

HORIZON

STRIVE TO BE LIMITLESS

JANUARY EDITION

SUSTAINABILITY IN FASHION

One step closer to a
better future

In the world of
Fashion

Eco-friendly
alternatives

Sustainable wear



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**WHAT'S THE USE OF A FINE
HOUSE IF YOU HAVEN'T
GOT A TOLERABLE PLANET
TO PUT IT ON.
-HENRY THOREAU**

Letter from the Editor

As we delve into the ever-evolving realms of fashion, it's crucial to acknowledge the symbiotic relationship between our style choices and the health of our planet. In our pursuit of style, let's not only celebrate trends but also embrace sustainability as a guiding principle.

Fashion, with its influential reach, possesses the power to be a force for positive change. Let's challenge ourselves to make choices that extend beyond the ephemeral allure of the latest trends. In selecting garments and accessories, let's prioritize pieces that stand the test of time, both in terms of timeless design and minimal environmental impact.

As readers and consumers, our choices echo a collective commitment to shaping a more sustainable future. By supporting brands and initiatives that champion ethical and environmentally conscious practices, we become catalysts for change. It's about fostering a consciousness that transcends the allure of fast fashion and embraces the enduring elegance of garments designed with care for both craftsmanship and the environment.

Together, let's embark on a journey where fashion is not just a reflection of personal style but also a conscious statement. In this collaboration between aesthetics and sustainability, we have the opportunity to redefine the narrative, ensuring that our choices align with a vision of a fashion-forward world that honors the planet we call home.

Siddhi Shastri

What is fashion sustainability?

Sustainable fashion is a way in which brands create clothing that not only reduces the impact on the environment but is also mindful of the people who work to produce the garments.

Put simply, it is fashion that is ethically made and environmentally friendly.

All this sounds simple, however, being sustainable means more overheads, which in turn reduces profit margins.

For the industry to become sustainable as a whole, consumers must be willing to pay more to help make the change, or at the very least, stop buying from brands that have no regard for the environment.



WHY SUSTAINABLE FASHION *is important?*

The fashion industry is incredibly harmful to the planet. Second only to oil, the industry is one of the world's largest polluters, responsible for 20% of global industrial water pollution.

It comes as a surprise to many that most clothes are actually made out of plastic, creating a microplastic disaster in the making.

Add to that, the thousands of harmful chemicals used in the textile mills around the world, which are dangerous to both the environment and the people working with them, and the time has come for a global change in the industry.

That change must come in the form of sustainable fashion.

In 2020, it was found that voluntary self-directed reform of textile manufacturing supply chains by large companies to reduce the environmental impact was largely unsuccessful. Measures to reform fashion production beyond greenwashing requires policies for the creation and enforcement of standardized certificates, along with related import controls, subsidies and interventions such as eco-tariffs.



BECAUSE
THERE
IS NO
PLANET
B

TYPES OF SUSTAINABLE FASHION-

Apparel brands can break their sustainable practices down into four areas.

Ethical Fashion:

This covers production, working conditions and Fair-Trade practices. Ethical fashion is a moralistic stance a company takes to ensure no human beings or animals are hurt due to their manufacturing practices.

Circular Fashion:

This is an off-shoot of the circular economy, and advocates that all materials and products in society are used and circulated among people for as long as possible, in an environmentally safe, effective and fair manner. This encompasses things like recycling, upcycling, and thrifting.

Slow Fashion:

Slow fashion is the antithesis of Fast Fashion, taking a long-term view and considering the whole product lifecycle. This includes sharing or renting clothes as well as the quality of garments to help them last longer and thus reduce the need to buy new ones.

Conscious Fashion:

This is more of a message to get across to consumers, explaining and encouraging them to buy eco-friendly products and get behind the green fashion movement.

BUDGET
FRIENDLY
SLOW
FASHION
BRANDS



THE ADVANTAGES OF *SUSTAINABLE FASHION*

SAVING NATURAL RESOURCES AND LOWERING CARBON FOOTPRINTS.


