

Exploring sustainable fashion's latest trends and Innovations.

Creation of: consciousub.life

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Abstract

This work exposes the impact of the fashion industry and its significant impact on the environment. It analyzes its past, what it has led us to, the present and the future, exploring new sustainable innovations and trends inside the industry.

This work and the creation of a website named www.consciouhub.life emphasizes the need for consumers to shift away from fast fashion and towards more conscious and sustainable brands. Addressing the challenge of finding sustainable stores and information, providing a centralized platform for discovering sustainable brands, tracking the changing production methods of fast fashion companies, and exploring fashion-related content focused on sustainability.

Keywords: Fashion industry, fast fashion, sustainability, environmental, branding, website.

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1. Introduction:

The fashion Industry has been a powerful source since its beginning influencing how we dress and how the world sees ourselves. The fashion industry has a massive impact on our planet, and if we don't change how we consume it as a society, the industry will not modify, as the sector pleases what the consumer wants. Consumers should change fast-fashion stores for more conscious ones with better ethics and transparency and push to make fast-fashion companies change their production methods, as they significantly contribute to damaging natural sources.

Sometimes it is challenging to discover new sustainable stores or what is behind the fashion industry, and especially when all the information is not together, it could be pretty tiring having to analyze everything from one place to another, and people tend to go the easy way which is not the most sustainable one. For this reason, I've decided to do this project, launching a website where people will be able to find different sustainable brands that are acting, how fast fashion companies are starting to change their way of production and things that they may like, everything related to fashion and sustainability.

To create the website, which is the final product, I first needed to investigate the fashion industry since its beginning, its influence, and all the different periods of fashion that have revolutionized the system. After having a background of the matter, I needed to look at sustainability reports by the EU to know the actual impact and size of the fashion industry and new project laws for the agenda of 2030. Once this was done, I researched different companies' ethics, values, and actions to change the industry; after I looked for a name for my website and I came up with the name: conscious hub; referencing a hub for people interested in this both matters, sustainability, and fashion. Finally, I did the logo, considered the claim, bought the domain, and built my website.

2. Current state of knowledge & requirements

To create my project, first, I had to do some research regarding the topic of sustainability. There are a lot of investigations, and the European Union is highly involved in encouraging new regulations to transform the fashion industry's direction. Moreover, nowadays, an abundance of organizations and ONG are bringing transparency into the industry and trying to make changes, promoting what's behind og it and raising awareness. Since all of this information could sometimes be difficult to find, I developed a centralized platform that brings together information about sustainable brands, fashion industry updates, and resources for individuals interested in sustainable fashion. Such a platform would make it easier for consumers to discover and support ethical fashion choices.

These are the following requirements I have in order to achieve my objective:

1. Knowledge: To create the platform, it was essential to gain a comprehensive understanding of the past, present, and future of the fashion industry to establish a solid background and knowledge to be able to have a critical mindset.
2. Research: An examination of the current state of the fashion industry was undertaken to comprehend its operational mechanisms, identify existing challenges, and explore emerging regulations aimed at mitigating the adverse consequences associated with the industry.
3. Market Analysis and Content Strategy: A comprehensive market analysis was conducted to identify brands actively changing their production systems towards more sustainable practices. The aim was to curate a diverse range of brands that showcase progressive approaches to sustainability within the fashion industry as well as content that it's relevant to the webpage to provide engaging and informative content related to fashion and sustainability, such as brands, campaigns, informative videos, and shops, etc.
4. Brand creation: Consideration and intensive brainstorming to create the perfect name aligned with what I wanted to transmit with my website. The designing of a logo and crafting a compelling claim that aligns with the values and message.
5. Buying the website domain. In this case, the website domain was bought through GoDaddy. And its cost was 1.08€ for an entire year. (<https://www.conscioushub.life>)
6. Creating the website: Creating the website with and user-friendly interface. For this reason, I build my website through Wix. Throughout the website design process, careful attention was given to user experience and usability.

2.1 Fashion

In this section, there is a comprehensive exploration of the multifaceted concept of fashion and the profound impact his idea had and has on society. Its evolution through history and the transformative power that it had on society. Moreover, there are exposed some of the improvements made within the industry which have redefined the way we produce and consume clothing.

2.1.1. The concept of fashion

Fashion has become a business that, over the past century, has experienced incredible growth and expansion. Nowadays, as reported in different sources, the fashion industry has evolved as a significant global economic force, with revenues exceeding \$2.5 trillion annually (Smith, 2021).

According to the Cambridge Dictionary, *fashion* is defined as “a style that is popular at a particular time, especially in clothes, hair, makeup, and accessories.” (Cambridge Dictionary, n.d.).

The Merriam-Webster Dictionary defines *fashion* as “the prevailing style (as in dress) during a particular time.” (Merriam-Webster Dictionary, n.d.).

The concept of fashion itself is a tricky concept, as (Stankevičiūtė, 2021) exposes, because fashion is widely understood as trends that we choose to wear or not, so no one can be a fashion outsider. “Not wearing fashion is believed to be a fashion choice too” Stankevičiūtė, K. (2021).

