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Title: What needs to be changed in textile industry to reduce global warming?

For my independent project I will be researching about textiles designers and companies who spread awareness through their collections and look at climate change, materiality, waste, fast fashion and the reuse of product. One of the designers I will be looking at Vivienne Westwood who is well known for adding political views to her fashion collections. Looking at how she views the waste in the fashion industry. Also, will be looking at Stella McCartney who spread awareness about fast fashion through sustainable clothing in her collections. I have chosen to look at these high-end fashion designers as they are most likely to be a bigger influencer to a wider audience help me with my dissertation and to answer my question I will be looking and researching about textile designers and makers. To answer my question thinking about how companies like Asos and H&M who express Sustainability within in their companies. Fashion is a good way to spread awareness through on-going issues. By looking my question and picking out designers that spread the awareness through their creative ways and looking at the awareness of Sustainability, materiality and vintage issues that the designers are trying to get across to their audience. Sustainability Is a chance of change and to reduce time so that it slows down the damage and help improve the environment. creating a better future for the next generation.

My first topic in for this research question I will be looking at how designers help tell the awareness of sustainability and the effect of fast fashion that is causing damage to our environment. In the textile industry it is important to have awareness on the impact the industry is causing to the environment. Looking at (Figure 1) Stella McCartney, the runway resort 2020 collection. She spread the awareness of sustainability through her clothing collections. This is then a good way to spread the awareness to an audience, as this then gets people thinking and possibly make a change in their clothing decisions. "The awareness about sustainable fashion makes one realise several forms of sustainability that can be adapted in a lifestyle. All strategies promoting more environmentally, socially, and ethically conscious production and consumption are important steps towards a more sustainable industry and, hence, a sustainable future." (Shrivastava, Jain, Paul, 2020, p1). This means that this is a lifestyle change and not just a one off. This change is permeant if you want to make a change for the environment. Awareness is important for making a difference, and for spreading vital information to the audience to then stop it from involving into something worse. In (figure 2) of Westwood's collection, she lets the clothing do the talking and letting the pieces tell the story and help spread this awareness. This collection is about raising awareness on sustainability and how it effects the environment. She spreads the awareness by using sustainable materials in her collection and having powerful messages in the background.

Sustainability is not just about the fabric, but it is also about the progress on how it is made, from materials used to the water waste and then also to the final product being discarded after a couple of uses because of the fast fashion trends are fast moving so people throwing out their clothes in a landfill which then causes textile waste. I think throughout the years sustainability has become more well-known and have become popular among people with more sustainable products being made. Also, how some shops (figure 3) are embracing sustainability by adding refillable products stations. This then reduces waste on packaging by using refillable containers. The stores should start having stations for peoples unwanted clothing so that people can take the clothing to give it a new meaning of life. Clothing can be turned in to something different like pillows so that we are reusing the material for a different purpose, meaning just because they are unwanted for clothing they would probably be more wanted if they were changed into something that will be more useful as a material. "In the fashion context this means addressing not only the environmental impact of a fashion product and the processes of making it, but also the psychology behind fashion use, our systems of economics, finance and trade, how we fashion local and global infrastructures around clothing, how we construct meaningful lives and livelihoods." ( Fletcher, Tham, 2019, p14). In (figure 4) Clarissa Callesen a textile artist who uses damaged and abandoned materials to create a sort of celebration of the history of the

clothing or material. Creating something beautiful out of waste, that would have been discarded into the environment. This shows there is a way of showing how discarded materials can be turned into something beautiful and into art. Just because it's not wearable or useable anymore doesn't mean that it cannot be beautiful and useful.

"Sustainability in recent times has thus become a priority for many fashion organisations, the overall industry having demonstrated one of the highest levels of negligence concerning exploitation of workforce, social well-being, and drainage of the world's natural resources, when it comes to garment production." (Henninger, Alevizou, Goworek, Ryding, 2017,p2). This shows that sustainability has been a focus in many organisations due to neglecting it for years because they are only now seeing the long-term damages they have made. Now that it has become more popular with buyer too, they are now trying to make their customers happy by making there business more sustainable.

