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Sustainability in Fashion

Within this essay, I will be looking at how sustainability will play a crucial part in the fashion industry's future. I have chosen to look at the statement "design skill in the context of your own practice and the work of artists/ makers/ designers from the lecture series". Sustainable fashion is a term that is increasingly being used. Within the fashion industry we need to become more aware of the serious impact pollution is having on our environment when creating garments. "fashion that helps us engage, connect and better understand ourselves, each other and our world" Sostenible, M. (2023, May 24). Fashion and Sustainability Faqs. Kate Fletcher. <https://katefletcher.com/fashion-and-sustainability-faqs/>. The fashion industry is responsible for between four to ten global green house gas emissions every year. The climate crisis is becoming more urgent each year. We cannot just 'bury our heads in the sand' forever. Creating sustainable fashion is a way of the fashion industry protecting our planet. However, there is always room for improvement. Other ways we could address this problem would be to cut co2 emissions, preventing over production of clothing and having less waste. As for consumers, it is not acceptable anymore to just look for the wording 'sustainable' anymore. "Buying and selling both share a responsibility" Sostenible, M. (2023, May 24). Fashion and Sustainability Faqs. Kate Fletcher. <https://katefletcher.com/fashion-and-sustainability-faqs/> As a society we need to consider our impact on the future.

I am currently working with the company Hacer on a live brief. I need to create six repeat patterns to be presented in the Biophilic Building that is being built in Swansea in the upcoming year. I have chosen a neutral colour palette that will reflect how natural our planet is. My six repeat patterns will be translated through, screen print, lino print and UV print. Hacer has kindly donated building resources such as wood, metal and tiles. As a collective, we have been asked to apply our designs to the natural building materials in order to make the Biophilic Building look more organic. The meaning behind my work will depict how Swansea is a community that welcomes all different cultures, religions, race, gender or sexuality. Swansea welcomes everyone with open arms to build a sanctuary for everyone. Sustainability has been a topic of intense discussion recently within the fashion industry. Undoubtedly, fashion has made a huge contribution towards many negative impacts on our environment. One of the main causes of the destruction to our environment is 'Fast Fashion'. This is a term that is used when garments are being made of poor standard using fabrics that incorporate synthetics. This forces consumers to discard the garments one after another, not being able to recycle them. When garments are made oil and fossil fuels are emitted into the earth's atmosphere creates global warming. "fashion that fosters ecological integrity and social quality through products, practices of use and relationships" Sostenible, M.

(2023, May 24). Fashion and Sustainability Faqs. Kate Fletcher. <https://katefletcher.com/fashion-and-sustainability-faqs/> . "Like most other global industries, fashion has its dark side". Corner, F. (2016a) Why fashion matters. London: Thames & Hudson.

Processes and techniques can be sustainable. However, this takes a lot more time and thought. Sustainability certainly challenges the designer's intentions when creating clothes. "human desire but it can be done". Corner, F. (2016a) Why fashion matters. London: Thames & Hudson. Not only do designers need to think about what their intentions are, consumers also need to start choosing wisely on their purchases. "the industries potential future is catastrophic" Vezzoli, C. (2022) Designing sustainable clothing systems the design for environmentally sustainable textile clothes and its product-service systems. Milan: FrancoAngeli.

A designer needs to ensure that they are being truthful by telling the consumer how their product is made. They need to educate about the making of their product "more risk, more money, more rewards". Corner, F. (2016a) Why fashion matters. London: Thames & Hudson. The more effort that is put into making the product, the more longevity the garment will have. If the consumer can see that care has been put into looking after the planet, this will make them consider and rethink what products they are actually buying. "fashion on the other hand, represents consumers' discretionary choices". Corner, F. (2016a) Why fashion matters. London: Thames & Hudson.

During the project, I visited Langland Beach to draw landscapes and create land art. To create the land art I used garden rakes, pebbles and seaweed. I used the garden rakes to create textures and imagery on the sand. I thoroughly enjoyed creating land art, as it did not limit my canvas. It widened my imagination and allowed me to work with new, organic textures. The process was refreshing and did not limit my use of mediums. I found the natural colour palette of the beach interesting, as there were earthy, natural gradients rather than flat colours. By creating work on the beach, I had to work quickly to ensure the tide did not wash my work away.

