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HOW TO MAKE FASHION BUSINESS MORE ETHICAL? ETHICAL FASHION MANAGEMENT BY STELLA McCARTNEY

Some years ago, the fashion industry has faced some significant challenges; sustainability is the biggest of them. In recent decades, sustainability has become the buzzword in the apparel and fashion industry. Web searches for Sustainable Fashion have increased by 66 percent since 2018, according to Lyst.

By the year 2030, the fashion industry is predicted to increase its water consumption by 50 percent, and its carbon footprint will increase to 2,790 million tons while fashion waste is predicted to hit 148 million tons, according to the Copenhagen Fashion Summit [1].

The situation can get worse if consumers don't change their fashion habits in the coming years.

Although the fashion industry has shown some seriousness towards sustainability in the recent decade, and the power is with consumerism.

Ethical and sustainable fashion is an approach towards sourcing, manufacturing and designing clothes which maximizes the benefits to the industry and society at large, at the same time minimizes the impacts on the environment. Ethical means something that is morally right and acceptable. Therefore, ethical and sustainable fashion does not start from manufacturing clothes. It starts from the cotton fields and

ends in consumer's wardrobe. Therefore, conventional cotton farming cannot be termed as ethical and sustainable as harmful pesticides are used.

Fashion holds one of the highest positions in manufacturing and business and is in demand among the general population. It has an impact on its customers because everyone wants to follow it. More and more consumers are questioning the environmental friendliness of each product and what impact it has on the environment.

So, where did it all begin? Why did people start paying attention to the content of harmful substances, the quality of the fabric and under what conditions it was made?

Since 2013, after a fire in one of the production facilities which killed 1,200 people, the fashion industry began a revolution. Illegal child labor, unhygienic conditions and contact with harmful substances, as well as low wages has resulted in people beginning to refuse to shop in most mass markets such as H&M, ZARA, JC Penny and others. Investigations have shown that the clothing produced at mass market fashion outlets have an environmental impact. The plants from which they are made are treated with pesticides that can adversely affect the health of the people wearing them [3].

Did you know that an average of 26 billion pounds of textile waste goes to landfills every year? Imagine how long it takes to break down. The polyester itself can lie in the soil for anywhere from 20 to 200 years. To make new clothes, toxic dyes and chemicals are often used. Which are then released into the water. The movie True Value, which was filmed after the fire, depicts a river in India contaminated with a dye from leather production. The river changes color and kills the surrounding plants. After all, pollution is harmful to people who live in the area and use the water [4].

After such a large scandal, the demand for fashion dropped significantly, because at the time it was not profitable for companies to make eco-friendly clothing and raise wages for its workers. The result was thought to significantly raise clothing prices and nobody would buy it at a higher price. Stella McCartney was able to solve

this problem for her brand. For almost two decades, the British designer has been proud to create "sustainable luxury fashion" [2]. Boasting a number of huge eco-fashion achievements, including the development of Megan Markle's wedding dress. Stella is a staunch vegetarian and has always been ethical. It uses a number of eco-friendly materials, including recycled polyester, organic cotton and reclaimed cashmere. It has a waste reduction strategy for its entire supply chain and it measures and reports on its direct and indirect greenhouse gas emissions. Taking it a step further, it has set an approved scientific target for reducing greenhouse gas emissions. It has set a deadline of 2020 for the elimination of hazardous chemicals in its production line. For many years, vegetarian and animal lover Stella has made positive strides in animal welfare, including partnering with PETA in various projects. Never using genuine fur or leather in her designs and striving for alternative sustainable faux animal material [5].

So there is a way out. Stella McCartney has proven that fashion can be not only beautiful but also ethical and eco-friendly. Every other brand can also prove that by switching to eco-materials, eco-products and more eco-friendly manufacturing processes. For example, sustainable textiles such as organic cotton, hemp, bamboo, linen, wool, tencel and more. Use recyclable clothing, such as jeans and old t-shirts, to create new items. Also, to show buyers the absence of any hazardous substances, you can obtain a GOTS certification, ensuring that the textiles you use are environmentally friendly. Well, if the company still chooses the eco-path, it should switch to natural dyes. You may be surprised how many common foods and plants make great dyes for fabrics. Companies like Acacia Creations for example use turmeric, coffee and indigo to color their wares [6].

Discover the best of your sustainable styling with personalized clothing. In recent years, the demands of customized clothing have shown immense growth. And the market of customized clothing is ready to boom in the past year 2020:

- **Fair & Ethical Fashion.** In the fashion world, consumers are choosing fair and ethical fashion. Both Fair and ethical fashion go hand-in-hand. The fashion industry has always been hurtful for animals, labors, and the planet.

- **Repair, Redesign, and Upcycle Fashion.** In the industry full of options, repairing, and redesigning is the trendiest fashion. Not only consumers, but even brands and retailers are also following the 5 R's of fashion – Reduce, Repair, Recycle, Repurpose, and Reinvent.

- **Clean & Green Fashion.** Fashion is among the most polluting industries across the globe. From planet to animals – the industry is hurting all. And that's why it becomes vital to make the production clean and green.

- **Second-hand Shopping.** The most trending fashion of today's time is Second-hand fashion. "The second-hand clothing market valued \$24 billion as of 2018 and projected to hit \$64 billion in the coming decade, reported by ThredUp".

- **On-Demand & Custom Clothing.** The current fashion trend is Custom clothing. Consumers are moving towards on-demand and custom clothing as its unique, customized, fashionable with amazing fits.

As of 2021, the ecological state of our planet is in dire straits. For change to happen, it will require people to think differently about how they shop. If a large enough percentage of people refuse to buy unethical clothing, profits from companies that refuse to switch to eco-processes will fall and they will be forced to relook at their manufacturing ways. We can also reuse things we no longer like by sending them to special recycling organizations. It's all very simple, the main thing is the desire of the population.

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