



How might
design be used to
encourage social
change by raising
awareness of
the fast fashion
industry.

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Introduction

For many of us gone are the days when buying new clothes was a special occasion. In today's society we live in an era of fast fashion. Clothes which are mass produced at rapid rates to allow fast fashion brands to offer new clothes every single day to it's customers. I believe people have lost their appreciation of their clothes because of fast fashion. This report investigates how the power of design can be used to encourage a social change. To encourage others to end a purchasing cycle which is negatively impacting our planet in numerous ways. To do this I will be investigating into the fast fashion industry, to understand the issues and raise awareness of the problems in the hopes to open people's eyes to the impact of their buying and wearing habits.



Aims & Objectives

- 1. Aim:**
Understand what is fast fashion
Objective:
To gain insight into the fast fashion industry and understand how fast fashion brands operate.
- 2. Aim:**
Uncover the problems with fast fashion
Objective:
Use primary & secondary resources to uncover the problems the industry is causing.
- 3. Aim:**
Understand consumer knowledge
Objective:
Uncover consumers knowledge of the fast fashion industry using secondary research techniques.
- 4. Aim:**
Analyse consumer trends
Objective:
Research into current consumer trends using primary & secondary research techniques.

- 5. Aim:**
Explore current social trends
Objective:
Explore current social trends that are influencing consumers to buy into fast fashion using online resources.
- 6. Aim:**
Gather future predictions for the fashion industry from experts
Objective:
Gather future predictions through primary & secondary sources.
- 7. Aim:**
Find current design solutions
Objective:
Research into current design solutions that are trying to tackle problems within the industry using secondary research techniques.

Methodology

The methodologies used in this report will be

Primary Research

- Interviews - To gain in depth insights from an industry professional on fast fashion.
- Survey - In order to gather consumers clothing habits to understand their relationship with clothes.

Secondary Research

- Online resources - To gather the majority of my research through websites, articles, online books, blogs and videos.
- Documentaries - For information from existing investigations into the fast fashion world.



What is fast fashion?

What is fast fashion?

Fast fashion is clothes that are made and sold cheaply, so that people can buy new clothes often (Cambridge Dictionary definition). Fast fashion is a brand category that satisfies consumers with low prices, trendiness, and frequent merchandise turnover (Yunjeong Kim and Kyung Wha Oh, 2020). Clothing from fast fashion brands are made to be disposed with poor quality of life. As a result of cheap production our clothes look faded, shapeless, or worn out almost immediately after worn (SustainYourStyle, 2020).

“Just like Cinderella, everything dissolves at midnight” - Hasan Minhaj

Today fast fashion brands release countless new collections per year instead of every season, as a result we are made to feel constantly out of date. And feeling out of date only encourages us to keep buying more clothes to allow us to stay on trend (SustainYourStyle, 2020). But cheap clothing doesn't last and trends change so often we cannot keep up.

In today's society fast fashion has become exceedingly popular, but why is this? It is not just because it is cheap and easily accessible. It's because fast fashion is democratised high fashion (Hasan minhaj, 2019)

This is when fast fashion brands knock off the designs of luxury brands/designers not long after their release. And the average person cannot afford the luxury prices luxury brands ask, so they buy copies which give people that luxury feeling at prices they can afford.

Hasan Minhaj is best known for his Netflix program called 'Patriot Act', which brings an incisive perspective to topics such as global news, politics and culture. In his episode 'The ugly truth of fast fashion', he gives consumers an insight into what fast fashion really is to help educate his audience. This episode gave me insight into how these large scale fast fashion brands operate. Fast fashion brand Zara's parent company 'Inditex' is the largest retail clothing company in the world, and back in the 80s Zara changed the fashion industry using 2 techniques ('Patriot Act', 2019)

1. Quick response manufacturing

Which is when new trends are released from luxury fashion brands, and fast fashion brands can make knock versions of the designs by using raw materials that are kept on hand.

2. Dynamic Assortment

Through monitoring data, analytics and social media feedback it allows these brands to constantly produce new products to see what sells. ('Patriot Act', 2019)





Problems within the

fast fashion industry

Environmental Impact

The fashion industry is the **second largest polluter in the world**, and the environmental damage caused by the fast fashion industry is increasing as the industry grows (SustainYourStyle, 2020). There are solutions and alternatives to solving these problems, with industry experts believing building an awareness is necessary. Above is a diagram I created using the information from 'Sustain Your Style', which is an independent platform that highlights factors of the environment fast fashion is impacting.

Primary research fact:

Lots of people don't realise that the clothes we wear are actually causing cancer. During an interview I had with Gabriella Diana - Founder of sustainable fashion brand 'Onesta', she informed me that there is an increase in cancer cases and a lot of people don't know that our clothes are causing it. The EU have released a report on this which has been kept very quiet and under the radar. And it all comes from polyester which is something consumers should be aware of.