The concept of fashion, as we know it nowadays, was born in the Palace of Versailles, the court of Louis XIV, who cherished fashion and its importance by making it a big part of their etiquette, being an indicator of their wealth, as it cost much money (Stankevičiūtė, K. 2021, as cited in Barringer, 2014).

We should consider that fashion and clothes have always been a way to express social status and identity throughout history, not only in 1680. Fashion has changed and evolved through history as it is a dynamic phenomenon that constantly evolves and changes over time, reflecting the cultural, social, and economic contexts of the time (Crane, 2000).

As many researchers agree, it is not easy to define fashion as it has changed depending on the social customs or clothing habits of people in different social structures (Stankevičiūtė, K. 2021, as cited in Kawamura, 2018).

Stankevičiūtė conducted an experiment where she asked her first and second-year Bachelor of Arts students, aged 18 to 22, at a university in Vilnius, Lithuania, to describe what fashion meant to them and how they defined the concept of fashion. The results showed that, in general, the students viewed fashion as a means of self-expression, both personally and from a broader perspective. Additionally, they described fashion as a varied, colorful, and rapidly changing phenomenon and a challenging and inspiring field of activity.

The designer Peter O’Brien explains fashion as an art form or an industry. “I love clothes, and I know it is a huge business and employs loads of people. But since shopping became the main pastime of the Western world, fashion has become something ‘other’”

“Everybody has a broad, if not particularly deep, knowledge of it now. There are nine million bloggers, seven billion magazines, and the internet. There is far too much stuff, and nobody needs it. The masses have become used to buying very cheap clothes, and very often, what is called fashion is not. (MacCabe, 2013, 2013).

Laura Cunningham, a fashion editor of Prudence magazine, exposes that we like to express ourselves as human beings. Fashion is just one art form that allows us to do that.

“Fashion is a thousand different things, depending on whether you are an editor who never wears anything but black or a girl on Take Me Out who thinks she is fashionable, but Grace Coddington [the creative director of US Vogue] would consider it is grotesque” (MacCabe, 2013).

The world of fashion and its iconic designers have defined the concept of fashion in unforgettable ways. Their contributions have left a lasting impression and continue to inspire today’s fashion industry. A recent article in Harper’s Bazaar (2022) compiled the best definitions of fashion from some of the greatest designers ever.

“What you wear is how you present yourself to the world, especially today when human contacts are so quick. Fashion is an instant language”, Miuccia Prada.

“Fashion is about dressing according to what is fashionable. Style is more about being yourself”, Oscar de la Renta.

“I think fashion can do a lot. Fashion is very popular, so it can help broadcast a message and reach a new generation”, Maria Grazia Chiuri.

“Fashion as we know it is over; people now wear exactly what they feel like wearing”, Mary Quant.

2.1.2 Evolution of fashion through years

It is no secret that fashion has evolved through the years, with various events and developments that deeply influenced the industry and changed the way of production and how we consume and perceive fashion.

2.1.2.1. Industrial Revolution

We should go back to the 18th century to the Industrial Revolution, where from that moment on, machines took over the work, which humans previously did. As expected, production became faster and cheaper. We can translate these facts into more affordable and accessible fashion. Vilaça (2022) exposes that the clothing made by artisans took a new meaning back then. We could say that thanks to the industrial revolution, stepwise trends, and clothing became democratized.

(Industrial Revolution: Definition, Inventions & Dates - HISTORY, 2023) T Exposes that Britain had a long history of producing textiles, like wool, linen, and cotton, thanks to its climate. Before the industrial revolution,, individual spinners, weavers, and dryers worked in homes or workshops.

By 1730, innovative inventors began creating machines that could produce fabrics at an increased rate. Here we have some of the machines that signaled the dawn of the age of mass production.

In 1764 or 1765, James Hargreaves invented the Spinning Jenny, a multi-spindle spinning frame. This machine was one of the key developments in the industrialization of textile manufacturing. (Britannica, T, 2019).

In 1733 John Kay developed the Flying Shuttle, a significant technological innovation, as we should consider the importance of the worldwide textile industry. The flying shuttle represented an essential step toward weaving. (Bellis, M. (n.d.). *Flying Shuttle - John Kay*. <http://theinventors.org/library/inventors/blflyingshuttle.htm>)

In previous looms, the shuttle was thrown, or passed, through the ropes by hand. Using the flying shuttle, one weaver could knit fabrics of any width more quickly than two could before. (Britannica, T. Editors of Encyclopaedia (2018, April 3). flying shuttle. Encyclopedia Britannica. <https://www.britannica.com/technology/flying-shuttle>)

The water frame was another invention that changed the speed of production, and this machine represented an improvement on James Hargrave's spinning jenny, as mentioned before. This machine was patented in 1769 by R. Arkwright. (Britannica, T 2019). This machine, as well as the others, was important due to the cotton importance, as it was used for apparel and other day-to-day items.

The water frame was a major advance as the water mechanized spinning the yam and did not require as much human labor.

Another significant industrial revolution invention was the power loom, developed by Edmund Cartwright in 1784. This device is used to weave together threads to produce a fabric. This invention was significant as it used mechanization to automate much of the weaving process, as it used to require several laborers to work.

