
Sustainable luxury fashion n Project

Henry Morris Fund



*Part 1: Why do I
want to do this
Project?*

My brief past with fashion

The moment when my love for fashion came into fruition....

- I have loved fashion for all off my life, however, being able to express myself through fashion was something I was devoid of in my childhood.
- My mother dressed me until I was 12 years old, so the journey to find my style has been a turbulent one.
- I became interested in fashion in Year 8 and became acquainted with designer labels such as: Gucci, Louie Vuitton, Chanel as well as others.
- Though my parents could never afford to buy me these labels, I was always interested in the detailed sewing patterns and intriguing logos which drew my eyes to them.
- However, when I turned 15, I became more political and worried about things like Black lives and climate change.
- In relevance to climate change, I was concerned about the sustainability of the collections that designer labels put out.
- This leads me to the thesis of this Project....

Why I want to do this.

And how I plan to do it!

- I want to do this project because I believe that fashion can be high end as well as not being damaging to the environment.
- I also believe that fashion 'quick fashion' is extremely damaging to the environment because of the demand on materials and the overworking of people in third world countries.
- If we encourage people to spend more money on greater quality clothing, our clothes will be around for generations, and, we get to have beautiful clothes that is here for a reason and not for a season!



*Part 2: Why do
we need
Sustainable fashion
on which isn't
"Quick"?*



Here Come the Statistics

And the science to back it up!

Fashion Industry General Industry

- The global apparel market is valued at 3 trillion dollars, 3,000 billion, and accounts for 2 percent of the world's Gross Domestic Product (GDP).¹
- Almost 75% of the world's fashion market is concentrated in Europe, USA, China and Japan.
- United Nations Alliance on Sustainable Fashion reports the fashion industry employs over 75 million people worldwide.
- The US is the largest importer of garments in the world; nearly 40% of apparel products sold in the US are imported from China.

Source: FashionUnited.com¹

Retail value of luxury goods market:

339.4 billion dollars

Value of of the menswear industry:

402 billion dollars

Value of the womenswear industry:

621 billion dollars

Bridal Wear market:

57 billion dollars

Childrenswear market:

186 billion dollars

Sports footwear market:

90.4 billion dollars

Emissions and Air Pollution in fashion

Why fashion can negatively impact the environment...

Emissions/Air Pollution

- A 2021 report from the World Economic Forum identified fashion, and its supply chain, as the planet's third largest polluter (after food and construction).
- United Nations Climate Change News states, the fashion industry contributes around 10% of global greenhouse gas emissions due to its long supply chains and energy intensive production; more than all international flights and maritime shipping combined.
- Quantis found that over 90% of the emissions for apparel come from four activities: dyeing and finishing, fabric preparation, yarn preparation, and fibre production. Quantis 2018 Report –Measuring Fashion | Environmental Impact of the Global Apparel and Footwear Industries Study.

Waste and fashion are often friends

And why we should break the friendship...

Waste

- 208M lbs. of waste were generated by single-use outfits in 2019.
- 1 in 2 people are throwing their unwanted clothes straight in the trash. The result? 64% of the 32B garments produced each year end up in landfill.
- The Environmental Protection Agency reports that Americans generate 16 million tons of textile waste a year, equalling just over six percent of total municipal waste.
- Environmental Protection Agency Clothing and Footwear Waste Management 2018 report: Landfilled: 9,070,000 US tons; Recycled: 1,690,000 US tons; Combustion with Energy Recovery: 2,210,000 US tons. From 1960 – 2018 all data higher than previous years.

Toxic Chemicals in the most popular brands.

And why it's 'toxic' for the fashion industry...

