

Week One: Sustainable and Ethical Fashion Research

- Teen Vogue YouTube Video:

<https://www.youtube.com/watch?v=iq0--DfC2Xk&list=WL&index=21>

- 1963, Amancio Orcega Gaona created what would become the biggest fashion retailer in the world, Zara Inditex, and pioneered the fast fashion model, which focuses on 4 main points: verticle integration, communication, design-to-retail cycle, & outsourcing labour.



- We now spend less than 3% of our annual income on clothing, compared to 10% in the 1950s.
- There are 150 billion new garments produced every year, that's more than 20 garments per person.
- The amount of clothes we own increased by 60% between 2000-2014.

- The fashion industry is responsible for 10% of the global carbon footprint, and the 2nd biggest polluter of clean water on the planet.
- Toxic chemicals used in textile dyes have been linked to birth defects, miscarriages, and cancer.
- The Deadly Cost of Fashion: TNYT
<https://www.youtube.com/watch?v=9Fkhzdc4ybW>
 - Around 4million people work in the clothing industry in Bangladesh, most of them are women.
 - The minimum wage for garment workers in Bangladesh is about £50 per month, many garment factories pay less.
 - Over 1,100 people died, and 2,500 were injured at Rana Plaza, making it the deadliest accident in the history of the garment industry.
 - Brands and companies linked to Rana Plaza include: Primark, Inditex, Walmart, Matalan, & Mango.
- Quote Source:
<https://slowfactory.com/blogs/news/9032951-the-slow-fashion-movement>
“Slow fashion is not your typical seasonal fashion trend, it is a movement that is steadily gaining momentum and is likely here to stay. Today’s mainstream fashion industry relies on globalised mass production where garments are transformed

from the design stage to the retail floor in only a few weeks. With retailers selling the latest fashion trends at very low prices, consumers are easily swayed to purchase more than they need. But, this overconsumption comes with a hidden price tag on the environment and workers in the supply chain.” – Reversing Environmental Damage