These inventions are merely a few examples of how production methods were revolutionized. With these advancements, cloth production became faster and more efficient, requiring less time and human labor. Because of these innovations, the fashion industry was transformed as fashion became part of a system capable of expanding and meeting the growing demand and leading us to the present today.

Middle-class women in the pre-war Era could purchase "ready to wear" clothing made with lesser fabrics and by machines at department stores. Immigrant seamstresses mass-produced many articles of clothing sold by department stores in the "sweated industry." These items of clothing imitated the custom-made versions worn by the upper class. The department stores charged lower prices based on lower labor and material cost. However, not everyone could afford the items in department stores such as G.Fox in Hartford. For the working class woman or young girl just starting, sewing patterns were available to purchase for their clothes. An example is the shirtwaist design advertised by Priscilla Designs of Boston, Massachusetts.

<https://library.ccsu.edu/dighistFall16/exhibits/show/women-and-dress--women-s-contr/war-time-fashion>

2.1.2.2. World Wars

The World Wars, the first from 1914 to 1918 and the second from 1939 to 1945, had a considerable impact on the fashion industry, as some resources were scarce.

Olds (2001) exposes that back in World War II, functionality and long-term clothes was the form of fashion. Materials like wool and silk needed to be used for uniforms and parachutes, so several fabric usage restrictions came.

Skirts could not use more than 2 yards of fabric, zippers in men's and women's clothing were prohibited to preserve metal, and sleeve circumferences could not be greater than 35.56 cm to preserve leather. As rubber was also necessary, designers promoted styles without it.

In 1941, each British adult received 66 clothing coupons, but this number quickly dropped to 48. In 1945, each person received only 36 coupons. A woman's tweed suit alone costs 18 coupons, half the yearly ration. Shoes would cost seven coupons unless one chose a pair with wooden soles, which cost 5. (Olds, Lauren (2001) "World War II and Fashion: The Birth of the New Look," *Constructing the Past: Vol. 2: Iss. 1, Article 6.*)

As previously mentioned, clothes during the War were mainly functional clothes; as men went to fight, women had to step in and take jobs that used to be filled by men, leaving the tight clothes at home. Pants became popular as there was a more relaxed attitude towards gender-specific clothing since women joining the work needed to replace men at War.

Nylon was the revolution in textiles, it was invented in 1938, and it had a powerful impact on World War 2.

Wallace Carothers invented Nylon. In 1935 while lecturing at Harvard University, he established the basic principles of polymer chemistry. (*The Invention of Nylon | Encyclopedia.com*, s. f.-b) He decided to join DuPont, the billing company of Nylon, where he did his research

Nylon became famous in 1938, claiming a novelty other products could not match, as it was, and still is, a material to suit any number of uses. (*Nylon: A Revolution in Textiles*, 2019b)

DuPont decided that their market would only be a single market: Ladies' full-fashioned hosiery, as due to the clothing restrictions previously mentioned, silk and rayon stocking became necessary in every woman's closet. (*Nylon: A Revolution in Textiles*, 2019c).

Olds (2001) explains that this material was among the first to disappear from the shelves.

In November 1941, DuPont shifted its nylon manufacture from consumer to military production as a replacement for Japanese silk: in 1940, 90% of DuPont's Nylon had gone into stockings, but by 1942 virtually all Nylon went into parachutes and tire cords. Nylon would eventually be used in glider tow ropes, aircraft fuel tanks, flak jackets, shoelaces, mosquito netting, and hammocks.

2.1.2.3. Synthetic fibers

After World War II, synthetic fibers became very popular as these materials promised and easy-care, washing, and wear. The term "synthetic fibers" will encompass all artificial. Synthetic fibers are manufactured textile fibers produced entirely from chemical substances.

From 1950 nylon and other synthetic fibers could be found in underwear, socks, petticoats, fake fur coats, mock-wool sweaters sets, and even in men's drip-dry suits. (*Nylon: A Revolution in Textiles*, 2019c)

Maglio (2010) exposes that the spirit of the 1950s embraced the future through the space race, the fascination with science fiction, and the vital use of synthetic fibers across product lines. These new fibers build fashion through chemistry, bringing more cheerful colors. In

addition, light and bright synthetic fibers and metallic yarns that were easy to maintain replaced bulky spun fibers.

In 1955 citing Maglio (2010), modern textiles reported a 20% increase in artificial fiber production over 1954. Fibers, at that time, were designed for specific applications instead of being adapted by diverse mechanical spinning and weaving methods.

Synthetic materials had firmly transitioned from the runways to the mass markets by the 1960s, ultimately leading to their downfall.

In 1960 and 1970 environmental movement gained ground in focusing their attention on pollution as there were concerns about the disposal of toxic waste caused by the industries. "Silent Spring" in 1962, serves as a valuable point of reference for the start of the contemporary environmental movement in the United States.

This new environmental movement, we could see how affected the industry as in 1965, synthetic fibers made up 63% of the world's production of textiles, while in 1970, that number decreased only to 45%.

