grow, companies like Girlfriend Collective and Aditya Birla Group are well-positioned to lead the transition towards a more sustainable and eco-friendly future in the textile industry.

Sustainable Fashion Practices: Harnessing Second-Hand Markets and Upcycling Initiatives

The fashion industry is one of the largest contributors to carbon emissions and environmental degradation, primarily due to its fast-paced production cycles and disposable consumption patterns. However, innovative approaches such as the utilization of second-hand markets and upcycling initiatives offer promising avenues for reducing carbon emissions and promoting sustainability within the fashion industry. This report examines how platforms like thrift stores and eBay, along with upcycling brands such as Fanfare and LataSita, contribute to sustainability through carbon emission reduction and fashion recycling.



1. Utilization of Second-Hand Markets:

Thrift stores and online platforms like eBay play a pivotal role in extending the lifecycle of fashion products and diverting them from landfills. Their contributions to sustainability can be summarized as follows:

- **Carbon Emission Reduction**: By facilitating the resale of pre-owned clothing and accessories, thrift stores and eBay reduce the demand for new production. This helps to mitigate the carbon footprint associated with manufacturing, transportation, and packaging of new fashion items.
- **Increased Use Times**: Second-hand markets encourage consumers to prolong the lifespan of clothing by giving them a second life through resale. This promotes a circular economy model where products are reused and recycled, thereby reducing resource consumption and waste generation.
- **Accessibility and Affordability**: Thrift stores and online resale platforms offer a more affordable alternative to buying brand-new fashion items. This makes sustainable fashion more accessible to a wider range of consumers, democratizing the movement towards conscious consumption.



2. Upcycling Initiatives:

Upcycling brands like Fanfare and Lata Sita specialize in transforming discarded materials into new, high-quality fashion products. Their efforts contribute significantly to sustainability by:

- **Waste Reduction:** Upcycling repurposes old or unused materials, such as textile scraps or vintage garments, into new fashion pieces. This diverts waste from landfills and reduces the environmental impact of textile production and disposal.
- **Creative Design Solutions:** Upcycling requires innovative design approaches that prioritize resourcefulness and creativity. Brands like Fanfare and LataSita showcase the potential for artistic expression and sustainable fashion through their unique upcycled collections.
- **Community Engagement:** Upcycling initiatives often involve collaborations with local artisans and communities, fostering social connections and supporting traditional craftsmanship. This inclusive approach promotes a sense of ownership and pride among consumers, encouraging them to embrace sustainable fashion practices.

In conclusion, second-hand markets like thrift stores and eBay, along with upcycling brands such as Fanfare and LataSita, play integral roles in promoting sustainability within the fashion industry. By reducing carbon emissions, extending product lifecycles, and fostering creativity and community engagement, these initiatives contribute to a more environmentally conscious and socially responsible fashion ecosystem. As consumer awareness continues to grow, the adoption of second-hand shopping and upcycling practices is poised to drive meaningful change towards a more sustainable future for fashion.

Sustainable fashion: How the fashion industry can urgently act to reduce its greenhouse gas emission

The fashion industry, while often celebrated for its creativity and innovation, has also come under scrutiny for its significant contribution to global greenhouse gas (GHG) emissions. In 2018 alone, the industry accounted for at least 4 percent of global emissions, surpassing the combined carbon output of major economies like France, Germany, and the United Kingdom. This report delves into the urgent need for sustainability within the fashion sector, outlining current

challenges, proposed strategies for carbon abatement, and the necessity for industry transformation beyond 2030.

1. Current Status and Challenges

Despite the reduction in demand caused by the COVID-19 pandemic, the fashion industry continues on a trajectory that would lead to emissions levels far exceeding the targets outlined in the Paris Agreement. Without substantial measures, projections suggest that by 2030, emissions would still be twice the size required for meeting these targets. This underscores the critical need for immediate action to mitigate the environmental impact of fashion production.

2. The Imperative of Sustainability

Various factors are driving the imperative for sustainability within the fashion industry. Investor expectations are rising, consumers increasingly demand sustainable products, and environmental regulations are becoming stricter. Additionally, industry talent is shifting towards sustainable companies, while significant value lies in attaining sustainability, with first movers already reaping benefits.

3. Strategies for Carbon Abatement

To achieve the ambitious goal of reducing industry emissions by 1.7 gigatons of CO₂ equivalent by 2030, concerted efforts are required across the entire value chain. Upstream activities, including fabric production, garment manufacturing, and retail operations, offer the greatest potential for emission reductions. Brands can contribute approximately 20 percent of the reduction through strategic actions, while changes in consumer behavior would also play a significant role.

4. Cost-Reducing Measures

Many initiatives aimed at accelerating carbon abatement offer potential cost savings industry-wide. Improving energy efficiency in manufacturing and retail operations, reducing overproduction and deadstock, and implementing closed-loop recycling to minimize waste during garment production are among the key cost-reducing measures.