WATER POLLUTION

In countries where garments are produced, untreated toxic waste waters from textiles factories are dumped directly into the rivers. Wastewater contains toxic substances such as lead, mercury, and arsenic, among others. These are extremely harmful for the aquatic life and the health of the millions people living by those rivers banks.

WATER CONSUMPTION

The fashion industry is a major water consumer. Huge quantities of fresh water are being used during the dyeing and finishing process of our clothes. As a result it can take up to 200 tons of fresh water per ton of dyed fabric.

TOXIC CHEMICALS

Chemicals are one of the main components in our clothes. They are used throughout the production process during (fiber production, dyeing, bleaching, and wet processing). The heavy use of chemicals in cotton farming causes diseases, and even premature death for cotton farmers. They also affect freshwater, ocean water pollution and soil degradation. These substances are also harmful to the consumer.

GREENHOUSE GAS EMISSIONS

The fashion industry is accountable for 10% of global carbon emissions. The industry generates lots of greenhouse gases due to the energy used during its production, manufacturing, and transportation process of the millions garments purchased each year.

MICROFIBERS IN OUR OCEANS

Each time we wash garments made out of synthetic materials around 1,900 individual microfibers are released into the water, which leads into our oceans. Scientists have discovered that small aquatic organisms ingest those microfibers, which are then eaten by small fish, which are later eaten by larger fish has introducing plastic into our food chain.

WASTE

Consumers behaviour of disposing cheap clothes has resulted in huge amount of textile waste. Only 15% of our clothes are recycled or donated, the rest goes directly to the landfill. Synthetic fibers are plastic fibers which are non-biodegradable, meaning they can take up to 200 years to decompose. 72% of our clothes are made of synthetic fibers.

SOIL DEGRADATION

Soil is a fundamental part of our ecosystem. We need healthy soil for food production and to absorb CO₂. The global degradation of soil is one of the main environmental issues our planet is facing. The fashion industry's has a major role in degrading soil through: overgrazing of pastures, degradation of the soil due to massive use of chemicals to grow cotton, and deforestation caused by wood-based fibers like rayon.

RAINFOREST DESTRUCTION

Every year, thousands of hectares of endangered and ancient forests are cut down and replaced by plantations of trees used to make wood-based fabrics such as rayon, viscose, and modal. This loss of forests is threatening the ecosystem and indigenous communities.

Global Impact

Stacey Dooley MBE tackles big issues that affect young people around the world in hard-hitting documentaries made around the world. In her BBC Three documentary 'Stacey Dooley Investigates: Are your clothes wrecking the planet?', she explores the shocking impact that our insatiable appetite for cheap clothing is having around the globe (Radhika Sanghani, 2018).

Cotton is the most used fibre in the textiles industry, and used in 43% of all clothing production in the EU (Radhika Sanghani, 2018). The production process includes pesticides used within cotton farming, toxic dyes in manufacturing and uses huge amounts of natural resources such as water which is causing significant shortages.

In the documentary Stacey travels to Kazakhstan which is a country that has been massively affected by the cotton production process. She sees up front just how badly the fashion industry has affected our environment and we can see with our own eyes the impact it is having in other countries. The background story as explained by Stacey Dooley in the episode tells us how back in the 1960s Kazakhstan was home to the Aral Sea which covered 68,000 sq km. One of the biggest inland seas in the world, full of fish, wildlife, and a hotspot for tourists, which has been shrinking since 1960 as a result of cotton production. See for yourself the before and after of the impact our clothes have caused by viewing the link for the clip on the right.



<https://www.bbc.co.uk/bbcthree/article/5ara43b5-cbae-4a42-8271-48f53b63bd07>

(Stacey Dooley Investigates: Are your clothes wrecking the planet?, 2018)

She also travels to Indonesia which is an international hub for clothes production. On the banks of the Citarum River there are over 400 factories that are releasing toxic chemicals into the waterways of the region each day (Radhika Sanghani, 2018). Dr Sunardi who is an environmental toxicologist tested the river water and found toxic levels of mercury, cadmium, lead and arsenic in water that locals rely on for bathing and washing clothes (Radhika Sanghani, 2018).

Interview

As part of my primary research I interviewed Gabriella Diana - CEO & Founder of sustainable fashion brand Onesta. I organised a structured interview to find answers to the questions I needed answering. By interviewing Gabriella I was able gain insight into how a sustainable fashion brand operates, what an industry expert thinks the main issues within the fast fashion industry are, how her sustainable brand is encouraging others to make change, and her predictions and hopes for the future of the fashion industry.

