



Creating the next generation
of entrepreneurs

Introduction to Sustainable Fashion: Understanding the Concept

Meet The Facilitator



About Me

Ifeyinwa Brendan-Ndukwu, a graduate of English Language/ Literature is the Founder/Creative Director and CEO LILIFEYS' FASHION AND LIFESTYLE LIMITED.

She is a seasoned Administrator and NGO Management Consultant. Her childhood passion for Fashion and Arts birthed her Sustainable Fashion and Adire Textile Arts design Brand, LILIFEYS'.

Ifeyinwa's passion for a greener planet led to her consistently advocating for a Sustainable and Ethical Fashion movement.

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Basics:
Fast Fashion and Impacts

Focus Area:
Sustainable Fashion in relation to Adire Textile Production

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Introduction

The world has continued to witness the worst cases of climate change globally in the last two decades resulting in unprecedented issues of global warming, excessive flooding, earthquakes and desert encroachment. Unfortunately, the Fashion industry has been found to be the second largest contributor of wastes globally.

As at 2023, it was recorded that the fashion industry produced 97 million tons of waste annually of which 18 million were leftover textiles, 2.5 million were chemical waste and 3 million were packaging materials. The fast fashion is thriving at a cost to a healthy environment and humanity.

Introduction (cont.d)

GMYT Fashion Academy is concerned about the sustainability of the planet Earth and humanity, that is why the Institution is aligning her learning activities with the UN Sustainable Development Goals to ensure the environment is sustained for future generations.

In this Sustainable Fashion Masterclass, it is hoped that the Students would be introduced to the basics and the concept of sustainable fashion so they would be equipped to effectively and successfully build, manage and grow successful sustainable fashion businesses.

Objectives Of Sustainable Fashion

- 1.** To learn what is meant by sustainable Fashion
- 2.** To learn about different issues within the fashion industry and consider the moral, ethical, and environmental impacts.
- 3.** To learn about ways of being more sustainable consumers and designers.

SUSTAINABLE

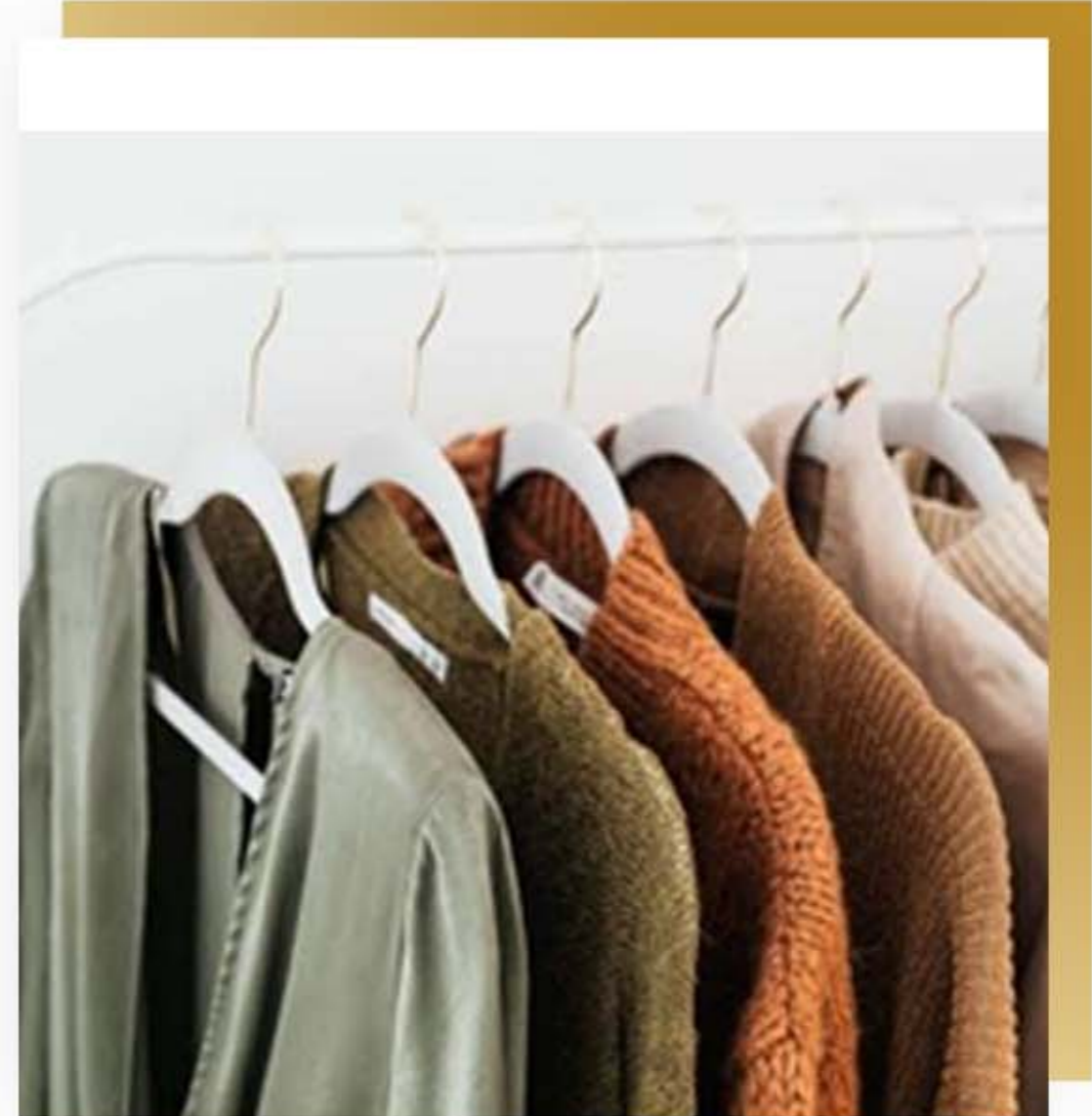


FASHION

Goal

The goal of teaching students Sustainable Fashion is to make them aware of the environmental, ethical and social impacts of the Fashion industry, as well as the loss of biodiversity in waterways particularly in developing countries.