Since the industry was (and still is) constantly evolving by 1990, the feel and performance of these synthetic fibers were improved, gaining market. (Citar web)

This new revolution left us with massive and large-scale productions leading to a world full of plastics.

2.1.2.4. Globalization and Fast Fashion

What is globalization? Globalization is a term that has gained popularity, as it is the term that we use to describe the increasing connections and dependences of world economics and cultures.

The fashion industry has played a considerable role in globalization as its growth and rapid changes are due to globalization. However, the relationship between Fashion and globalization is very complex as it has many parts, some of which are not positive.

Fast Fashion is the most significant outcome of globalization of the fashion industry. Fast Fashion is moving designs quickly from the catwalk to retailers. Moreover, fast fashion has inexpensive manufacturing, which allows retailers to sell the current trends at low prices and as quickly as possible. Everyone can afford the latest trends, and consumers can buy new pieces almost weekly. (Ledezma 2017 citing Barnes and Lea-Greenwood).

In the 20 century (Ledezma 2017 citing Tokatli), more stores that sold ready-to-wear clothes catered to the lower classes, especially in 1980. In 1980 consumers were introduced to transnational corporations, new technologies, and mass media, hugely impacting the fashion industry. They changed how Fashion was produced, marketed, sold, worn, and thrown away. With globalization, a massive demand for fashionable clothes opened, and traditional fashion collections could not keep up. People wanted their clothes at lower prices. Thus, fast Fashion was born. (Ledezma 2017 citing Bhardwaj and Fairhurst 167–168)

Nowadays, fast Fashion has come to dominate virtually all Western fashion markets. In Western countries, globalization provides consumers with abundant different fashion trends sold by massive retailers, with resources to provide a constant supply of online products. Shopping has become a recreational hobby as consumers shop for pleasure and entertainment and because they desire to consume. The research done by (Knutson, Rick, Wimmer, Prelec, and Loewenstein (149) concludes that consumers gain direct pleasure from

shopping but have a greater pleasure from receiving a bargain; Fast Fashion could be seen as one.

Globalization and access to low-cost labor and international markets have created an assembly line in the clothing industry. They are facilitating the production of cheaper and faster clothing.

In addition, manufacturers do not market their clothing. Instead, some large retailers purchase their clothing from several manufacturers located all around the world.

Importing clothes to many locations is easier than ever before. Due to globalization, manufacturing can be outsourced more easily to sweatshops in countries where wages can be just a few dollars per day. The workers are exposed to harmful chemicals, poor working conditions, and abuse from managers. None of them are paid a fair living wage, so employers can trap workers into continuing to work long hours at the factory to earn enough to survive. Sweatshops are independent contractors, so Fast-Fashion retailers bear no legal responsibility for the working conditions.

As mentioned before, the goal of fast Fashion is to optimize the supply chain in order to design clothing quicker. There is a big issue with this model. To produce more mass-produced clothing rapidly and inexpensively, manufacturers frequently use environmentally harmful materials.

2.1.3 Consequences of fast fashion

"New season, new styles, buy more, buy cheap, move on, throw away: the pollution, waste, and emissions of fast fashion are fueling the triple planetary crisis" ¹(The United Nations Environment Programme (UNEP). According to recent studies by the European Parliament, It is estimated that every second truck loaded with abandoned textiles is dumped in a landfill or incinerated every second.

The European Parliament establishes a difference between the textile and clothing industries. The textile industry commonly refers to producing yarn, textiles, and fabrics. At the same time, the clothing industry could also be referred to as the garment industry, apparel and fashion industry refers to the production of garments. The sector also includes other textile products, such as household textiles and hygiene products. Nevertheless, the fashion industry could also include shoes, bags, jewelry, and other accessories, not only clothes. (*Environmental Impact of the Textile and Clothing Industry: What Consumers Need to Know* | Think Tank | European Parliament, n.d.)

In line with the report done by the European Parliament (*Environmental Impact of the Textile and Clothing Industry: What Consumers Need to Know* | Think Tank | European Parliament, n.d.)These are the main environmental issues. Esvwbthoogh, Estimating the total number is challenging due to their global distribution and diversity.

A significant amount of the environmental impact associated with manufacturing can be attributed to the production of raw materials such as cotton polyester, which is made of fuels, and its non-biodegradable manufactured celluloses, among others. Processing and garment production, as stated by the European Parliament, more than 19000 chemicals are used in the production of clothing, 165 of which the EU classifies as hazardous to the health and

¹ The triple planetary crisis refers to the three main interlinked issues that humanity currently faces: climate change, pollution and biodiversity loss. Source: <https://unfccc.int/blog/what-is-the-triple-planetary-crisis>

environment. Moreover, The 2017 Pulse of the Fashion Industry report stated that the dyeing process may require as much as 150 liters of water fabric, and in places where the legislation is not as strict as the EU, the wastewater is often discharged unfiltered into waterways. Another factor is the transport and distribution of clothes, as they need to do long delivery routes; in addition, there is a waste of production generated through packaging, tags, bag hangers, and unsold leftovers. Consumer use is another critical factor, as there is a significant release of chemicals and microplastics being released into plus a waste of energy when washing and drying our clothes. The end of life of clothing is a big problem. As mentioned before, most clothes are made with non-biodegradable materials, according to the report made by the European Parliament *Environmental Impact of the Textile and Clothing Industry: What Consumers Need to Know* | Think Tank Most clothes in the EU seem to be still thrown away and burned in incinerators, or these end up in landfill where they release methane.