Toxic Chemical Stats and Brand Scorecard

- 43 million tons of chemicals are used to dye and treat our clothes every year AND there are 8,000 different chemicals used to manufacture clothing.
- According to Green America, textile dyeing is the second largest polluter of water globally.
- Cotton farming is responsible for 24% of insecticides and 11% of pesticides, despite using only 3% of the world's arable land.
- Here are some of the stats from some of the most popular brands. (some include American Statistics)

How do major apparel brands compare on chemicals?

| | Protecting consumers' from hazardous chemicals* | Protecting garment workers from hazardous chemicals** | Commitment to eliminate or reduce hazardous chemicals |
|--|---|---|---|
| adidas | | | |
| Gap (Old Navy, Banana Republic, Athleta) | | | |
| H&M | | | |
| Nike | | | |
| Zara (Inditex) | | | |
| The Children's Place | | | |
| The North Face (Vans, Timberland, Jansport) | | | |
| Carter's (OshKosh B'gosh) | | | |
| Forever 21 | | | |
| Shein | | | |

* Does the company make public a restricted substances list (RSL), which limits the amount of harmful chemicals that can be present on the clothes you purchase.

** Does the company make public a manufacturing restricted substances list (MRSL), which limits the amount of harmful chemicals that can be present in the manufacturing process.

Brand = fast fashion company



How do major online US apparel retailers compare on chemicals?

| | Protecting consumers from hazardous chemicals* | Protecting garment workers from hazardous chemicals** | Commitment to eliminate or reduce hazardous chemicals |
|-----------|--|---|---|
| Target | | | |
| Walmart | | | |
| Nordstrom | | | |
| Macy's | | | |
| Amazon | | | |

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Scorecard of Environmental & Social Practices of Major US Apparel Companies

| COMPANY | ALT. RESOURCES | CHEMICAL MGMT | FACTORY LIST | FACTORY SAFETY | WATER MGMT | WASTE & RECYCLING |
|---|----------------|---------------|--------------|----------------|------------|-------------------|
| Target | 👍 | 👍 | 👍 | 👎 | 👍 | 👎 |
| VF (The North Face) | 👍 | 👍 | 👍 | 👎 | 👍 | 👎 |
| Nike | 👎 | 👍 | 👍 | 👎 | 👎 | 👍 |
| Gap (Old Navy, Banana Republic) | 👍 | 👍 | 👍 | 👎 | 👎 | 👎 |
| Ascena Retail (Ann Taylor) | 👎 | 😐 | 👍 | 👎 | 👎 | 👎 |
| Ralph Lauren | 👍 | 👎 | 👎 | 👎 | 👎 | 👎 |
| Walmart | 👍 | 👎 | 👎 | 👎 | 👎 | 👎 |
| Abercrombie & Fitch | 👎 | 👎 | 👍 | 👎 | 👎 | 👎 |
| American Eagle | 👎 | 👎 | 👎 | 👎 | 👎 | 👎 |
| The Children's Place | 👎 | 😐 | 👎 | 👎 | 👎 | 👎 |
| URBN (Urban Outfitters, Anthropologie, Free People) | 👎 | 😐 | 👎 | 👎 | 👎 | 👎 |
| Carter's (Osh Kosh B'Gosh) | 👎 | 👎 | 👎 | 👎 | 👎 | 👎 |
| J. Crew (Madewell) | 👎 | 👎 | 👎 | 👎 | 👎 | 👎 |
| Forever 21 | 👎 | 👎 | 👎 | 👎 | 👎 | 👎 |

A 👍 indicates that the company has a detailed policy described and shares its benchmarks/progress. A 👎 indicates that the company states that it has a policy, but there are no details about how it measures progress and/or what its goals are. For chemical management, a 😐 indicates that the company has a chemical policy that addresses consumer safety but does not have one that addresses chemicals used in the manufacturing process. A 👎 indicates that there was no publicly available information on a policy for this category. While the company may have an internal policy, it is not currently being shared with the consumer.

Recycling and the fact it doesn't happen

But seriously why doesn't it happen!

Recycle

- More than USD 500 Billion of value is lost every year due to clothing underutilisation and the lack of recycling.
- Consumers throw away shoes and clothing [versus recycle], an average of 70 pounds per person, annually.
- A few communities have textile recycling programs, about 85% of this waste goes to landfills where it occupies about 5% of landfill space and the amount is growing.
- Up to 95% of the textiles that are land filled each year could be recycled.
- Landfill space is expensive and hard to find.
- Using recycled cotton saves 20,000 liters of water per kilogram of cotton, a water-intensive crop.