Fabric production is responsible for 16% of the world's pesticide use, contributes a huge 10% of the world's carbon emissions, and consumes enough water to meet the needs of five million people. There is no escaping the fact that the conventional fashion sector is an environmental enemy. However, sustainable fashion does things differently. Organic cotton, a textile commonly used in the sustainable sector has a carbon emission contribution 46% lower than conventional cotton. Similarly, sourcing from managed forests means that sustainable brands aren't contributing to unsustainable deforestation. Implementing recycling programs, a common aspect of sustainable fashion brands, also helps to reduce the mountains of waste the fashion sector produces every year. The sustainable sector promotes a circular system to lower waste levels, it uses eco-friendly fabrics to reduce its environmental impact and promotes an attitude of careful consumption.

SAVING ANIMALS

We all love our furry friends. However, we have sacrificed a lot of them in the name of fashion over the years. Sustainable fashion works to protect people, the planet and all the critters that call it home.

Vegan leathers are becoming popular in the sustainable sector, with everything from apples to pineapple leaves being turned into animal-friendly leather alternatives. Fur is also rejected in the sustainable fashion market, and in truly sustainable fashion, products like wool are sourced ethically. To make sure a brand is acting with the best intentions, look for the PETA Approved Vegan label.





BETTER QUALITY = MONEY SAVED

Now, sustainable fashion has a reputation for being pricey, and while there are some exceptions, it's true that it often is relatively expensive. However, it is also often higher quality.

While you may hand over more money in the short-term creating a sustainable wardrobe, you may save money in the long run because your clothes will last longer. Replacing £20 dress every six months soon starts costing more than paying £100 for a dress that lasts ten years.

SECOND-HAND AND HIRING YOUR CLOTHES IS COOL & SAVES YOU MONEY!

Gone are the days when thrift shopping was seen as an undesirable option. As second-hand shopping has been growing in popularity, so has the availability to access the preloved or for-hire clothing market. A great way to reduce waste, promote circular fashion and even reduce microplastic shedding in your laundry cycle, shopping preloved or hiring that dress you can't afford to buy is a sustainable way to score a wardrobe win.

Buying second-hand, or better yet, reducing consumption by buying less drastically improves the sustainability and affordability of your shopping habits. And showing how popular second-hand has become, quite a few brands are now even jumping on board and selling their own products second-hand! Extending the life of a garment by just nine months can reduce its carbon footprint by 20-30%.

BETTER FOR YOU

Some of the chemicals used in the fashion sector are harsh to say the least. More than 8,000 chemicals are used in fashion manufacturing and these chemicals have been linked to everything from allergy aggravation to cancer.

One common substance is AZO dyes which can cause skin irritations. While these chemicals are mainly used in the production phase, traces of them can carry over into the clothing that you wear.

As sustainable brands promote organic materials and the use of natural, gentler dyes, these products are not only better for the world but can be a healthy choice for you too.

REduce. REuse. REcycle. REpeat.

PROBLEMS WITH **SUSTAINABLE FASHION**

No industry is perfect, and this is an exploration of the pros and cons of sustainable fashion, so these are some of the drawbacks of the eco-friendly clothing market.

IT NEEDS TO BE ADOPTED ACROSS THE MARKET.

The unfortunate reality is that while a few sustainable brands are making a difference, they are not going to save the world. For sustainable fashion to make a real impact it needs to be an industry-wide change.

The fashion sector, particularly the fast fashion industry, has been a booming business for decades. Unfortunately, a 2019 report found that the effort that fast fashion brands were making to improve sustainable production measures were decreasing.

For the sustainable fashion industry to be truly effective, all fashion sectors need to get on board. Volume-based companies can't, and often won't, easily transition into sustainable processes. Their dependency on growth for one is a big stumbling block.