As mentioned in the report done by the European Emissions Agency, "*Textiles in Europe's circular economy*," In 2022, European textile consumption was ranked number four in terms of environmental impact, followed by the industry of food, housing, and transport.

The European Environment Agency (EEA) has projected the consumption of clothing and footwear to grow 63% by the end of the decade, from 62 million tonnes now to 102 million tonnes in 2030.

According to the European Environment Agency (EEA) there is a rising trend of buying cheaper garments, which are going to be used for a shorter period of time and as a direct consequences being thrown away, contributing to unsustainable patterns of overproduction and overconsumption. This as has already been mentioned before, is a fraught with social problems, such as child labor in sweatshops, being the result of pressures to minimize production costs to meet the consumers demands for cheaper clothing.

2.1.4 Problematics of fast fashion.

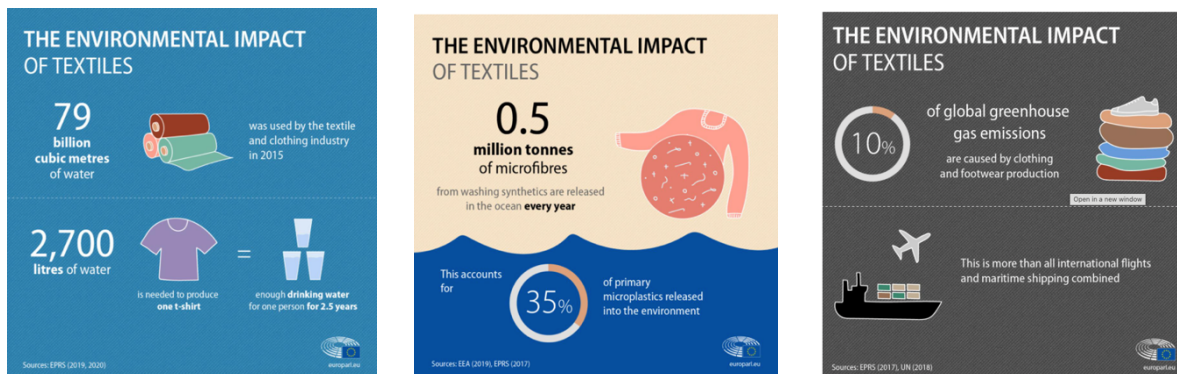
As previously mentioned, fast fashion is a significant source of greenhouse gases that are overheating the planet, and water pollution, among others. There are several problems with fast fashion, and the UE is trying to move toward a more circular economy.

According to the EU, the fashion industry and indeed fast fashion, which in its meaning means to buy more, buy cheap, move on, throw away. Thus it Has led to a big increase in the number of clothes produced and thrown away. Water use, it is a big problem. According to the EU, in 2015, it was estimated that the global textile industry used 79 billion cubic meters of water and that it takes 2,700 liters of fresh water to produce a single cotton t-shirt.

As we noted before, water pollution is another problem, as textile production is estimated to be responsible for 20% of the global water pollution from dyeing and finishing products. In addition to that, not only are microplastics released in the production of this product, moreover according to the report done by the EU, "The impact of textile production and waste on the environment infographic." Laundering synthetic clothes accounts for 35%; primary microplastics can be unleashed into the environment. For example, a single laundry cycle of clothes made from polyester can release up to 700,000 microplastics which can end up in the food chain.

Moreover, the European Environment Agency evaluated that the fashion industry is responsible for 10% of global carbon emissions, and the purchase 2017 of the EU generated about 654 CO₂ emissions per person.

The report done by the EU shows that the quantity of items of clothing purchased in the EU per person has grown by 40%. Moreover, there has been an increasing waste of textiles in landfills, and more clothing has been thrown away rather than donated. Europeans use nearly 26 kg of textiles and discard about 11 kg of them every year. According to the EU, globally, less than 1% of clothes are recycled partly due to inadequate technology.



Picture 1, 2 and 3: Infographics with facts and figures about the environmental impact of textiles. Source: <https://www.europarl.europa.eu/news/en/headlines/society/20201208STO93327/the-impact-of-textile-production-and-waste-on-the-environment-infographic>

In addition, the Fast Fashion Industry has raised several social responsibilities and sustainability concerns, like the SDGS set by the European Union. According to the EU, there are 17 SDGS which are an urgent call for action by all countries, promoting sustainable development across an economic social environment dimension.

Next, we will present the Sustainable Development Goals related to the fast fashion industry and which companies could embrace to begin making efforts on this matter.

The environmental impact caused by the fast-fashion industry is associated with Goal 12: Responsible Consumption and Production, Goal 13 Climate Action, and Goal 14 Life Below Water.