My first question to Gabriella was why did she start her business, what encouraged her to start her brand, and how did she do it. Gabriella started her business because she had a real problem with fast fashion. She said fast fashion is currently extremely detrimental for the planet. There is a huge lack of regard for human rights, animal lives and at the moment fast fashion is all about taking as much as you can from wherever you need it, and selling as much as you can to make a profit. Not paying for fair wages, a fair process or taking into account the effects on our environment was all of the things Gabriella was sick of.

If you look around for clothes that aren't from fast fashion companies and look from sustainable brands, what you find is that they are expensive and not as affordable to people.



(Gabriella Diana,2020)

Shopping sustainable is a middle class trend, you have to have money to be able to afford sustainable clothes. She compared this with food for example organic food is a middle class trend when it shouldn't be. Everyone should be able to buy organic food. Just like clothing people should be able to afford clothes that are sustainable, without the toxic chemicals. But in reality the price goes up which is why the only people who can afford it are people with a higher income. Gabriella is looking at a way to make sustainable clothes mainstream. The style of Onesta website may look expensive, but in reality the clothes are not. Onesta sell their clothes at almost cost price.



(Gabriella Diana,2020)

To show an example of this Gabriella showed me an info-graphic of one of her t-shirts made which shows exactly where the prices come from. If Onesta were to sell this item on Net-A-Porter (which is the world's premier luxury fashion destination), they would charge £150 for this seaweed t-shirt. In fashion 70% is the minimum profit margin you should be having as a retailer - which means you should be earning 70% more than the cost of making the garment. Onesta don't have that profit margin because they are trying to make sustainable clothing affordable to all. See on the infographic, it costs them £29.25 to make the fabric which is a lot of money in regards to fabric, because it's made sustainably in a closed environment with no toxic chemicals, using seaweed.

They then pay a fair wage for the manufacturing which is £12, in comparison to what you read online there are garment workers out there earning 20 cents for an item of clothing. This infographic shows that they don't make as much profit as they could to make it more affordable for everyone. This breakdown of what it costs a sustainable brand like Onesta to make a t-shirt would be very different to one made by a fast fashion brand. Their design process is not transparent, and they produce clothes as cheaply as possible, and sell for highest prices.

Current *Issues*

My next question for Gabriella was what did she think the current main problems are within the fast fashion industry, and what did her company do to help tackle these issues?

Working conditions

Gabriella thinks that the working conditions for garment workers of fast fashion brands are disgraceful. A subject that people have become more aware since the start of the pandemic. She thinks fast fashion brands are not acting correctly when it comes to treatment of workers overseas. Big fast fashion brands pump in orders to garment workers, who during a global pandemic were being forced to work, and when they decide they no longer need the orders, people who are on really low wages are left in an even worse state, which is not acceptable.

Greenwashing

Another issue is greenwashing. This refers to misleading consumers in regards to the company's environmental practices or benefits of the products (Yunjeong Kim & Kyung Wha Oh, 2020). This is one of the biggest problems in today's society. Fast fashion brands are appearing to be green when in reality their not.

In my interview with Gabriella she believes consumers might want to do the best thing and want to buy sustainably, but you have brands like H&M saying they have a sustainable collection which makes you think that's good and you can feel better buying from them, when in reality it's actually not sustainable at all.

Volume of production

Another issue is the volume of clothing produced by fast fashion brands is not sustainable. Something Onesta does is only produce a small amount of clothing to reduce wasted stock going to landfill. Comparing this to brands like H&M, they produce thousands of items of clothing at a time and label under a 'sustainable range'.

"How can it be sustainable when the amount of water used, farmland, and process has used isn't sustainable"
-Gabriella Diana

Onesta are trying to educate people about the affect of greenwashing but unfortunately being a small brand they don't have the advertising budget compared to larger brands. According to Gabriella H&M and Zara spend millions on advertising to dominate TV, magazines and social media to appeal to consumers and ultimately feed lies.

Speed of fashion

There is now a push to return to slow fashion. Higher quality garments with longer product life and utilization (Nature climate change, 2018). Industry create to many collections and to many garments a year, which has lead to customers viewing items as almost disposable (Tom Ford, 2020). In a recent report from the 'Ellen Macarthur Foundation²', there is a push for a circular economy, where the value of products and materials are maintained for as long as possible for waste and resource use to be minimised (Nature climate change, 2018). Circular design will help the fashion industry become a sustainable industry. In an interview with 'Good Morning Vogue' Anna Winrour -Editor-In-Cheif of American Vogue, spoke about her opinions on the size of the fashion industry.

"For years all of the industry professionals have been talking about how bloated the industry has got, how old fashioned the system of standing a fashion show is, and the huge amount of money spent on a spectacular event to get worldwide attention" - Anna Winrour

Old ways within the fashion industry are threatening our environment. Now is an opportunity for change going into a new era of fashion post pandemic.