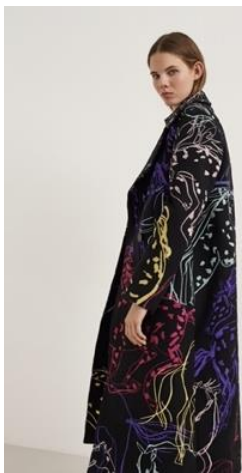


Figure 1



Figure 2



Figure 3



Figure 4

After looking at how designers are spreading awareness on sustainability, I will be looking at materiality. Looking at how designers are using their brand to stop using animal-based fabric and substitute it with manmade or natural fabrics. In (Figure 5) McCartney's fall 2020 ready-to-wear collection spreads the awareness of this topic. In the runway she is spreading awareness of the issue with symbolic hints using animals as accessories in her fashion runway collection and adding in animal mascots to her runway to spread this awareness to her audience. Also using vegan leather and laser cut leather substitute materials. "It was leatherlike. It was synthetic leather. Artificial leather. Imitation leather. Fake leather." (Kanigel, 2011, p10). Having substitutes for these materials help save these animals being made into fabric and to stop the waste. These substitute materials have the same appearance to the actual material just without the killing of the animal, but manmade using a variety of materials and techniques. Sometime these materials that are made to substitute animal-based material are better than the original material as they are very similar, but one is without taking a life of a living creature. Having these options is useful for vegetarians and vegans too. There are disadvantages because the ingredients sometimes cannot be possible for industrial consumption due to the endanger to that material. I think this issue is really important and should be addressed more from other designers and that they should be looking more at the substitutes to stop the killing of animals for material that would be sometimes wasted or discarded. This also can also help with the extinction of some species of animals. "There is a bright future to "Fur Farming." The person who knows something of the habits of the animal or animals that they expect to raise, will be the successful ones." (Harding, 2010, p27). After reading this book it affected me in the way the animals were treated like trophy's and all they were seen as were money and nothing else. The treatment and killing of these animals are cruel and are locked in small cages to then be killed to create material for us to use in our clothing. Which will later on one day be discarded as nothing like there was no life behind this material. Even though this issue has been resolved, in most places, they are still using real animal fur for their clothing. With all the ways we can make materials, I don't think we need to be killing animals for their fur. In today's society wearing fur is frowned upon and is seen as a bad thing to wear in which I am glad that this is the result of protesting against animals' fur and spreading the awareness of the effects of the animals and the conditions in which they were killed and lived in.

"Wool is a secondary product of sheep farming- the primary product being meat. As a consequence, sheep are rarely bred for the fineness and quality of their wool and as a result the fibre, which tends to be fairly coarse, has low market value and is generally a wasted resource" (Fletcher, 2008 ,p10). One of the greatest materials that we have is Sheep wool because it doesn't harm the animal, but it helps them as they need to be sheered because it will over grow on them and will be too heavy causing them to be uncomfortable and makes it too hard for them to walk. Wool is also a good water resistant and keeps you warm. Wool is also a humane way to get fabric which is not normally used as much as it did in clothing which need to be changed and also the pricing needs to be raised as we need are farmers to be paid fairly to help them produce our foods and materials. Farmers are also important for our environment and also the ones who help keep our green lands, green and not overrun by building and towns.

In (Figure 9) this shows a sample of pineapple fabric. Pineapple fabric is the fibres from pineapple leaves and then woven to make fabric. This then can make a good substitute for other materials that are not environmentally friendly and also makes sure that all other fruit plant is not wasted but made into something useful. In (figure 10) it shows a dress made out of mushroom fabric which has lots of positives such as fireproof, non- toxic and it is also waterproof. While researching and looking at this fabric and came across this dress (figure 10) and noticed that it took less water to make than a cotton t-shirt. This dress took only 12 litres of water to make, and a cotton T-shirt uses about 2500 litres of

water. This then show how this material can cut down on water waste. Another advantage that this dress is best for the environment because if you did not want it anymore it can biodegrade which then can return to the environment without causing damage and pollution. In (Figure 11) this picture shows milk cotton bodysuits made out of milk. Milk cotton is made with waste milk that cannot be used for consumption. Then the milk would be skimmed to remove any fat and then dewatered. Then the powdered milk is dissolved and purified to remove anything that's not casein. The powdered casein is then put in alkali to make a solution, then it is passed through a spinneret. Then it is put in sulfuric acid to remove the alkali. Then the fibres are stretched and spun into yarn. After all the progress it is then tanned in aluminium salts and formaldehyde to make them useable for textile yarn. But the downfall in using this method is that Formaldehyde is toxic and the same as the other chemicals that may be toxic to the workers that are used in making milk cotton.