Picture 4,5 and 6: Images of the SDGS. Source: <https://www.un.org/sustainabledevelopment/news/communications-material/>

As previously stated, the fashion industry has been criticized for its poor labor practices, which could include long working hours and unsafe working conditions in developing countries, where workers have little protection, including forced child labor. So, in reference to this matter, Goal 5: Gender Equality, Goal 8: Decent Work and Economics, Goal 10: Reduced inequalities and Goal 16: Peace Justice and Strong Institutions.



Picture 7,8 and 9: Images of the SDGS. Source:

<https://www.un.org/sustainabledevelopment/news/communications-material/>

To sum up, the Fast fashion industry has several problems. Intending to address these impactful issues, it is essential to change the fast-fashion business model, focusing on more sustainable and ethical practices to seek a better future. We should consider that the fashion business must change, but at the same time, consumers must be willing to change their perception of fashion and see what is behind a piece of clothing.

2.2 Sustainability

The EU aims to change the inside of the industry, also among consumers creating a new sustainable ecosystem for textiles by 2030.

This new perspective has durability as the critical point, as the EU agrees that all products must be durably repairable and recyclable, which is still not happening nowadays.

30 March 2022, the European Green Deal ²proposed tools to move into a circular economy. They presented a new strategy to make textiles more durable, repairable, reusable, and recyclable.

According to the EU strategy for sustainable and circular textiles (2022), the commission proposed the following requirements to create a coherent framework for the transition of textiles by 2030.

1. *Mandatory Ecodesign Requirements:* The European Commission will develop binding a product-specific ecodesign requirement to increase durability, reusability, reparability, and fiber-to-fiber recyclability to increase textiles performance.
2. *Stopping the destruction of unsold or returned textiles:* The European Commission proposes transparency obligations and prohibitions to prevent the destruction of unsold or returned goods, including clothing, as it wastes resources. Large companies will have to inform the number of discarded products and their treatment.
3. *Tackling microplastic pollution:* The European Commission plans to reduce synthetic fiber releases into the environment through various measures. These measures include introducing design requirements under the Ecodesign for Sustainable Products Regulation and the forthcoming Commission initiative to address microplastics' release. Measures will target manufacturing processes, pre-washing at industrial plants, labeling, and promoting innovative materials. Other options include:

² https://commission.europa.eu/strategy-and-policy/priorities-2019-2024/european-green-deal_en

- Washing machine filters.
- Development of Mild detergents.
- Caretaking and washing guidelines.
- End-of-life textile waste treatment.
- Improved wastewater and sewage sludge treatment regulations.

The Commission will consider constant standardization work on test methods for measuring microplastic release and industry capabilities.

4. *Information Requirements and a Digital Product Passport.* The European Commission will review the Textile Labelling Regulation ³to ensure consistency with new legislation. The regulation requires textiles sold in the EU to have a label that identifies the fiber composition and indicates any non-textile parts. The review may introduce mandatory sustainability and circularity information about the products. The Commission *may also consider introducing a digital label in the context of these proposals.*
5. *Green claims for truly sustainable textiles.* The EU's new rules will mandate that consumers are given information at the point of sale concerning a commercial warranty of durability, along with details related to repair, including a reparability score if one is available.

3. Methodology

In this new chapter, I will introduce the different sections of the platform I've created to promote sustainable fashion practices. Through my research, I have explored the negative consequences of fast fashion and analyzed the industry's evolution toward a more environmentally conscious approach. In response, I have created a website that compiles various brands and stores that offer sustainable fashion options and resources for repairing and modifying clothing to extend its lifespan.

3.1 Brands leading into a more sustainable future.

First, we should note Good on You, a website founded in Australia in 2015 by a group of campaigners, business professionals, sustainability experts, and tech developers; nowadays, there is also an app. Good on you; provides information about brands' sustainability and ethical practices. It works by rating brands on a scale of: "We avoid," "Not good enough," "It is a start," "Good," and "Great" based on the company's information on the environment.

Here there are some Brands that are leading into a more sustainable future, always following their core values. For these brands, sustainability is in their core value and not a marketing tool or a way to greenwash the brand.

³ Regulation (EU) No 1007/2011 of the European Parliament and of the Council of 27 September 2011 on textile fibre names and related labelling and marking of the fibre composition of textile products and repealing Council Directive 73/44/EEC and Directives 96/73/EC and 2008/121/EC of the European Parliament and of the Council Text with EEA relevance (OJ L 272, 18.10.2011, p. 1–64)

1. **Ecolaf:** is a Spanish brand born in 2009. The founder, Javier Goyenche, exposes: "I wanted to create a truly sustainable fashion brand and thought that the most sustainable approach was not to continue indiscriminately using the planet's natural resources, to ensure the needs of future generations. Recycling could be a solution if we could create a new generation of recycled products with the same quality and design as the best non-recycled products."

Ecolaf has a long history of making changes for the planet and revolutionizing the industry: In **2014** they created their first innovative collection of flip flops, made 100% of recycled tires without any need for glue. In 2015 the Ecolaf Foundation was born with the project: Upcycling the Oceans, with the help of the fishing industry, to remove and recover marine waste aiming to transform this material into quality yarn and fabric to create new products.