THE DANGER OF GREENWASHING

We've all seen those pretty pictures of nature's beauty enticing us into stores. A lot of us have also probably been burned by greenwashing. Brands presenting themselves as sustainable without the processes and policies to back it up are preying on conscious consumers and fueling mistrust and misinformation in the sector. And while certifications can be a good way to avoid greenwashing, most of us don't know which certifications to look out for. Confusing names and a lack of information can make trying to decipher sustainable certifications a confusing process and leave us the victim of greenwashing scams.

LESS BRANDS MEANS LESS CHOICE

While it may be a growing market, the sustainable sector is not yet a giant one. This can mean that there simply aren't the brands to cater to every style preference. The niche elements of the sector can leave people without the options to suit their taste and send them back to shopping in the mainstream fashion market.

Many brands also operate exclusively in the online market and don't have physical stores, furthering limiting consumer choices.

IT NEEDS TO BE SUPPORTED AT ALL LEVELS

For a sustainable fashion system to work, it needs to be supported at all levels. Brands need to be genuinely committed to changing their production methods and values. Governments need to implement policies and regulations to support brands to make these changes and to enforce companies to comply with these policies. The public needs to be willing to choose to buy from sustainable brands, even if that means changing the way we shop.

This level of cooperation across the market is difficult to achieve and thus far has not been implemented at the scale that will make a shifting industry possible.



BIG NAMES *leading the way*

Zara's Join Life is dedicated to a continuous journey of sustainability, addressing all aspects of its value chain, from product design to end-of-life initiatives. Through collaboration with various stakeholders, the initiative aims to foster genuine change within the fashion industry, acknowledging imperfections but committed to ongoing improvement

Afends is one of the leading brands in the fashion industry that promotes sustainable fashion. Their contribution to sustainability ranges from their designs all the way to transportation. One innovative way that catches our eye is the introduction of scrunchies for women. These scrunchies are made with fabric that was leftover during the production of their main collection. Their designs are created to be durable and timeless which allows longevity. Their packaging also sets an example. They use bags made out of corn starch that are easily biodegradable and can be used as compost.



1
Zara



2
Afends

4 Adidas



In an effort to reduce its environmental impact, Adidas is actively transitioning its material portfolio to recycled and renewable sources, focusing on replacing virgin polyester with recycled alternatives since 2024. Collaborating with initiatives like Fashion for Good, the company is driving disruptive innovation in the fashion industry to ensure sustainable practices and performance without compromise.

Levi's 3



Levi's are committed to sustainable denim wear. Levi's introduced Water<Less, a collection of over 20 innovative techniques to achieve the worn-in look of jeans using significantly less water in the finishing stage. In response to growing water scarcity concerns, they not only implemented these practices in their own production (69% of bottoms by 2019) but also open-sourced their innovations to encourage industry-wide adoption and positive global impact.

5 H&M Conscious



H&M is moving away from its fast fashion roots with the Conscious collection, made of materials like organic cotton and recycled polyester. By using eco-friendly fabrics and more sustainable production methods, the company hopes to reduce its environmental footprint. Customers can also recycle unwanted garments at H&M stores and get a discount for a future purchase. As a whole, H&M has a goal to use only sustainably sourced materials by 2030.