Used Clothing and cheap single use clothes

And why higher value clothing
is better....

Used Clothing – the second-hand market

- The second-hand market projected to nearly double the size of fast fashion by 2029.
- 208M lbs. of waste were generated by single-use outfits in 2019.
- 1 in 2 people are throwing their unwanted clothes straight in the trash. The result? 64% of the 32B garments produced each year end up in landfill.
- The U. S. is the largest exporter of second-hand clothing. It exports over a billion pounds of used clothing every year.
- Over 70% of the world's population use second hand clothes.
- Consumers in the United Kingdom have an estimated \$46.7 billion worth of unworn clothes in their closets.
- This is why designer clothing is better because people are less likely to throw-out designer clothes after the trend dies out.



Part 3: What am I doing and what is the Plan?

What was the Reason!

In the words of Cardi B...

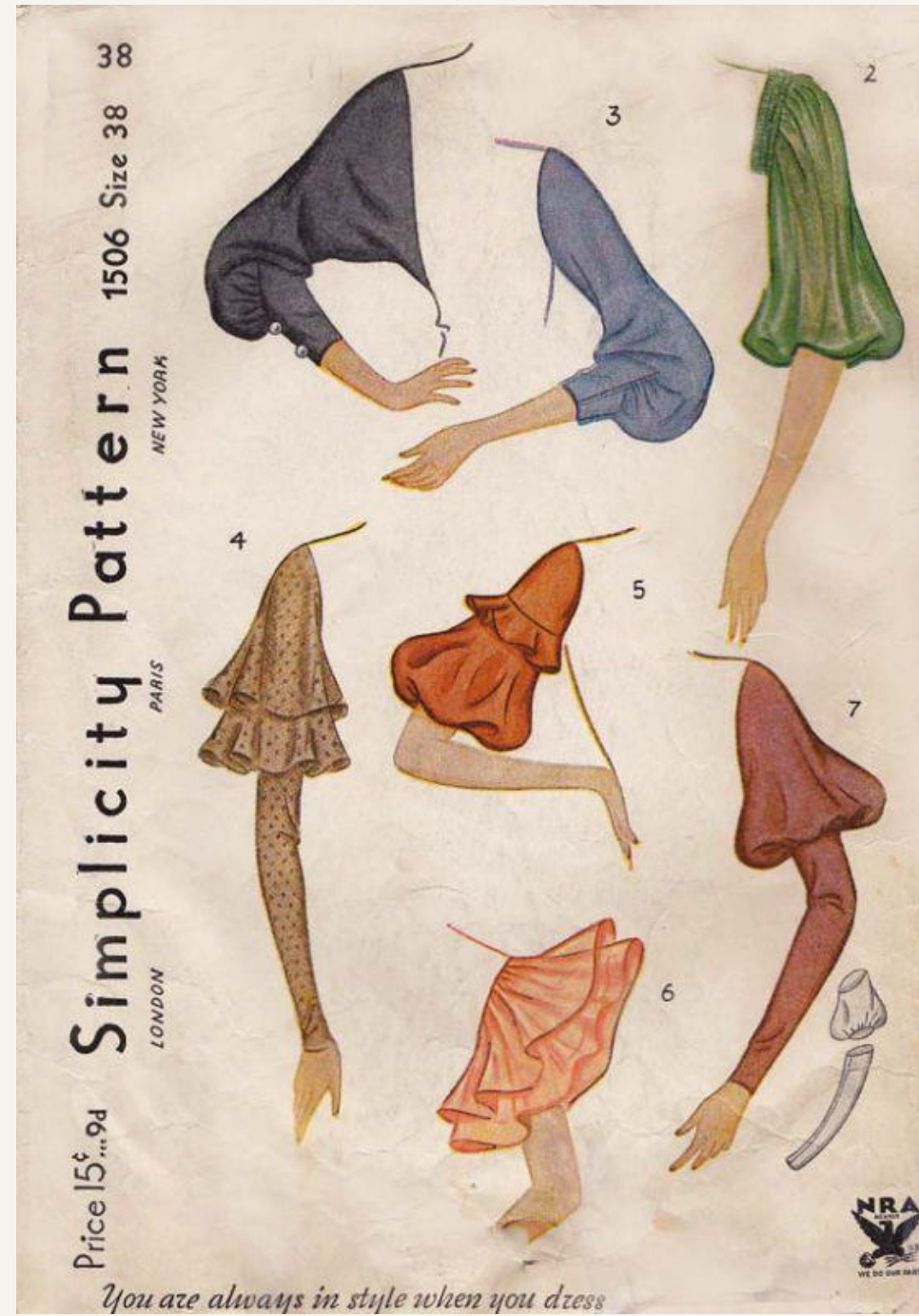
- I am aspiring to start a designer luxury brand called 'Argent' and I have sketched out the designs for my first collection called the 'Serene Melancholy Winter Collection.'
- I plan to start my business in 2023 during my university years.
- I'm not asking for funding for the business, but I'm asking for funding for the fabrics and sewing tools I'll need for this huge project.
- This project Includes: dresses, skirts and suits, paired with different assortments of stilettos and accessories.
- I plan to have a fashion show to show off my collection when COVID restrictions ease to introduce a new era of sustainable fashion.