(Harriet Constable, 'Your brand new returns end up in landfill',





Consumer Knowledge

of fast fashion

Testing Consumer Knowledge

In Stacey Dooley's documentary 'The Shocking Truth About Fashion', she and her team head to Glasgow high street to confront shoppers with the shocking truth behind the water consumption used to create the clothes they purchase. In this video high street shoppers take their latest purchase to Stacey's stand where she uses the information on the label to tell the consumer just how much water went into making their garments. Click here to view the short clip. [Click here to view video: https://www.youtube.com/watch?v=zOe_M3GutdY](https://www.youtube.com/watch?v=zOe_M3GutdY)

The infographic below shows just one of the shocking facts about water consumption uncovered from the video. Shoppers reactions to uncovering the truth behind the water consumption shows that people have no idea what goes into the clothes they wear. People's guesses of the water usage used were nowhere near the actual amount, but once they heard the true amount they were in pure shock. Knowing the real facts changed people's attitudes to what they buy. Which shows to me more people need to know the truth to better their relationship with clothes and realise their impact.

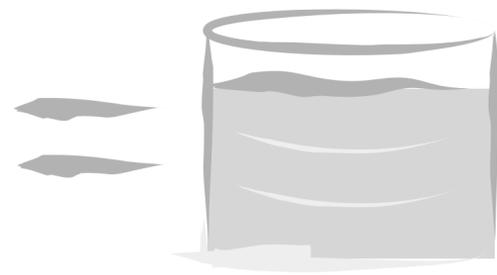
'The Shocking Truth About Fashion'

"I feel like we understand what plastic does to the Earth but I had no idea what cotton was capable of" - Stacey Dooley



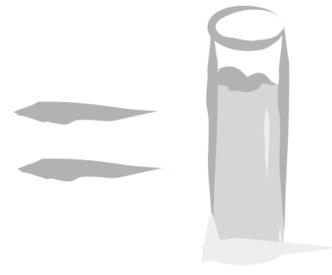
1 COTTON JACKET

One jacket that is 100% cotton is used as the example.



10,330 LITRES OF WATER

To make that jacket it would have used 10,330 litres of water.



24 YEARS OF DRINKING WATER

10,330 litres of water is 24 years of drinking water for one person

Testing Consumer Knowledge

In an experiment done by Hasan Minhaj on his Netflix series 'Patriot Act', he tested the public's reactions to uncovering the truth behind fast fashion brands H&M and Zara's 'sustainable range'. Hansen and his crew took a variety of clothes from their sustainable ranges and created their own pop up shop to help shoppers really understand the products their buying, and the lies being told from these brands.

On the page to the right shows an infographic I made using one of the examples from 'Patriot Act'. One fast fashion brand claimed it's dress was eco-friendly and in the sustainable range because it was partly made of real wool. Only 4% of the whole dress was made of the eco-friendly material, the rest polyester, polyamide and plastic ('Patriot Act', 2019). The brand was greenwashing it's customers to make them think they are buying good but in reality they are not. And this was done with multiple products from multiple brands.

When customers were asked to guess what percentage of the dress did they think was made of wool answers were around 30%-50%, this shows they thought the percentage to be higher than the real result. The public's reaction was completely shocked to uncover that only 4% of the dress was sustainable and this shows a lack of awareness that people do not know what is going in our clothes and are not questioning brands.

To reflect on what I've seen of consumers knowledge of what goes into fast fashion clothing I am shocked. To refer back to the previous page and think that the poorer countries in the world don't have access to clean drinking water and one jacket has consumed 24 years worth for one person is not fair. Finding out these shocking statistics makes me want to inform others and I think people should understand what is in their clothes and the impact it's had on our environment.

Brand claim:
"Eco-friendly dress made partly out of real wool"

Percentage of eco-friendly material:
= 4%

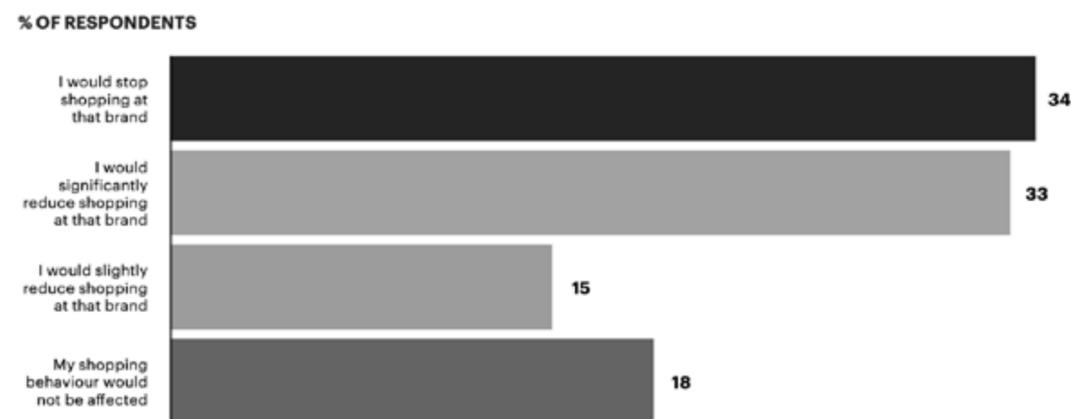




Consumer Trends

Consumer Trends

Two-thirds of consumers indicate they would stop or significantly reduce their spend with brands who mistreat their employees or suppliers