Greenwashing

By
Reuben Thomas
Sub-Editor

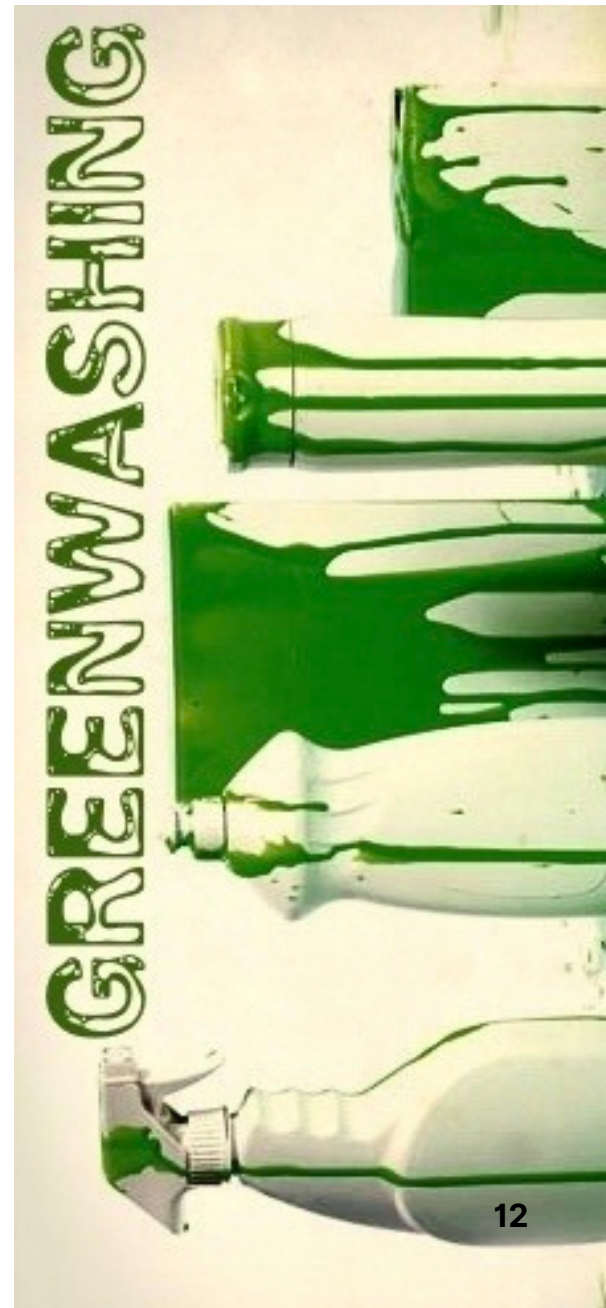
SUSTAINABLE, ECO-FRIENDLY, ECOLOGICAL, ETC, BRANDS HAVE A TON OF WORDS TO CHOOSE FROM WHILE MARKETING THEIR PRODUCTS AS SUSTAINABLE. BUT WHAT DO THESE WORDS MEAN TO THE CONSUMERS?

To some it may be reassuring, that the products they are buying are not doing any harm to the environment. But what if that's what the company wants you to think? What if it is just their way of masking their other activities- activities that they don't want you to see. "Greenwashing is a many-layered issue," says Carry Somers, founder and global operations director of Fashion Revolution, a UK-based movement that campaigns for a clean, safe, and fair fashion industry. "Some of it is the customer's interpretation – what someone sees as greenwashing someone else might see as an important step. Then there's bluewashing – brands claiming their credentials in terms of positive impact on the oceans. I think in the future we will see more of both." People often confuse sustainability and transparency. Just because they're transparent doesn't mean they are necessarily sustainable. It is a brand's job to market their product as good and put it into the limelight. Brands may launch sustainable products into the market but they may yet still be producing a ton of normal clothes that is undoing the impact of the sustainable products. When brands say they are being sustainable, they can't just work on one area. They need to redesign their entire thinking process, right from sourcing of products, packaging all the way to how they plan to ship these products to the consumers.

It is very well agreed that no brand means harm to the environment and what they do is for the well-being of the environment, but they may not go far enough for it to mean difference.

For the fashion industry to be sustainable, they don't need to be green in their thoughts, they need to be clear.

Sustainable products are generally more expensive than normal products by a brand. The price difference can vary depending on the type of product, the quality of the materials, the demand and supply, and the ethical practices involved in the production process.





Some studies suggest that green products can cost 50% to 85% more than conventional products. However, this may not always be the case, as some sustainable products can be comparable or even cheaper than normal products, especially in the long run.