Looking through the years on how vegan or vegetarian have come more popular and also accepted in today's society with more products being made to substitute meat. This also stops the waste on meat products that are not getting used therefore a waste of life. This then come to the fact having a substitute for meat, there should also be more substitute for materials or other products that will help stop this waste. But using a substitute would not mean a stop of waste but if we use more natural ingredients that doesn't involve a life then you can let that material biodegrade back into the planet. This sort of awareness needs to be addressed more because people know the cruelty for testing on animals with product such as our makeup and skin care, in which they will stop buying them products and look for cruelty free products. But they are not really looking at how their material is produced and what they are made from as they are oblivious to the ingredients and the progress.

You could also question is synthetic better than plant or animal-based materials? Well, they both have their disadvantages and advantages but what we need to think about is how long will they last as clothing, are they environment friendly, how long will they decompose in a land fill if thrown away. These are all questions that need to be thought of when thinking of an environmentally friendly fabric to reduce the waste and pollution. Do I think that plants-based fabric will help stop some of the causes of pollution? I do think that it will reduce the plastic waste and also reduce the waste that are thrown into landfills caused by fast fashion. I think that fast fashion needs to be reduced slowly to help reduce the waste. We humans are the number one cause for pollution I think it's time that we reverse it and heal the world little at a time. Firstly, by using our new technology that we have created and the understanding of organic materials. Also, by reducing our footprint to slow down the progress of global warming. I would also argue with a good example with silk. Which is made by using silkworms where these silkworms in their cocoons are then boiled to make silk thread (Fletcher, 2008 ,p11). Then they have a totally humane way of making silk where these worms are not killed to make the same material named tussah silk, where they use no hazardous chemicals to source the silkworms. They collect the silkworm's chrysalis after the moth has left it naturally. Even though this method makes the silk low quality than the normal method because of the damage the moth makes when coming out the chrysalis (Fletcher, 2008, p27). This shows that there are different ways of making material without causing the death of animals. In (Figure 12) this show spider silk which could be used for material due the strength, elasticity and the toughness of the material.

To stop animal waste, there need to be a balance with using certain materials. Of course, we can just use plants as our main material use as it may cause the shortage or extinction of plants. We need to keep our plants and trees to help our environment. We do need to use some animal-based products but trying to find a better solution to keep the waste lower. Like using more humane ways to create fabrics like the silks without killing the creature or using everything of the animal that we kill for meat to make

the fabrics instead of just killing them just for the meat or fabric. But we should reduce it more and only get what we need and to stop being greedy. In (Figure 6) Alice Fox uses a wide range of natural found materials from her garden where she then weaves together to create a material for her to use which is natural and biodegradable. She also uses already made objects to reuse and make them into something more useful and making her more sustainable and playing her part on saving the environment.

There is also a more natural way of dyeing and creating pattern for our fabrics using natural resources like fruits, leaves, spices and other natural ingredients. In (figure 8) Rebecca Desnos uses a natural dyeing technique to dye her cellulose fabrics. “Natural dyes, made from plants, animals and shells provide important alternatives to petrochemical-based dyes and, if harvesting is carefully managed, offer environmental and social benefits including a low carbon footprint and valuable employment for rural communities” (Fletcher, 2008 ,p54). This then can reduce the chemicals that are going into the environment. But to every good idea there is also a disadvantage that come with it. “Natural dye processes on chemicals to fix the dye to the fabric and the difficulty of using natural dyes on an industrial scale” (Fletcher, 2008 ,p54). Even though you are using less chemicals and using more natural. You are having to use a chemical to make sure the natural dye stays and then this idea will not be good for a business scale because we need our plants for the environment be good. If we did use all the natural ingredients, then our plant and natural resources might be on the urge of extinction. I do. Think that the natural recourses that are dying could be used and not wasted for something we could use to make dyes or materials. “In countries with poor working conditions and few environmental protection measures, dyeing and printing can pose a serious threat to human and environmental health.” (Fletcher, 2008 ,p51). This also means that more countries need to make action on saving our planet and our resources, by adding more rules and also spreading more awareness to the public, workers and businesses.