5. Challenges and Costs

While certain initiatives may add costs, such as transitioning to 100 percent renewable electricity or altering material mixes to include organic cotton, the long-term benefits in terms of emissions reduction outweigh these initial investments. Fiber-to-fiber recycling, end-of-life recycling, and closed-loop systems also entail costs but promise significant emissions reductions.

6. Action Plan for Brands

Brands must prioritize transparency regarding their current emissions and forge strategic partnerships to enable necessary investments. Embracing circular business models, such as clothing resale and rental, is essential for driving sustainability efforts forward.

7. Future Challenges and Opportunities

Beyond 2030, the fashion industry faces the daunting task of reinventing itself. This involves defining new business models, decoupling volume growth from value growth, and embracing innovation to minimize its contribution to global warming.

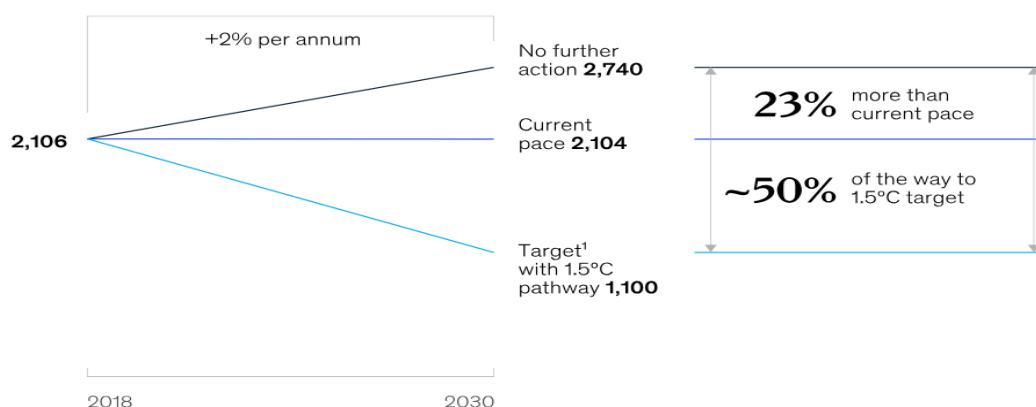
FASHION ON CLIMATE

McKinsey research shows that the sector was responsible for some 2.1 billion metric tons of greenhouse-gas (GHG) emissions in 2018, about 4 percent of the global total.

Despite efforts to reduce emissions, the industry is on a trajectory that will exceed the 1.5-degree pathway to mitigate climate change set out by the Intergovernmental Panel on Climate Change (IPCC) and ratified in the 2015 Paris agreement. To reach this pathway, fashion would need to cut its GHG emissions to 1.1 billion metric tons of CO₂ equivalent by 2030. But our growth calculations, adjusted to take into account the likely impact of COVID-19, show that the industry is set to overshoot its target by almost twofold, with emissions of 2.1 billion metric tons of CO₂ equivalent in 2030, unless it adopts additional abatement actions.

Under the current trajectory, the fashion industry misses the 1.5°C pathway by 50 percent and abates only emissions from incremental growth.

Emissions abatement assuming the industry decarbonization continues at current pace,
million tons of CO₂ equivalent



¹Calculation: half of available 1.5°C pathways indicate 25 billion to 30 billion tons of CO₂ equivalent a year by 2030 (IPCC). 4% of 27.5 billion tons of CO₂ equivalent equals 1.1 billion tons of CO₂ equivalent.
Source: Consolidated model as of June 19, 2020

Accelerated abatement:-

The fashion industry faces significant challenges in reducing its greenhouse gas (GHG) footprint, particularly due to projected growth in population and consumption patterns.

Without abatement actions, emissions could rise to 2.7 billion metric tons by 2030. However, current decarbonization efforts could cap emissions at around 2.1 billion metric tons by 2030, still far exceeding the levels compatible with the 1.5-degree pathway outlined in climate goals.

To align with the 1.5-degree pathway, the industry must intensify abatement actions, aiming to reduce annual emissions to approximately 1.1 billion metric tons by 2030. This requires significant efforts across the value chain, with 60 percent of additional emission reductions achievable through upstream operations, including energy efficiency improvements and a transition to renewable energy.

Encouragingly, many of these accelerated abatement actions can be implemented at modest cost, with almost 90 percent of identified measures costing less than \$50 per metric ton of GHG emissions abated. Furthermore, around 55 percent of these measures would lead to net cost savings for the industry.

However, additional actions may require incentives or regulations to shape consumer demand and facilitate abatement. Up-front capital investment is also necessary, with 60 percent of abatement measures requiring funding.