SOURCE: MCKINSEY FASHION SCENARIOS: CONSUMER SURVEY IN GERMANY, UK AND SPAIN, AUGUST 2020

Seeking Justice

The pandemic has amplified public awareness of social injustice in the supply chain. With the momentum for change building there are now campaigns to end exploitation, and consumers expect companies to offer more justice to workers throughout the industry. (McKinsey&Company, 2020). Social justice and human rights issues are being spoke about a lot more, especially since the start of the pandemic and since the murder of George Floyd. A spotlight has turned to all areas of the fashion chain, from the fields where textile fibres are grown to the retail stores (McKinsey&Company, 2020).

The graph above from 'McKinsey&Company' shows the percentage of consumers who said they would stop/reduce shopping at fashion brands who mistreated their employees. 34% of people said they would stop shopping at a brand all together which is a smaller amount than I expected. Although others said they would significantly reduce their shopping with that brand there was still 18% of people who said it would not change their shopping behaviour.

Responsible Consumerism

In 2019 Forbes announced that responsible consumerism is one of six global consumer trends of that year (Yunjeong Kim & Kyung Wha Oh, 2020).

Responsible consumerism to summarise is when consumers want to buy into brands who are responsible. Many organisations such as 'Fashion Revolution', 'clean clothes campaign' and Greenpeace work to bring more of an awareness to consumers about the working conditions and pollution the fashion industry creates (Be Quality, 2020). As consumers become more aware of these issues going on behind closed doors, there is more demand for change and sustainability.

New small brands are founded who are eco-friendly, respect the planet and their workers across the chain. Another solution instead of buying from fast fashion brands. An example of this type of company is Onesta who are leading an example of how a fashion brand can operate sustainably. And again due to the pandemic more people have been supporting local businesses. My interview with Gabriella - Founder of Onesta gave me an insight into how sustainable brand like herself are encouraging others to make a change. She wants people know the real impact of what their buying.

"It can be difficult when you talk about topics such as slave labour because it's very easy for our country and other countries like ours to pretend it's not happening. It's not on our doorstep so we don't need to worry about it attitude"- Gabriella Diana

Design can be used to do this to make people more aware of their impact of buying.

Consumer Trends

Primary research

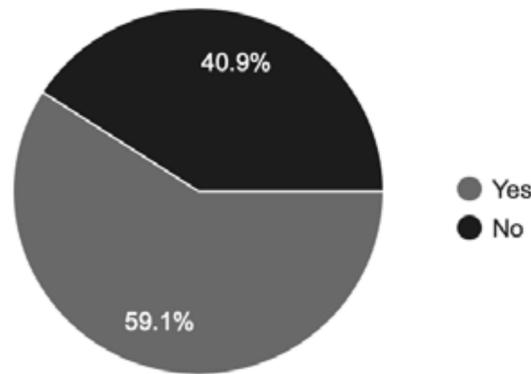
To gain a better understanding of consumers buying habits I created a survey which I released online.

1. My first question was how often do people buy new clothes, Each person buys clothes for their own individual needs and reasons. Mixed results showed people like to buy new clothes every few weeks/months, when they have occasions/upcoming events, or when they just want a new outfit.

3. When I asked people to explain their reason behind shopping with fast fashion brands they said they do because it is: _____

And people who do not said: _____

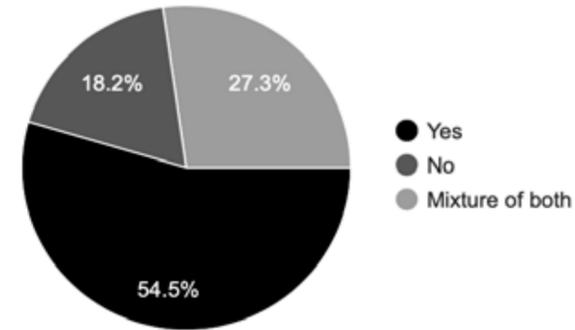
These answers show that people are buying into fast fashion brand for personal convenience because it is easily accessible and cheap. But this also shows me that there is a smaller population who do not shop with fast fashion brands for the right reasons.