Fashion	Conventional	Eco	Difference
Sneakers	\$120.00	\$120.00	0.00%
T-shirt	\$2.00	\$31.90	1495.00%
Hoodie	\$16.00	\$90.00	462.50%
Socks	\$1.00	\$9.95	895.00%

The average percentage difference between conventional fashion and eco-friendly fashion was 713.13%.

Why are these products priced higher?

There are multiple reasons to it such as demand, high price of raw materials, wages, certifications, business practices. Most likely, every sustainable company will change or utilise efficient business practices such as installing solar panels, using energy-efficient appliances, etc. It is necessary for them to do so otherwise they have to bear the heat of the consumers. But with this business change also comes high costs. These costs need to be settled somewhere for the company to earn profits. There are 2 ways to it, reduce worker wages or put it on the consumer. One of the factors that affect the price of a product is whether it has any certifications that attest to its sustainability and ethics.

Certifications are standards that products have to meet in order to be labeled as green, organic, fairtrade, or cruelty-free. However, obtaining these certifications can be costly and complicated, as they involve testing, inspection, auditing, and documentation. For example, Leap Bunny Certification is the most rigorous and expensive certification for animal testing, and it requires companies to follow a strict policy and undergo annual audits. While certifications can benefit consumers by giving them confidence in their purchases, they also increase the price of the product, as some of the costs are passed on to the customer.

In summary, while sustainability is gaining importance in consumer choices, a significant gap exists between demand and product availability. Despite a growing percentage of consumers, particularly millennials, opting for eco-friendly alternatives, the market still lacks widespread sustainable options. This scarcity is linked to the challenge of achieving economies of scale in production for these items. With limited demand, companies are hesitant to reduce prices, and the current production systems favor mass manufacturing, making sustainable products relatively more expensive. However, the positive trend of increased awareness and demand signals a potential shift towards a more sustainable market in the future.

A pair of hands is shown holding a small green plant with dark soil. The hands are positioned in the lower right quadrant of the image. In the background, several wooden hangers are visible, suggesting a clothing store or a retail environment. The overall image has a dark, moody aesthetic with a focus on sustainability and eco-friendliness.

WHY CONTINUE TO SUPPORT THESE SUSTAINABLE PRODUCTS REGARDLESS OF THEIR PRICE TAG?

In essence, the key to promoting sustainability lies in increasing consumer demand. A rise in demand allows eco-friendly companies to boost sales and profits, gaining greater buying power and achieving economies of scale to reduce costs. The competition that arises from increased demand prompts price reductions, making sustainable products more affordable. As prices decrease, accessibility to eco-friendly alternatives expands, fostering greater awareness and education on sustainability, thereby contributing to a positive shift in consumer behavior.

How Sustainability helps the brands?

Overall Business Perspective:

In Europe, the European Green deal aims to make the continent's textile industry more circular and reduce the negative impact of textile production.

A variety of companies like Hennes & Mauritz AB, Kering SA, and LVMH have committed themselves to sustainability in recent years. The Fashion Industry follows the Linear Business Model, that is, continuous production and continuous growth.

This model assumes that resources are infinite, and the planet can handle the waste that is generated from this production. Due to this practice, the fashion industry produces around 100 million tons of waste per year, and it is increasing drastically. To tackle this, fashion industry must start the practice of Circular Economy. Circular economy is a technique used to minimize the use of resources by means of remaking, renting, reselling and repairing. Fashion industry can adopt this practice which will help in substantial reduction of waste.

Profitability Perspective:

Brands that act now to secure a preferred-raw-materials supply for the future can, on average, see a 6% profit uplift after five years. Many countries are bringing new regulations to reduce waste from such industries. Upcoming regulations could put 8% of EBIT at risk for brands that do not comply by adjusting their materials portfolio mix. Some sustainable fashion brands have reported substantial revenue increases. For example, Stella McCartney, a pioneer in sustainable luxury fashion, reported a 27% increase in revenue in 2019.