Brands and retailers are identified as key drivers of accelerated abatement, urged to collaborate with other stakeholders in the value chain. By investing in long-term social and environmental benefits, brands can not only effect change within their own operations but also support decarbonization efforts industry-wide and promote sustainable consumer choices.

Priorities for industry participants

1. Reducing Emissions from Upstream Operations:

- Manufacturers and fibre producers should focus on decarbonizing material production and processing.
- Minimize production and manufacturing waste.
- Transition to renewable-energy sources.
- Improvements in energy efficiency across the fashion value chain.

- Potential to achieve approximately 1 billion metric tons of emission abatement in 2030.

2. Reducing Emissions from Brands' Own Operations:

- Improve material mix, including greater use of recycled fiber.
- Increase use of sustainable transport.
- Improve packaging with recycled and lighter materials.
- Decarbonize retail operations.
- Minimize returns and overproduction.
- Potential to achieve 308 million metric tons of CO₂-equivalent abatement in 2030.

3. Encouraging Sustainable Consumer Behavior:

- Promote a conscious approach to fashion consumption.
- Encourage changes in consumer behavior during use and reuse.
- Introduce radically new business models, such as garment rental, resale, repair, and refurbishment.
- Reduce washing and drying.
- Increase recycling and collection to reduce landfill waste.
- Move towards a closed-loop recycling operating model.
- Potential to achieve 347 million metric tons of emission abatement in 2030.

4. Role of Policy Makers and Investors:

- Governments and regulators should promote sustainable practices and conscious consumption.
- Provide incentives to support decarbonization measures.
- Investors can encourage decarbonization initiatives, emission transparency, and sustainability-focused innovation.

These priorities highlight the crucial areas where industry participants, including manufacturers, brands, retailers, consumers, policy makers, and investors, must focus their efforts to achieve significant emission reductions and foster sustainability within the fashion industry.

CONSUMER BEHAVIOUR IN SUSTAINABLE FASHION INDUSTRY

Customers across various industries, not just fashion, increasingly prioritize sustainability. Fast fashion, characterized by its affordability and trendiness, has witnessed rapid growth in response to rising demand for inexpensive and

fashionable clothing. Joy et al. (2012) highlight a significant sustainability trend within the fashion industry, indicating a shift towards more sustainable practices. Their study reveals that a considerable proportion (90.2%) of participants frequently purchase from the fast fashion industry, with only a small minority rarely or never engaging in such purchases. This trend underscores the widespread consumer preference for accessible and stylish clothing options. Moreover, their findings align with a report by WWF International, indicating that over 66% of all respondents and 75% of millennial respondents prioritize sustainability when making fashion purchases. These statistics underscore the increasing awareness and importance of sustainability in consumer decision-making processes within the fashion industry.

Factors Affecting Consumer Behavior in Buying Sustainable Fashion:

- Personal Factors:

- Age, life cycle stage, occupation, income level, lifestyle, personality, and self-concept influence purchasing intentions.
- These factors show a significant correlation with and influence on buying behaviour.

- Psychological Factors:

- Motivation, perception, learning, beliefs, and attitude significantly affect buying behavior.
- These factors are positively associated with and strongly influence customer behaviour.

- Social Factors:

- Reference groups, family members, and roles/status impact purchasing behavior.
- Social factors exhibit a strong correlation with and are determinants of buying behaviour.

- Cultural Factors:

- Culture, subculture, and social class significantly influence buying behavior.
- Participants recognize the influence of cultural factors on their behavior in the fashion industry.

Validity and Reliability of Findings:

- Findings align with prior research, confirming the influence of personal, psychological, social, and cultural factors on consumer behavior.
- Various studies support the significant impact of these factors on buying behavior in the fashion industry.

Limitations:

- Study limitations include small sample size, reliance on quantitative data, and focus on young customers in specific markets.
- Future studies should incorporate qualitative data, involve larger and more diverse samples, and explore a wider range of factors to provide comprehensive insights into consumer behaviour.

Recommendations

Emphasize the importance of considering personal, psychological, social, and cultural factors in understanding and catering to customer preferences in the fashion industry.

Consumer Education: Educate consumers about the impacts of fast fashion and promote sustainable alternatives.

Promotion of Ethical Brands: Support and promote brands with sustainable and ethical practices.

Reduce, Reuse, Recycle: Encourage consumers to buy fewer, higher quality items and promote clothing rental, second-hand shopping, and clothing swaps.

Advocacy and Policy Change: Advocate for stricter regulations and industry-wide sustainability standards.

Innovation and Technology: Invest in research for sustainable materials and production techniques.

Continuous Improvement: Encourage continuous improvement and innovation within the fashion industry towards sustainability goals.

References

1. Company website:-
Eco Kari, WITHOUT by Aashya, Nike
Girlfriend Collective , Aditya Birla Group
2. Articles from McKinsey research and surveys.