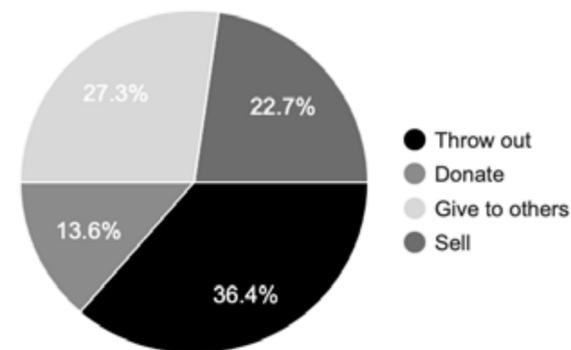
2. My second question was 59.1% of people said they shopped with fast fashion brands, which is less than what I was expecting but better than I thought.

- CHEAP
- CONVEINIENT
- AFFORDABLE
- ON TREND

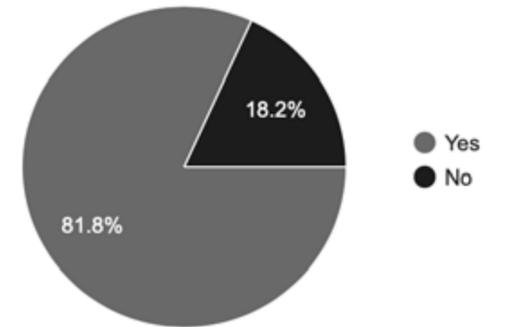
- BAD QUALITY
- DAMAGING
- UNSUSTAINABLE
- DOES NOT LAST



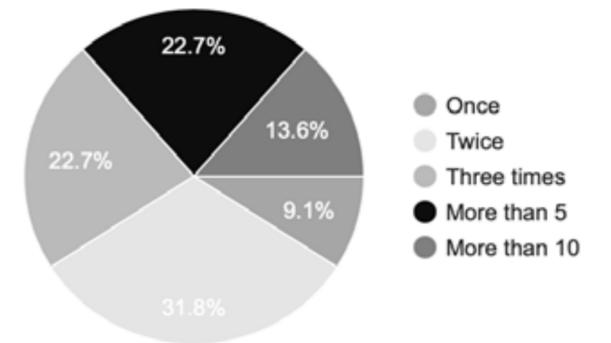
4. 54% of people said they always buy their clothes new. This again is lower than expected which shows more people are shopping vintage and second hand today.



6. When I asked people what they do with their unwanted clothes the majority of people said they throw out any unwanted clothes. This is an issue because 36.4% of people are sending their clothes to landfill which is negatively impacting our environment.



5. 81.8% of people think they have more clothes than they need. This is a large amount of people believing they have more clothes than they need, which shows me we could be buying less to having less of an impact on our environment by encouraging people to buy less.



7. I asked how many times would you wear the same outfit out. The largest majority 31.8% said three times was the most they would wear an outfit out. This shows that people are buying all these clothes and not getting enough wear out of them. People should be encouraged to get more out of their clothes too slow down the industry by buying less and wearing what we have more often.



Social Trends

Social Trends

Social media plays a big part in fuelling fast fashion. Below are some examples of how social media is impacting the way we shop today and how it fuels fast fashion.

“The sin of outfit-repeating”

-Stephanie Symington

There is a huge social stigma around outfit repeating especially on social media platforms such as Instagram. Our society has normalised not wearing the same outfit twice. We need to stop normalising wearing clothes once and never wearing them out again. By normalising a cycle of buying cheap clothes and only wearing them once we are damaging our environment by not thinking of the impact it's causing in terms of production and waste (Stephanie Symington, 2020) We need to stop supporting linear fashion and aim for a circular fashion industry.

Tik Tok challenge - “What I'd wear if...”

Another trend on social media on platform 'Tik Tok' is where 'TikTokers' change between different outfits in a single video, showing off what they'd wear if they were in certain situations.

What was a creative challenge has now changed with people going to extreme measures by spending money on lots of new clothes just for the challenge (Stephanie Symington, 2020).

Clothing Hauls

A huge trend on Youtube is to make clothing hauls, which is when people buy large quantities of clothing online, mostly from fast fashion brands, and show you what they've purchased with reviews. Clothing hauls are popular because consumers have the opportunity to see the clothes on real people and hear honest reviews before purchasing. This trend is mostly done by 'influencers' across the world, with their videos encourage followers to bulk buy the clothes from fast fashion brands (Stephanie Symington, 2020). As a society we shouldn't normalise bulk buying clothes from fast fashion brands that we are only going to wear once or twice.