Figure 5



Figure 6

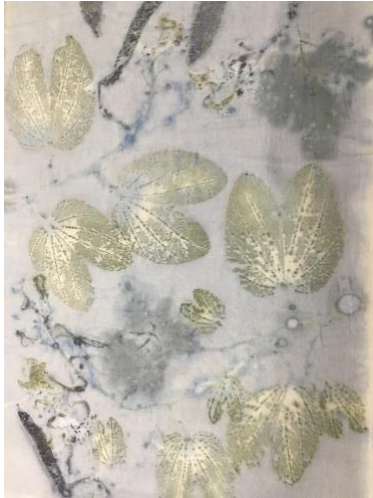


Figure 7



Figure 8

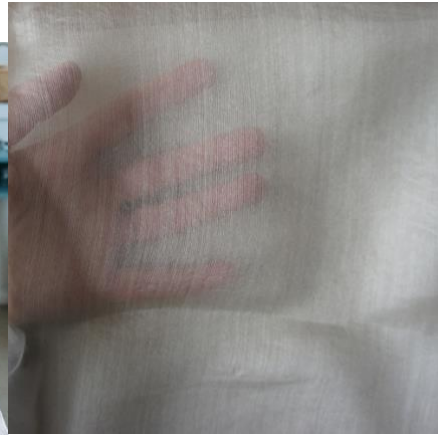


Figure 9



Figure 10



Figure 11



Figure 12

Fast fashion is a big issue in the fashion industry which loads of people are aware of and how its effecting the environment. This issue has been addressed by a lot of fashion designers that have made changes to the way they operate and how they make clothes and also the materials they use. Fast fashion like Primark, shein and other fast fashion brands follow fast trends that tend to die down after a couple of days, weeks or months but they are not a long-term piece of clothing as people try to keep up with the trends, so they piece of clothing then ends up in a land fill when they are not in trend anymore. The clothing is also bad quality and usually made with cheaply made material that does not tend to last long for reuse. "The increased circulation of low-value, poor-quality products has also reduced the capacity for reuse" (Gwilt, 2020, p141). There is also a lot of waste if the clothing does not sell. High-end brands make sure that they design something of high quality and that would last long term. They are of better quality, and they don't follow fast trends so they can be worn all year long without being outdated. They are also designed with more thought and planning. In (figure 13) of Suzie Blakes installation called the 'blood mountain' it shows a big pile of thrown away clothing of feminist clothing with empowering female messages on them which was from a trend which had died down and then been discarded. This installation shows the effects of fast fashion and fast trends as you can see this big mountain of wasted material, but this only shows a small percentage of what is thrown away and discarded in the landfills and this also make you think and wonder how much waste is actually in the landfills. This installation also makes me think of how much waste and pollution we are making. This also makes me wonder about how fast fashion uses sweat shops to create these clothing, where the workers get paid hardly anything for the hard work, they put in. this shows the greed that the companies have that sell this type of clothing and they don't care about the damage they causing to people and the environment because of the overproduction on clothes which turn into waste. But then you think that if they didn't have these jobs then they wouldn't have a job to make their money . In (figure 13) the art insulation is making people think and also spreading awareness on landfills and what we don't usually see every day and it shows us how oblivious we are when we throw our clothes out. This piece would influence also of designers to change their ways and think of the effects that the piece of clothing that they create will have an effect on the environment.

After looking at how landfills are affecting our environment, I now want to look at more and to see if the awareness of the topic is easily readable from an audience point of view. I do think that making awareness in this form is more affective as other artists would get inspired and would follow in making the awareness more known. Companies like Primark who are well known for their cheap and fast fashion clothing. These companies are popular due to the trends coming in faster than well-made clothing companies as people are finding trendy clothing for the more affordable price. This then causes the waste of fabric as the clothing goes out of fashion quicker as more clothes in trend are being made causing people to buy more clothes and throw away the old. Sometimes they can be resold easily on selling sites but sometimes the clothes are so out of trend that no one wants them, so they are just thrown in the land fill. "The media reports about various waves of sustainability that have put a spotlight on the fashion industry- predominantly for negative reasons- such as labour right issues, anti-fur campaigns, rivers that turn red due to pollution, and clothing that ends up in landfill." (Henninger, Alevizou, Goworek, Ryding, 2017,p3).



