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Tasks in the order I received them:

Task One: Manifesto (Julia Task) = 508 words

Task Two: Reflective writing (Jon Task) = 493 words

Task Three: Semiotic Analysis (Ryan task) = 454 words

Task One: Manifesto (Julia's Task)

- 1) Stop buying fast fashion
- 2) Buy clothes with ethical labels
- 3) Extend your wardrobe life by mending more
- 4) Learn basic sewing skills
- 5) Cherish and appreciate your clothes
- 6) Recycle and donate clothes
- 7) Be confident in your own personal style
- 8) Save money and the planet

Key word: Fast Fashion

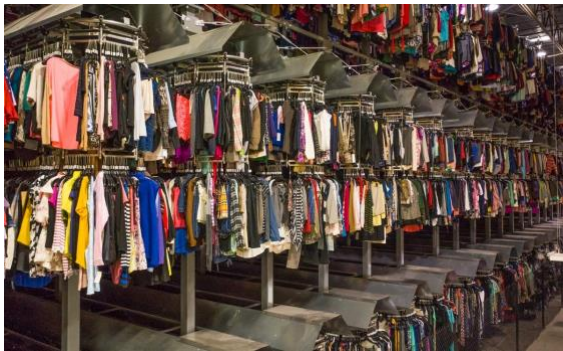


Figure 1

1) Stop buying fast fashion

Before, shopping for clothes was a seasonal thing that was seen as an occasional event, however now it is viewed as a form of daily entertainment. Fast fashion is a relatively new concept, created to keep up with fashion trends in a cheap way. It was Zara's mission to deliver ready to wear garments straight from the catwalk to stores in 15 days. Global chains such as Zara, H&M and Topshop dominate the fast fashion high street, creating a way of imitating fashion seen on catwalks and wore by celebrities in a high speeds and money saving way. The increased demands puts pressure to reduce costs and speed up, which leads to environmental negligence. Textiles water pollution is a main concern due to harmful chemicals used in dyes and other finishing processes. Due to the increased use of synthetic dyes and reckless realising of untreated chemically dyed water waste; it brings a new "toxic nature" which can interfere with marine life and the self purification process of water. If the contaminated water can lessen soil productivity which will have a huge impact on agriculture.

Key word: Recycle



Figure 2

6) Recycle and donate clothes

In the telegraph it is quoted that “*clothes worth a total of £140m end up on landfill sites each year*”. With this much waste going into the landfills it’s no wonder that the textiles industry is the second biggest polluters in the world. Fast fashion has embedded a throwaway culture which as a result has a harmful impact on the environment. Which is why it is incredibly important to try and recycle old clothes. There are many ways in which this is possible with recycle bins widely available around the UK as well as second hand clothing shops that are willing to buy old clothes. The other option is to donate unwanted garments, giving them to charities which is beneficial for both parties. These options are far better than just throwing clothes away to contribute to the already fast growing landfills.

Keyword: Mend



2) Extend your wardrobe life by mending more

Figure 3

In the exhibition fashion from nature there was a jumper by Bridget Harvey, mend more bin less. This is key if we are to tackle the ever growing environmental problems caused by textile waste. More often than not, clothes that are to be thrown away are in need of a simple repair job, a missing button, a tear or a hole. These can be easily fixed with basic sewing skills and a quick YouTube video can guide you along. A new movement of #visiblemending has come into trend where brightly coloured thread is used with pretty stitching to repair the tear or hole. For bigger problems that might not be as easy to fix still have a solution. These items can be taken to local clothes repair shops. They can be professionally repaired which will extend the lifespan of the garment and in turn keep it from adding to landfills.

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Figure 2: Pringle, J. (2018) Why we're hunting for treasure - in the old landfill sites. Available at <http://theconversation.com/why-were-hunting-for-treasure-in-old-landfill-sites-102304> (Accessed 5th January 2020)

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Task two: Reflective writing (Jon's task)

A look into the early works of Mary Quant and her lasting impact on the fashion world as well as the lives of women.