**“INFLUENCERS
ARE THE
RETAILERS OF
THE 2020s” - Vogue**

In today's society influencers can be considered as the new celebrities. In the fast industry influencers are used to help move product and drive in sales for companies. In 2019 brands spent \$8 billion on influencers for a sum of sponsored social-media posts, long-term partnerships, collaborations, and commissions influencers make through affiliate programs like 'RewardStyle' (Emily Farra, 2020). Today influencers are popular because people want real reviews from real people. When you order a product online, to often a product can come back completely different to what you expect or advertised online. Influencers share with you exactly what they love about a product, what they don't like in honest reviews, show you what the product looks like in real life, and even show you different ways to wear it. Influencers started to act like personal shoppers, directing their followers to stores and websites to shop their look (Emily Farra, 2020).

Design Solutions



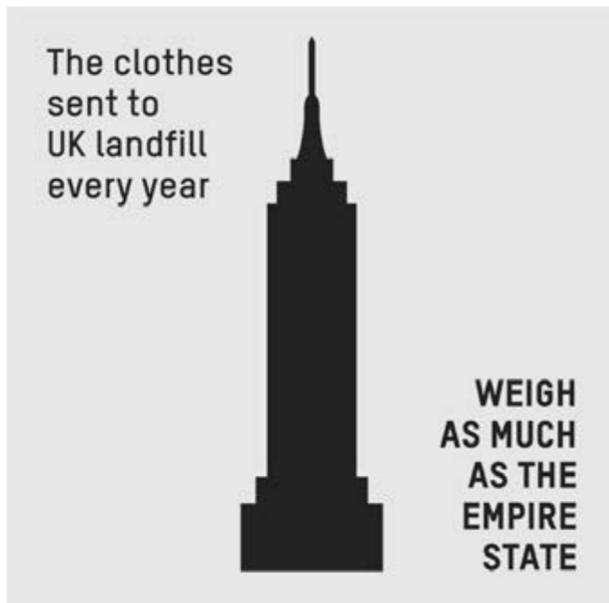
Design solutions



(Oxfam, '#SecondHandSeptember', unknown)

Fast fashion is damaging our planet and the people because it is unsustainable. Every week 13 million items of clothing ends up in UK landfill (Oxfam, unknown). By joining Oxfam's 'Second Hand September' you are pledging to shop second hand for 30 days in September. By doing this you are not buying any new clothes, keeping your existing clothes for longer, and avoiding your clothes going to landfill. Also by shopping with Oxfam, you'll be reinvesting your money into helping the poorest people on the planet earn a fair living and beat poverty (Oxfam, unknown).

This design solution to create the 'Second Hand September' campaign works effectively because creating monthly challenges is something that is on trend right now. Through campaigning and using infographics to reveal shocking statistics to the public it makes them re-think their impact by shopping and can challenge themselves to stop spending and start saving.



(Oxfam, '#SecondHandSeptember', unknown)

Who made my clothes?

#WHOMADEMYCLOTHES
FASHIONREVOLUTION.ORG

(ALICE NEWBOLD, 'Why We Should Be Asking #WhoMadeMyClothes? Before Every Purchase', 2019)

PayUpFashion is a nonprofit organisation. The #PayUp movement was formed in March 2020 after the fashion industry's catastrophic decision to refuse payment for completed clothing orders heading into the COVID-19 pandemic (PayUpFashion, unknown). When retail stores were shut in 2020 due to the pandemic, fashion sales started to fall. In March 2020 dozens of global brands refused to pay for an estimated \$40 billion worth of finished goods that garment workers who had spent countless hours sewing (PayUpFashion, Mark Anner, unknown). This meant millions of garment workers were laid off globally without pay as a result of these cancellations. Thanks to the power of social media the #PayUp hashtag was used to raise awareness of what these brands were doing, and also by signing the petition, raising money to help those venerable people. Also by calling out brand people know who is and isn't supporting the movement, which can influence their decision to shop with them.

The campaign #WhoMadeMyClothes? Was instigated by Fashion Revolution co-founder Carry Somers after the deadliest garment factory collapse in history, where 1,138 workers were found dead in the remains of Rana Plaza, a commercial complex in Dhaka, Bangladesh (Alice Newbold, 2019). The social-media movement encouraged consumers to ask for greater transparency from brands, and for companies to keep the basic promise that their workers are seen, heard, paid properly and operating in safe conditions (Alice Newbold, 2019). Also using imagery of people holding up the poster makes you stop and think about your choices and where your clothes come from.



(PayUpFashion, 'Our Story', unknown)



The future of fashion

Future Predictions

Public's awareness

Slow Factory is a not-for-profit organisation, working at the intersection of human rights and climate justice, founded by Celine Semaan. In an interview with Vogue she said "The public have started to ask questions and inquire. We exist now in an era of activism, an era of revolution and global uprising, and what's happening in the world right now isn't a moment, we are in a moment in a time of climate change which fashion plays an essential role" Thanks to the power of social media consumers have direct communication to encourage brands and policies to be changed. By adding pressure on these brands and building public awareness we can accomplish a change, that all starts with raising an awareness of the industry.