Andy Goldsworthy is a British artist, sculptor and photographer. He is known for his outdoor artwork where he uses natural materials. "Goldsworthy's art began to rise to popularity". Malpas, W. (2010) Andy Goldsworthy in close-up. Kent: Crescent Moon Publ. Goldsworthy did not like to create art work within a confined space. However, he loved to work in nature "is a powerfully cultural environment". Malpas, W. (2010) Andy Goldsworthy in close-up. Kent: Crescent Moon Publ. Goldsworthy used sticks, rocks, stones, snow and ice to create his artwork. "relationship with nature" Malpas, W. (2010) Andy Goldsworthy in close-up. Kent: Crescent Moon Publ. Since being a child, Goldsworthy has always been fascinated by the environment, and he loved to learn about the continuous cycle of the seasons "it is not a place of mist, wind, skies and soil" Malpas, W. (2010) Andy Goldsworthy in close-up. Kent: Crescent Moon Publ. As Goldsworthy grew up in Yorkshire, he worked as a labourer on a farm which developed his love of nature. "goes in the wilderness to be alone, to work from dusk to dawn. Speaks of intense creative

personalities" Malpas, W. (2010) Andy Goldsworthy in close-up. Kent: Crescent Moon Publ. "someone in touch with nature". Malpas, W. (2010) Andy Goldsworthy in close-up. Kent: Crescent Moon Publ. "its just about life and the need to understand that a lot of things in life do not last" Malpas, W. (2010) Andy Goldsworthy in close-up. Kent: Crescent Moon Publ.

Aurora Robson is a multi media artist, who uses plastic debris to create her sculptures. Robson's artwork takes problems within our society that impact on our environment eg. plastic and transforms it into wonderful pieces of art. Robson's work is all about the nightmares she had as a child concerning nature. Robson was born in Toronto but grew up in



Split Oakwood Series

Split oak wood - Andy Goldsworthy (2023)
Andy Goldsworthy Official Website. Available at:
<https://andygoldsworthystudio.com/split-oak-wood/>
(Accessed: 06 December 2023).



Kamilo

Sculpture (no date) Aurora Robson. Available at:
<https://www.aurorarobson.com/sculpture-gallery/madhu>
(Accessed: 06 December 2023).

Hawaii. She then studied art history and visual arts in New York. She has internationally exhibited her work in galleries and museums since 2002. Robson strives to find different ways for artists and designers to use plastic debris and raw materials to create their own artwork.

Many garments are made up of artificial materials, for example polyester and nylon. These fabrics are non renewable and create fossil fuels such as petroleum. Traditional fibres like virgin cotton have a large carbon footprint. This is because of the way they are grown, harvested and processed. One of the biggest problems is that clothing is not easy to be fully recycled. Globally it is estimated that just 12% of the material used for clothing, ends up being recycled because of the combination of fibres and dyes used.

The term 'creating sustainable art' can be summed up by using the definition 'using materials and processes that create artwork in a way that does not damage our planet'. As designers we should be working in harmony with the natural world in order to create unique visions. "A virtuous circle is established between producer

and purchaser". Vezzoli, C. (2022) Designing sustainable clothing systems the design for environmentally sustainable textile clothes and its product-service systems. Milan: FrancoAngeli.

Previously, I have discussed that fast fashion is causing the fashion industry to be one of the leading polluters. "They are more prepared than the previous generations about the environmental impact of what they wear". Bravo, L. (2021a) How to break up with fast fashion: A guilt-free guide to changing the way you shop - for good. London: Headline. Clothes that are made from synthetics take longer to break down when recycled. These garments are also purchased more often because of their low price, "low prices and relentless pace." Bravo, L. (2021a) How to break up with fast fashion: A guilt-free guide to changing the way you shop - for good. London: Headline. The fashion industry is constantly introducing new trends which invites consumers to spend more. "I really don't want anyone to see me in a dress more than once" Bravo, L. (2021a) How to break up with fast fashion: A guilt-free guide to changing the way you shop - for good. London: Headline. "recycles through trends so rapidly." Bravo, L. (2021a) How to break up with fast fashion: A guilt-free guide to changing the way you shop - for good. London: Headline. We need to start taking responsibility for our own actions. "every single item you own, you are responsible for." Bravo, L. (2021a) How to break up with fast fashion: A guilt-free guide to changing the way you shop - for good. London: Headline If we all came together and looked for sustainable clothing we could make a huge difference. "consequence of a constantly growing demand" Sostenibile, M. (2023, May 24). Fashion and Sustainability Faqs. Kate Fletcher. <https://katefletcher.com/fashion-and-sustainability-faqs/> We can all learn to reuse our garments. Designers could be using less water and more environmentally-friendly chemicals when creating clothing.