Figure 13

Vintage fashion is the best way to help the waste of clothes and also helps stop the production of other clothes being made as people are now wearing clothes that have been already made and are making the life of the garment more fulfilling and useful instead of it being wasted in a landfill. There is also another reason that vintage clothes are helpful to the economy because of how most vintage or second-hand clothes are founded in charity shops which then goes to a good cause to help others, environment or animals. I find that selling clothes on vintage, eBay, Depop and other selling platforms helps avoid waste and helps the environment. This also helps you to make money on unwanted clothes. Doing this helps save the life of unwanted clothing that is in good condition to be sold on to a person who wants them.

One of the artists that I am looking at is Rebecca Earle who is big on sustainability in fashion and textiles. She upcycles fashion garments to give them another life and meaning. This then shows how fashion can be reused and reimagined into another garment without wasting precious materials and cause global warming to rise. Looking at how vintage fashion can be revamped or turned into a totally different garment or product. This then makes it more to the trend of the time so making it more in trend for the buyer. In (Figure 15) I was looking at a company called Red or Dead which started in London in 1982 by a couple named Greardine Hemingway and Wayne Hemingway, which resold vintage style and pre-worn clothing. "Not so long ago, wearing second-hand clothes was judged as a badge of poverty; however, the clever and fortuitous rebranding of the market for classic, pre-worn clothes as 'vintage' has brought about a change in public perception and attitude." (Hemingway and Hemingway, 2015, p.7). Even though back in the days, wearing second-hand clothes was seen for poor people and they would get judged for it, but now it's popular with people going to car boots, vintage sales, Kilo sales and also online market sales, to find clothing bargains. Now second-hand, thrifted clothing is seen as edgy, indie and hipster-like. This makes more younger people join in with helping reuse clothes that we have already instead of making more waste.

"To reduce- by choosing products made with environmentally friendly production practices; to recycle-making garments from a previously existing item" (Fletcher, 2008, p.95). This means making an old item of clothing in trend or wearable. One of the most upcoming popular trends for revamping items of worn clothing is the mending trend. Where they will mend worn clothes into something wearable. In (Figure 16) this shows one of the trends of mending clothes. Showing the idea of repairing the clothing and not replacing. Bringing new life into our old clothes. This also brings a story and history to the garment. "This change embraces sustainability" (Hemingway and Hemingway, 2015, p.7). In (Figure 14) Maria Thomas makes use of found objects which she uses for the textile art pieces. She likes to find objects in textiles that tell the stories of life, love and loss. She does this as she likes the idea of re-using and

repurposing materials and textiles that are full of history. From recycled tablecloth, hand quilted patchwork, found objects and paper, she makes these old textiles come to life and made to be useful again. This is a useful and creative way to stop waste being left in landfills or just on the ground. Making use of these material will reduce our waste and the effect that it has on the environment.

H&M has been a really good example of a brand changing their ways to be more sustainable. "M&S has been working to reduce the impact of its own-brand products, mainly through the introduction of strict production standards across the supply chain that, for example, banned suppliers from using certain dye chemicals and insisted on the removal of all other dyes before the effluent is released to the environment". (Fletcher, 2008 ,p62). This shows that business is capable of doing what H&M are doing and that it is not impossible for them to change to create a difference to saving the environment. the website also really helpful on showing you on how you can be sustainable yourselves with your own clothes. It is called H&M Take Care where they show you tips and hacks on how you can repair, remake and refresh your clothes to make them new again and to make your clothes last longer. Not only do they look into the clothing they make sure they look at the packaging, using their paper shopping bags instead of plastic, but they are also hoping that their delivery orders are also going to be paper packaging by the end of 2022 "H&M's 'Close the Loop' recycled clothing collection" (Henninger, Alevizou, Goworek, Ryding, 2017,p3). This is a programme that H&M introduced in 2013, where you give your unwanted clothes or textiles which can be any brand and it doesn't matter what condition it is in. You bring it to the store, and you hand it to the cashier, and you will receive a voucher to use in their store on your next purchase. Then they will sort through these clothes though three categories Rewear, re-use and recycle. This way all of the clothing is used to be put into something useful. This way you will also get money off for new clothes in H&M who stand by Sustainability. " Garments are discarded for many reasons; in the wearer's eyes they may be unfashionable or worn out, may no longer fit or may simply not look good" (Gwilt, 2020, p141).They also launched a rental service in one of their stores in Stockholm. You can rent from their Conscious exclusive collections. This means that you do not have to buy something that you are going to wear for only one day, but that garment can have a full life, and this will then help the environment to stop unwanted clothes being made. This also saves room in your wardrobes. There should be more stores which do this to stop unwanted buying. H&M being a high-end shop brand which is doing brilliant job in helping the environment. But looking and researching how some Luxury brands choose to destroy many of their unsold items, instead of giving them away or finding another method that will not cause waste or harm the environment. some of these products would have had no fault to them but some of them did which could be easily fixed or recycled. I find that this is something that need to be addressed to help our environment become more sustainable and also to help us use our useful materials that we have instead of creating more waste.