Consumers power

Now more than ever people's consumption is going to match their value system, they should spend their time and resources on the things you want to see do well and succeed (Aurora James - Creative Director Brother Vellies, 2020). Knowing fast fashion is damaging our planet and still continuing to buy from fast fashion brands is supporting them.

Consumers now need to realise the power they have. Every time a customer spends money on a designer or a brand their endorsing that brand. (Hannah Stoudemire - Co- founder & CEO, Fashion for all, 2020). Hopes for the future is that.

When interviewing Gabriella - Founder of sustainable fashion brand Onesta, her hopes for the future of fashion was for consumers to become more aware of their impact, and supporting smaller brands who are sustainable be the way forward.

Smaller businesses

Another hope of Gabriella's is that smaller brands become more popular. As more smaller brands who are sustainable take the lead, larger fast fashion brands will struggle hugely if they don't change their ways. In many ways the pandemic has been a blessing for the fashion industry. Lots of big have shown a lot of people the carbon footprint. They can try their best to become more sustainable but brands like these have major factories abroad, huge supply chains that would cost millions to change their ways. Their factories in countries like Indonesia are throwing waste into local rivers, they would have to inshore waste management systems that would cost millions of pounds which is a big cost to them.

Whereas smaller brands don't have that, we can choose only to suppliers and factories who already doing that.

Speed of fashion

The main thing about the fashion industry that needs to change is the speed. Industry create to many collections a year and to many garments, which has lead to customers viewing items as disposable (Tom Ford, 2020). Going into the future of fashion we need to change peoples perception of their clothes. Fix the relationship people have with their clothes to encourage people to keep their clothes longer, wear the same clothes more often and stop buying cheap clothing that doesn't last.



Summary

Summary

From this report I have been able to gain a better understanding of what fast fashion is and the way large scale fast fashion brands operate to produce mass quantities of clothing to the public. I've recognised the problems fast fashion is causing around the world and the damage it's doing to us, our wildlife and our environment. Gained insight into the lack of knowledge consumers have of what our clothes are made of and what goes into the production process of our garments, which the lack of awareness is something that needs to be recognised to make people realise the real impact of their buying. Also researching into current social trends which I believe is influencing people's mindsets today and has created a disposable relationship with our clothes which needs to be fixed. If consumers relationship with clothing is better, people will keep their clothes for longer, wear their clothes more often, and buy less. This will change the social stigma around wearing the same outfit more than once. The current design solutions that exist have proven to shine a light on problems within the fast fashion industry by raising awareness of injustice for workers and the environmental damage. And lastly by looking into what industry experts think the future of fashion will be is unclear but with more people using fashion as a form of activism and seeking justice we are heading in a good direction, that my campaign can contribute towards.

My aim is to use the power of design to encourage people to realise the true impact of their current buying and wearing habits. To encourage a social change that is more sustainable and less damaging to people, wildlife and our environment. By raising awareness of the impact our current relationship with clothes is having, we can build a better and stronger relationship between us and our clothes. By eliminating the current social stigma around buying and wearing clothes to make clothes cherishable again.

I want consumers to realise they hold the power by educating them on the need to buy less and re-wearing our clothes as much as possible. If our attitudes and buying habits change, large scale fast fashion brands will have to rapidly slow down the pace they are currently at if there is a lesser demand for new clothes. Slow fashion is the way forward and to achieve this starts with a change in behaviour from the consumers.

- *Olivia Thomas*

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Appendix

Survey

To understand consumers buying habits and relationship with clothes:

1. How often do you buy new clothes?
 - Open answer
2. Do you buy from fast fashion brand?
 - Yes
 - No
3. Please explain why you do or don't shop at fast fashion brands
 - Open answer
4. Do you always buy your clothes new or do you also shop second hand/vintage or rent?
 - Yes
 - No
 - Mixture of both
5. Do you think you have more clothes than you need?
 - Yes
 - No
6. What do you do with unwanted clothes?
 - Throw out
 - Donate
 - Give to others
 - Sell
 - Other
7. How many times do you think you wear the same item of clothing out?
 - Once
 - Twice
 - Three times
 - More than 5
 - More than 10

Structured interview

To gain industry insight from a fashion professional:

- 1.How did you come about starting your business / Why did you want to start Onesta?
- 2.What do you think are the current main problems within the fast fashion industry, and what does your company do to help tackle these issues?
- 3.How does your brand encourage others to make a change.
- 4.What are your thoughts on the future of fashion and the direction it's going?