Cop 28 is a large-scale event where world leaders come together to discuss ways of helping the environment. This year, King Charles addressed Cop28 saying "the Earth does not belong to us we belong to the earth". COP28: 'the Earth does not belong to us' - King Charles III (no date) BBC News. Available at: <https://www.bbc.co.uk/news/av/science-environment-67588259> (Accessed: 06 December 2023). We need to look after our planet because no one else will. "harmony and balance " COP28: - King Charles III (no date) BBC News. Available at: <https://www.bbc.co.uk/news/av/science-environment-67588259> (Accessed: 06 December 2023). Once we create a balance between what we use and how we can recycle, everything will then fall into place. Until then, we need to keep working.

The Earthshot Prize is an annual event that aims to generate ideas and a plan to rebuild and restore our environment. The climate crisis is at a very crucial stage that needs immediate attention. Prince William who launched the Earthshot Prize said "The earth is at a tipping point". The Earthshot Prize (2023a) The Earthshot Prize. Available at: <https://earthshotprize.org/> (Accessed: 06 December 2023). We need a group of knowledgeable individuals to help us identify what we can change about our actions. "continual ability to lead, innovate and problem solve". The Earthshot

Prize (2023a) The Earthshot Prize. Available at: <https://earthshotprize.org/> (Accessed: 06 December 2023). Only we can change our future and live in a more sustainable way for the generations who come after us. "the next ten years presents us with one of our greatest tests". The Earthshot Prize (2023a) The Earthshot Prize. Available at: <https://earthshotprize.org/> (Accessed: 06 December 2023). If we don't act now, it could be too late and we will have to pick up all of the pieces anyway. "a decade of action to repair the earth". The Earthshot Prize (2023) The Earthshot Prize. Available at: <https://earthshotprize.org/> (Accessed: 06 December 2023). The Earthshot Prize enables groups to come up with solutions of how we choose to reduce, reuse, and recycle. We could all come together to volunteer, at events such as beach clean-ups, in the outside world. Each of us can take time out of our busy lifestyles, to educate one another regarding the problems we are facing and due to face. Thinking wisely about how we can use our water sparingly. shopping for sustainable items and actually looking at the materials that our products are made from, will all help our environment. By simply planting a tree in your garden, can increase oxygen levels in our atmosphere.

Building a waste-free world, will help our planet by not over-producing items that are emitting pollution, into our atmosphere. By creating too many items, industries are forced to emit fossil fuels which will just harm our environment more. As a society, we need to be reusing what we can and not wasting anything we do not need. We should be concentrating on what we can do to reduce, reuse and recycle.

As consumers, we should be looking for different alternatives such as shopping for second-hand, vintage or end of life garments. Consumers, could be supporting sustainable designers, by purchasing and looking for their brands more often. We as humans, should all be aware of what materials are in our clothes and what impacts it is having when we are recycling our clothes. If we do not know what materials are in our clothes, we need to educate ourselves. For example, we could all be avoiding virgin synthetics when buying our clothes because, when the material is made the process harms the environment. The material also takes years to break down when it is recycled. When designers make clothes, hidden chemicals are used. These chemicals then travel and pollute our water-ways. Creating garments uses up to 93 billion cubic metres of water every year. This is equivalent to 37million Olympic swimming pools. When we wash our clothes, many micro plastics are released into our water-ways. This then causes harm to our marine life. As consumers and designers we need to work together to build a better future for all of us.

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