The list of things that I need for this project

These are the things that I need funding for (I can provide everything else e.g sewing machine)

- Silk charmeuse
 - Voile
 - Challis
 - Shot silk
 - Needles
 - Pins
 - Tape measure
 - Meter ruler
 - Glue gun glue (already have the glue gun)
-
- I plan to go to places like Primark to get old fabric/clothes that were going to be thrown out.

Part 4: The Journey through my project



June 2022

designing of the collection with
satin, silks and 80s nostalgia in
mind

- For this month, I am going to be designing the collection for my fashion show next year.
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- This is no ordinary show, this show is not just a show based on a season, this is about my life (in a metaphorical sense)
-
- it's based on the book I wrote called 'Melancholy Hotel' and like the title says, the book is based on melancholy and the defining of pain which is hard to describe
-
- I'm hoping to encapsulate the essence of my book through the designs.

Monthly Reflection

S

What went well?

Even Better If?

- The designs turned out really well
-
- I was able to encapsulate what I wanted to when it came to the women's clothing.
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- However, It was harder to do so when it came to the men's clothing. I just didn't have as many good ideas for clothing at first.
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- Unfortunately, my inability to come up with anything for men in two weeks is a reflection on the men's fashion industry as a whole. No one takes time to make it interesting for men to actually enjoy fashion because the fashion industry is not seeking a sole male demographic.

July 2022

Purchasing supplies and Making sewing patterns

- This month I'm hoping to finally purchase my materials for this project and create some sewing patterns for the collection.
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- some of the clothes will have complicated sewing patterns, so I'm hoping I can pull it off for this month so I can work on putting things together in August.
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- Buying the silks that I want is the easy part, cutting and making sewing patterns is the hard and often times annoying part if something isn't proportional.

Monthly Reflection

S

What went well?

Even Better if?

Making sewing patterns from scratch is incredibly hard and I did achieve this for some of my looks like the suit that I'm thinking about making.

For some of the looks, I referred to other sewing patterns and altered them to the size, style and shape that I wanted.

The materials that I ordered arrived later than expected, however I love how they look and I'm ready for Next month with is putting the looks together.



August 2022

Putting the looks together and
adding finishing touches

This month I'm going to put my looks together

This is by far going to be the hardest month
because as eager as I am to finally see what I have
created, there is always a worry that they won't look
the way that I want them to once I put it together.

This has been a very interesting and rewarding
experience for me.

We're on the home stretch!



Monthly Reflection

S

What went well?

Even better if?

Overall conclusion?

I really like the way that these have turned out and I think the collection perfectly encapsulated the story that I wanted to tell.

I've created some unique looks and I'm grateful for the experience overall.

Naturally, there were some moments of anguish when it came to measurements as i had feared, however with some modifications to the waist line of some of the dresses, it looked better

This Project is definitely something I would recommend to a friend or a Family member.



From Iman Nkala

Thank You For Reading!