In 2017 Upcycling the Oceans went to Thailand with a three-year contract to clean the following islands. Bangkok, Phuket, Rayong, Koh Tao, Koh Samui.

In 2018 Ecolaf was the first Spanish brand that receives the 2018 Certified B corporation⁴; in 2020, the Schwab Foundation⁵ awarded Ecolaf recognition for the company revolution. That same year, in 2020, Ecolaf took the Upcycling the Oceans project into the Mediterranean Sea. In 2021, Ecolaf launched its movement. "*There is no planet B*". For every piece with this claim, 10% is donated to the Ecolaf Foundation to keep growing the Upcycling the Ocean project. With more projects in between, new stores opened designed with recycled materials and conscious views etc. In 2022, Ecolaf was recognized as one of B Corp's "Best for the World"⁶, positioning the brand in the top 5% of the 5,000 B Corps across the globe in the environment category. Recently Ecolaf signed the pact to become a zero carbon emissions company by 2030.

2. **Patagonia:** Patagonia was created in 1973, and in 2022 it celebrated its 50th anniversary, updating its core values: Quality, integrity, environmentalism, justice, and non-conventional ways. They aim to create the best functional, versatile, long-lasting, repairable, and recyclable products. (Our Core Values - Patagonia, n.d.) Environmentalism is a priority for Patagonia, and they work to reduce its impact and restore lands, air, and waters to a state of health. Patagonia is committed to being just, equitable, and anti-racist by creating equity for historically marginalized people and reordering preferences to value human well-being and thriving communities. For nearly 40 years, Patagonia has kept groups performing to find answers to the environmental problem. Patagonia is one of the brands with the best reputation regarding quality, trust, and ethics. The company has always been acting in fighting climate change, and it is well-known for that.

⁴ The B - CORP certificate identifies that the company meets the highest standard of verified social and environmental performance, public transparency, and legal accountability to balance profit and the purpose the company was built for. <https://bcorporation.eu>

⁵ The Schwab Foundation for Social Entrepreneurship, sister organization of the World Economic Forum, is a leading global platform that accelerates outstanding models of social innovation. <https://www.schwabfound.org>

⁶ Every year, B Lab recognizes the top-performing B Corps creating great impact through their businesses These B Corps are named Best for the World™, as their verified scores in the five impact areas evaluated on the B Impact Assessment - community, customers, environment, governance, and workers - <https://www.bcorporation.net/en-us/best-for-the-world/>

This past 2022 the owner, Mr. Chouinard, decided to transfer the ownership of Patagonia, valued at three billion dollars, to fight climate change. According to the New York Times, which did a specific interview with Mr. Chouinard, who is 83 said: "Hopefully, this will influence a new form of capitalism that does not end up with a few rich people and a bunch of poor people." Furthermore, he continues, "We are going to give away the maximum amount of money to people who are actively working on saving this planet."

3. **Bottletop**: This brand creates bags from recycled bottle tops. Founded in 2002 by Cameron and Roger Saul. They believe that people should be able to own beautiful things leaving a beautiful impact on the planet. The brand started in 2001; Cameron was living in the mountains of Southeast Uganda for nine months and returned with a bag made from recycled bottle tops and a desire to support local artisans. Then they reworked the original design with the leader from waste offcuts. In 2005 the company discovered a local craft technique in Salvador where women wave together recycled aluminum ring pulls to create unique fashion accessories. Then the company with the National Wildlife Federation created the Zero Deforestation Leather program. During the following year, the company collaborated with different artists and designers and has appeared in different runways. During the 2016 Olympics, the company was in charge of designing the costumes for artists and dancers. In 2019 the company launched the #togetherbrand in partnership with UN Foundatio⁷n. They aimed to generate awareness, action, and support for the 17 sustainable development goals. Nowadays, this campaign supports charities, NGOs and its dedication to the 17 SDGs.
4. **Freitag**: Freitag is a Swiss company that produces bags and accessories made from truck tarpaulins, seat belts, and bicycle inner tubes. The company was founded in 1993 by two brothers. One day Markus Freitag came to the apartment with an old tarp with the intention of making a bag out of it. Freitag has always stood up for innovation, sustainability, and environmental awareness.

The company collects the raw materials directly from trucks, truckers, truck companies, and haulage companies as they have people in charge known as the "truck spotters" Their mission is to look for the tarpaulins all over truck stops in Europe.

Once the tarpaulins arrive at the factory, they have to relieve the trap of everything, and then it is cut into 2.5-meter lengths pieces. Then the materials are washed with rainwater after the tramps are cut, following the designs of the bag. After this is sent to the partner for the bags sweeping on their website, they explain that these partners are committed to complying with the code of conduct of Freitag. Moreover, Freitag uses recycled materials and short transport routes to keep their carbon footprint low.

3.2 Technologies that fast fashion companies are using to lead into a more sustainable future.

⁷ The United Nations Foundation is a charitable organization headquartered in Washington, DC, that supports the United Nations and its activities: <https://unfoundation.org>

There are several fast-fashion companies, that are changing their production process, still it is not the 100% of their production it's a great start to start changing the model of fast-fashion.