In today's day and age, fashion is more than trends and far beyond just clothing; fashion is considered your identity. The way in which people dress gives away information about them, in just one glance. To quote Rajni Jacques, fashion director, Teen Vogue, "It's how we present ourselves to live." Mary Quant played a key role in helping mould the fashion industry and creating a new way to express yourself. She was able to give women a new outlet to feel confident and feminine, breaking away from the social standards.

Quant always wanted to create her clothes, it stemmed from inheriting clothes that she didn't like, as she felt it wasn't her. With this drive to create something she loved and what her friends would love, in the late 50s, she revolutionised the fashion industry in London. Her target market was the young, her designs allowed women to run, move, live and work in. Quant became the pioneer of the swinging sixties, she provided the younger generation a look that was completely different, a new look that they had been craving. Her designs were not only bold and new, they were affordable high fashion, as "fashion is for real life people" (Quant 1985). This approach allowed her to bring in even more customers to her already immensely popular brand, not only in the UK but in many other countries around the world.

Quant is fundamental for the change in attitudes in women. In her opinion "everyone can wear the things they want and the hems they want" and it is with this that she is considered a icon of new feminism. Her designs were loved as they were very different and did not confirm to the social norms at the time. It made women feel "confident" and "rebellious". The short hem lines reflect a sense of freedom, the mobility that it offered women and to express individuality. Her clothes were out there as they came at a time when people still had traditional views on gender roles. Her innovating pinstriped waistcoat and skirt allowed women to feel feminine in a mainly male dominated office, making the a statement "I am who I am" (Frances Arter) bringing them empowerment.

In the largely anticipated exhibition in the V&A of a major retrospective of Mary Quant, there is over 200 items that's have been displayed giving us a glimpse of the past. The museum set up the #WeWantQuant campaign in a bid to find items to use in the exhibition, having thousands of responses back. It is clear that items brought from Mary Quant are cherish. The concept was simple, to design a bold new way of fashion, Mary Quant, according to Ernestine Carter that Quant was "born at the right time, in the right place, with the right talents" (Connike 2007).

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Task Three: Semiotic Analysis (Ryan's task)

Semiotics is the study of signs systems. The way in which we communicate through signs is governed by the shared understanding of a sign. As a sign is a representation of something, and have no connection to that thing, without such knowledge the sign is meaningless and therefore useless. It is also true that one sign can have more than one meaning, and from situation to situations it can mean something different. It is to be expected that between different lands, cultures, languages and races signs have multiple meanings. This can be problematic if one mistake it to mean another or is unaware of its double meaning. For example, thumbs up in western culture means OK, but if you find yourself scuba diving thumbs up means go up to the surface.

We use our body as a way to communicate, through fashion, non verbal but a shared subconscious understanding between groups. It can be a lived experience or listening to others, we all have a different approach on how we wear clothes. What we wear can be determined by our race, class, gender, ethnicity and religion. We are able to communicate our beliefs, culture and history through fashion. For example traditional welsh costume can reflect old welsh culture. Some things might come as a surprise, such as the Scottish kilt. For someone unaware of this tradition they will be quite surprised to see a man wearing what they might think is a skirt, as skirts are traditionally wore by females.

Fashion is a statement, be it political or a sign of rebellion. The Suffragettes were a militant women's organisation who were fighting for women's right to vote in the early 20th century. They used used the colours purple for loyalty, white for purity and green for hope. They used fashion as a way to promote their cause, "they wore their finest white dress with tricolour sashes" (Cronin 2018) it used as a way to show their ladylike appearance and defuse the fear of violent tactics they were known for. As time has gone by, the meaning for these three colours no longer known to represent the vote for women campaign, yet it is still remembered. The meaning given to sign often change.

Before, certain items of clothings, such as a dress, used to be a way of differentiating between male and female as dresses are widely wore my women. However, now men also wear dresses as well as anything else that might be considered "female" in the past. Fashion has evolved and changed with the times to suit the current culture. Fashion is a way in which people express themselves and show individuality, which can be difficult to understand through the medium of semiotics.

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