How Sustainability is helping consumers?



The fashion industry is largely controlled by consumer demand. In a survey conducted by McKinsey during the beginning of the Covid-19 pandemic, “67 percent [of respondents] consider the use of sustainable materials to be an important purchasing factor, and 63 percent consider a brand’s promotion of sustainability in the same way.”

The fashion industry is notorious for its toll on environment. The issues such as use of vast amount of water in manufacturing process and cultivation of raw materials like cotton, or the huge amount of power needed in the manufacturing process are persistent in the fashion industry. The consumers being aware of these issues, have started their part in resolving these issues.

The new face of sustainability has taken deep roots in the customers’ minds as well in order to save the environment. Thus, this shift in demand calls for the fashion brands to adapt more sustainable methods.

Education is the key change factor in the consumers’ decision making. The consumers have become very aware of the environmental issues related to their clothing choices. Hence, they have started to make smart choices whether in terms of the material of clothing. Materials such as Organic Cotton, Tencel and recycled polyester are one of the most eco-friendly choices of raw material in clothing. The customers also seem to take a keen interest in the process of making the clothes, like, where does the material come from, what process it goes through, what are the environmental effects of wearing such clothes and so on. With this in mind, businesses in this industry have to be very thorough in their processes to cater to such eco-conscious sector of consumers.

The below stats show the percentage of consumers who are willing to pay more for the sustainable version of fashion products in USA. As the study shows, around 40% consumers are willing to pay more for sustainable fashion products

‘Consumer demand drives the industry. Whatever people need, the industry must provide in order to sustain in the market. Therefore, it becomes the duty of the consumers to start sustainable practices and demand sustainable products.’

A hand is holding a green plant stem with several leaves. The leaves are vibrant green and have a slightly wavy, elongated shape. The hand is visible at the bottom left, with the thumb and index finger gripping the stem. The background is a plain, light gray.

WHY SHOULD PEOPLE BUY SUSTAINABLE PRODUCTS?

“Sustainable Fashion is not a trend, but the future.”

- **Saves Money in the long run.**
- **High quality clothing.**
- **Reduces carbon footprint.**
- **Saves water.**
- **Better for our health and the planet.**

sustainable fashion

wear what's already in your closet	\$0.00
mend your clothes	\$0.00
be an outfit repeater	\$0.00
swap your clothes	\$0.00
call out greenwashing when you see it	\$0.00
ask brands for transparency	\$0.00
upcycle your clothes	\$0.00
advocate for changes in the industry	\$0.00

TOTAL: \$0.00

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How do brands market sustainable products?

Case 1: Adolfo Dominguez

In 2020, Spanish brand Adolfo Dominguez started a campaign named “Old Clothes”. This campaign featured models wearing the brand’s 30-40 years old clothes, which still looked fashionable and elegant. This was a way to promote quality and durability of the clothes and that old clothes are still in fashion. Evocative messaging is a great way to send a strong statement about your clothes.

Case 2: Patagonia

Patagonia has been successful in implementing sustainable fashion apparel. In 2011, Patagonia ran a campaign named “Don’t buy this jacket” during the black Friday sales. This was a unique marketing technique to grab the attention of the consumers. The main aim of this campaign was to convey the message that don’t buy clothes which are not completely necessary, instead aim for durability and reusability. This was a successful campaign because it called attention to an urgent environmental crisis and also had a clear message that made people think about their shopping decisions. Other brands also need to ignite this spark in the customers in order to spread the practice of sustainability.

Case 3: Raeburn

Raeburn has been running lab tours for customers interested in their manufacturing process. The tour also consisted of a meet and greet with the designers. The tour costs \$6.99 per person. visitors were given the freedom to explore all areas of the studio and the garments within it. Taking pictures was encouraged and visitors were also allowed to try on some of the runway creations.



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