Title: Sustainable fashion, a key for a better future in the fashion industry

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Have you ever heard of fast fashion? **Fast fashion** stands for a type of company or trademark that churns out and sell clothes that applies recent fashion trends at a cheap price rate. Representative brands for fast fashion are GAP, H&M, Forever21, and UNIQLO, which many of our readers might have heard of. Fast fashion is loved by numerous customers because they can be allowed to buy trendy clothes inexpensively. But did you also know that these fashion products cause environmental problems?

According to the UN climate change report, 93million cubic meters of water are used every year by the fashion industry and 3 million barrels of oil are dumped into the ocean annually. Also, the fashion industry emits more carbon than international flights and maritime put together. This is why these days **sustainable fashion** is at the center of attention.

Sustainable fashion is usually defined as products, processes, activities, and actors, which aims to achieve a carbon-neutral fashion industry, built on equality, social justice, animal welfare, and ecological integrity. The objective of this is to protect the environment as well as laborers. Then, why is this so important? Because fast fashion is always tries to follow trends and use cheap materials, which causes a lot of waste. Whereas, sustainable fashion endeavors to shorten waste by using long lasting raw materials and manufacturing clothes irrelevant of trends. Another well-known advantage of sustainable fashion is that laborers are treated well. Fast fashion is accused of excessive child labor and cheap wages. In comparison to fast fashion, sustainable fashion tends to give fair wages and guarantees a safe working environment to laborers.

Approved of many strengths it gives to the public, sustainable fashion became one of the goals of our society. In March 2019, the UN alliance for sustainable fashion was launched at the UN Environment Assembly. UN agencies and allied organizations committed to implementing sustainable development goals. These goals encompassed not only environmental problems but also social issues.

These days, fashion brands are also pursuing sustainable fashion. However, there are multiple challenges in seeking sustainable fashion. One of them is reducing waste. In the process of initial conception, sampling, producing, and packaging, limiting waste is a serious problem in the fashion industry. Another challenge is to looking for jobs that is related to it. Although one might love to work in the field of sustainable and ethical fashion, a majority of companies do not put these terms as a priority. Finding resources itself is also a hardship. In order to pursue sustainable fashion, designers and manufacturers should easily have access to second-hand and vintage items that can be used as a material for sustainable fashion items.

In spite of these challenges, there are multiple fashion brands these days that are well- known for their sustainability. Here are a few examples of sustainable fashion brands that were introduced on CNN. The first one is ‘Girlfriend Collective’, a brand that mainly sells activewear, bras, and underwear. Their materials are eco-friendly and packaging is done in 100% recyclable packaging. Another brand is ‘Everlane’ a brand that uses polyester and nylon as materials for all use recycled fibers in their apparels. Likewise the plastic used in packaging is all recycled materials and the paper the brand use are all FSC-certified. Furthermore, jeans are all manufactured in factories recycle their water.

To sum up, nowadays, sustainable fashion is not an option, but it is an essential part of our society. Environmental and social improvement through sustainable fashion is important in order to seek fashion from a broad perspective. There are of course the challenges of pursuing sustainable fashion both for consumers and fashion brands, but it is a problem that we have to solve step by step. Brands should try reducing waste not in overall areas but in small fields such as packaging. Customers can start pursuing sustainable fashion not by changing one’s overall consuming patterns, but simply begin by trying out brands that look eco-friendly and buying good quality clothes that can be worn for a long time.