1. **H&M.** H&M has acted and is responsible for its Impact and willing to change for the better. It creates more efficient collections, recycling unwanted pieces and removing unnecessary plastics and hazardous chemicals. As they claim on their website, the goal of H&M is to close the loop on fashion and make it sustainable while promoting inclusivity and fair jobs while continuing to improve the industry.

H&M wants to be fair; their website claims that they are working on improving fair wages, banning forced labor and child labor, and animal welfare. Moreover, H&M has set some ambitious goals. They want to reduce their emissions by 2030 and reach a newt zero by 2040; they also set new water standers by cutting unnecessary washed during the production process.

H&M has a Garment Collecting program, and they have been recycling clothes since 2013, costumers can find this everywhere across the world where they can bring in old clothing to be recycled.

Following this, H&M's Conscious collection features sustainable materials like organic cotton, recycled polyester, and Tencel lyocell. Moreover, in 2019, H&M launched a service in Stockholm where customers can rent clothes from the Conscious collection.

2. **Adidas:** This company in 2015 started a partnership with Parley from the Oceans, an environmental organization and a global collaboration dedicated to raising awareness about the fragility and beauty of our oceans. With this, Adidas creates clothes and footwear made from reclined materials that can be fully recycled by the end of their life.



Picture 10: The Journey of an Adidas Product in collaboration with Parley. Source: <https://www.adidas.com/us/blog/639412-how-we-turn-plastic-bottles-into-shoes-our-partnership-with-parley-for-the-oceans>

3. **Levi's:** Levi's claims that it is building a better and more sustainable future. First, by using less water in 2011, they introduced the less water process. To maximize water efficiency, they have established a Recycle and Reuse Guideline initiative that

promotes recycling more than 20% of the water used in manufacturing. Of the cotton used in 2020, 83% came from sustainable sources, like better cotton, organic cotton, and recycled cotton. They have introduced, as explained on their website, Cottonized hemp denim made with cellulose fiber by Re: NewCell. In addition, they have a collection where it is possible to recycle every piece of it, The Levi's WellThreated. The company is committed to its impact on climate change, so To leave the small possible carbon footprint, they have introduced new shipping carton designs and made meaningful changes to reduce transport emissions.

Finally, they work in order to restore our sources; for Levi's, restoring nature is very important, so in order to do this, they work on improving cotton cultivation by working with Better Cotton, which helps to support agricultural practices that replenish soil health, promote cleaner waterways and support farmers, They are changing into alternative fibers. Finally, in 2020, they updated their environmental commitment to Source sustainable wood-based fibers, aiming to protect the ancient and endangered forests and address the social impact of wood-based fiber production.

4. Results

As previously mentioned, and taking into consideration all the previous work I've created a website that it is called: Conscious hub. The website conscious hub is a website that aims to transform the fashion industry by introducing new and innovative ideas, practices, or technologies that challenge the traditional ways of operating in the industry.

4.1 The website.

When creating the website (<https://www.conscioushub.life>) I wanted to secure a unique web address, so I bought the domain through GoDaddy, investing 1.08€ for a one-year registration.

Subsequently, the website was designed. My primary objective during the design process was prioritizing the user's online experience. Focusing on a site that is visually appealing, easy to navigate, and offers seamless usability.

4.1.1. Name, Claim & Logo

The name: conscious hub stands up for a platform that shares information for people who have a common interest in sustainable living and ethical knowledge and want to have more information about brand sustainability or stay up to the latest news. Boost conscious and responsible actions towards the environment, society, and oneself. In the annex you'll be able to find the website's logo design.

The claim of the website is: Turning upside down the fashion industry.

4.1.2 Content

The website is structured into 4 tabs; the first is Home, with information about the conscious hub and various topics the users may like. The second tab is Brands, where there are different sustainable brands for the users to discover and discover their actions, and the last one is Innovative Solutions, where there are fast-fashion companies and innovative solutions that these companies are doing to reduce their environmental footprint and change into more sustainable production.

5. Conclusions

The fashion industry has been in the spotlight for many years due to its environmental impact and unethical practices. Moreover, the fast fashion culture has contributed to overconsumption due to its low prices and has resulted in colossal waste and pollution on our planet, with the effects being undeniable.

Slowly, thanks to new regulations and people starting to be more conscious about its impact, the industry is acknowledging and taking responsibility for its effects towards a more sustainable future.

Some brands always have been driven by their ethics, and the ones that sustainability was not in their core values and once were indifferent to environmental concerns now are starting to use innovative technologies and introduce more sustainable solutions as consumers.

Consumers are becoming more aware of the problem and seeking alternatives to fast fashion while their purchasing habits are beginning to change, demanding more from the fashion industry, as they want to have more transparency about the product that they are going to buy.

Creating the conscious hub is a step towards promoting awareness and more information about sustainable practices to transform the industry for good. By creating an online space where customers can learn and discover new brands committed to sustainability.

In order to become a fresh platform and constantly seeking from new brands and updating the contents, the next step for the conscious hub is to develop a communication strategy to help drive engagement reaching more people creating more awareness of the industry.

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