Figure 14



Figure 15



Figure 16

In conclusion after looking and researching about the effects of the textiles, product, water waste and much more that we waste daily and how we can change little things to reduce this waste. I have learned how some artists, designers and businesses are trying to make a difference on how we deal with our waste and how we can make it useful again. The awareness they bring helps people understand the effects and this will then encourage people to do the same and start doing their part for the environment. Even by using more natural sourced fabrics will help the environment that little bit more and will also decrease the waste by having more biodegradable natural fabrics. To answer my question, I think lots of changes need to be made not only by bigger companies but also the smaller companies. To reduce packaging would be a big step forward to a greener future. By balancing natural and synthetic

fibred fabrics to create a balance of biodegradable and non-biodegradable. This will then reduce the waste. I think all stores like H&M should play apart in the recycling scheme. By doing this it can help the company make money on waste and also reduce the waste that's going in landfills and just being discarded. It will also encourage the public to bring in their unwanted clothes because they will get money off there next shopping. Change needs to be done, even if it is just small it will make a big difference to the environment.

## Figures

**Figure 1-** McCartney, S. (2020) RESORT 2020 [Online]. Available at: <https://www.vogue.com/fashion-shows/resort-2020/stella-mccartney> [ Accessed 13<sup>th</sup> October 2021]

**Figure 2-** Westwood, V. (2020) Spring 2020 READY-TO-WEAR [Online]. Available at: <https://www.vogue.com/fashion-shows/spring-2020-ready-to-wear/vivienne-westwood> [Accessed 13<sup>th</sup> October 2021]

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**Figure 6-** Fox, A. (2021) From Conception to Creation [Online]. Available at: <https://www.textileartist.org/alice-fox-from-conception-to-creation/> [ Accessed 5<sup>th</sup> December 2021]

**Figure 7-** Maier, A. (2020) From Conception to Creation [Online]. Available at: <https://www.textileartist.org/ana-maier-from-conception-to-creation/> [ Accessed 5<sup>th</sup> December 2021]

**Figure 8-** Desnos, R. (2021) Natural Dyeing [Online]. Available at: <https://rebeccadesnos.com/pages/natural-dyeing> [ Accessed 5<sup>th</sup> December 2021]

**Figure 9-** Steel, S. (2019) What is Pineapple Fibre and how do you make textiles from it? [Online]. Available at: <https://www.the-sustainable-fashion-collective.com/2019/06/04/what-is-pineapple-fibre-and-how-do-you-make-textiles-from-it> [Accesses 4<sup>th</sup> December 2021]

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**Figure 12-** De Gruyter. (2001) e-Polymers- Mechanical Properties and application analysis of spider silk bionic material [Online]. Available at: <https://www.degruyter.com/document/doi/10.1515/epoly-2020-0049/html> [Accessed 5<sup>th</sup> December 2021]

**Figure 13-** Blake, S. (2019) Blood Mountain [Online]. Available at: <https://www.suzieblake.com/#/bloodmountain/> [Accessed 13<sup>th</sup> October 2021]

**Figure 14-** Thomas, T. (2021) Keepsakes in stitch [Online]. Available at: <https://www.textileartist.org/maria-thomas-keepsakes-in-stitch/> Accessed 3<sup>rd</sup> December 2021]

**Figure 15-** Red or Dead. (1996) Spring/Summer 1996 [Online]. Available at: <https://www.bloomsburyfashioncentral.com/products/fashion-photography-archive/article/red-or-dead> [Accessed 4<sup>th</sup> December 2021]

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