Students would also know how to design clothes that are both commercially and socially responsible without compromising the environment.



Sustainable Fashion: The Concept

To sustain in the context of our study means to continue to exist and not die. According to UN World Commission on Environment and Development, "Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs."



Sustainable Fashion: The Concept (cont.d)

Sustainable fashion refers to the concept of creating fashion items in a way that reduces the environmental impact and promotes social responsibility throughout the entire production process.

Therefore sustainable fashion aims to create fashion items that are environmentally friendly, socially responsible and economically viable.

Sustainable Fashion: The Concept (cont.d)

- 1.** The use of natural and organic materials such as Wool, Linen, Cotton, Silk and Rayon.
- 2.** Responsible production which includes minimizing wastes, reducing energy consumption, and using renewable energy sources such as solar energy.
- 3.** Opting for production processes that are less harmful to the environment and workers, such as using natural dyes instead of synthetic dyes and toxic chemicals.



Cotton fabric

Sustainable Fashion: The Concept (cont.d)

4. Sustainable Fashion seeks to address some of the UN SDGs which includes : SDG 12 Responsible Consumption and production. The Fashion industry uses 98 million tonnes of non-renewable energy resources each year and only 12% of the material used in clothing is currently recycled. There is need for the fashion industry to move towards more circular practices in order to reduce the input of both consumers and manufacturers.

SDG 14 Life below the water. About 24 trillion microplastics are in the world's seas, causing the death of fishes and other aquatic habitats. Fashion brands should reduce the use of plastics materials and chemicals in production processes.

Fast Fashion and Impacts

The fast fashion business model relies on the exploitation of resources and human labour to deliver garments following the latest trends to its consumers at a very frequent rate.

Fast fashion adversely affects the three pillars of sustainability thus posing a threat to universal existence of the Ecosystem.



The Impacts of Fast Fashion

Environmental Impact:

- 1.** Over the past 20 years the global consumption of fast fashion has increased by over 400%
- 2.** Waste occurs at every stage of garment manufacturing process, harming wildlife, degrading land and polluting soil and water.
- 3.** The fast fashion industry is a major contributor to climate crisis, responsible for as much as 10% greenhouse gas emissions.
- 4.** Animal-based textiles such as wool, hides and skins are responsible for greenhouse gas emissions, water pollution, habitat loss from deforestation and grassland conversion and other harms to wildlife.

The Impacts of Fast Fashion

Social Impact:

1. Exploitation of cheap labour particularly in developing countries where labour laws are lax or not enforced. Workers in these regions are often paid extremely low wages and forced to work in unsafe and unhealthy conditions.
2. There are also cases of labour abuse ranging from child labour and forced labour to human trafficking.
3. Gender inequality, with a greater percentage of women hired with low-wage garment workforce.



The Impacts of Fast Fashion

Economic Impact:

- 1.** The biggest economic issue with fast fashion is high cost of production associated with producing millions of garments in a short period of time. These includes labour costs, materials, machinery, energy used to create each garment and transportation costs both locally and internationally.
- 2.** Low prices for customers. Retailer often keep the prices low in order to appeal to a wider audience. This means while production costs are higher, the consumer prices remain low. This trend is unsustainable as most producers are out of business in the long run.
- 3.** There cases of over consumption and increased waste which is bad for the environment and puts a strain on economic resources.



How to be a Part of the Solution

We can all join to reduce environmental, social and economic impacts of fast fashion in so many different ways, such as the following:

1. Choose Organic or Recycled Fabric such as organic cotton, recycled cotton or polyester. These materials can reduce the impact by 99%.
2. Repair or revamp your clothes instead of buying new ones.
3. Second-hand shops are useful for promoting circular economy.
4. Choose locally made clothes to support local businesses as well as cut down on transportation.
5. Choose transparent Brands who are making positive impacts in their environment.
6. Wash your clothes correctly. It not necessary to wash your clothes at a high temperature, save energy.
7. Pay your workers fair wages and make the work environment condusive for them.



Tasks

Wardrobe decluttering:

1. Go through your wardrobe and select all clothes you have not worn for the 6 months - one year.
2. Select two clothes out of your entire selections and redesign them and bring them to class next week.
3. Give away the rest of the section to those who need them.
4. You can also sell them as thrifts.



Learning Outcome

Here are some learning outcomes of Sustainable Fashion

- 1.** Understanding the basic concept of sustainable fashion: implies that we know the hazards the fashion industry is posing to on planet earth environmentally, socially and economically which if left unchecked might lead to the destruction of the entire ecosystem.
- 2.** Fast Fashion and Impacts: Highlighting the revolutionization of the fashion industry globally at a cost the the environment and humanity.
- 3.** How to be a part of the solution: the awareness of the danger posed on planet earth due to negative impacts of fashion means that there is urgent need for everyone to join in whatever capacity to make our environment more sustainable for all to continue live.

Sustainable Fashion Terminology

Organic Fashion: Clothing or accessories made with minimum use of chemicals and limited impact on the environment.

Slow Fashion: This is the opposite of fast fashion. The concept is about slowing down production process, to improve working conditions and more transparent production cycle.

Microplastics: These are very tiny plastic debris that are washed into the sea through textile waste chemicals and plastics.

Recycling: Turning fashion items into other uses.

Upcycling: Turning waste into reusable materials of better quality.

Questions & Answers

Additional Information

For further clarification or assistance, please feel free to reach out to the Sustainable Fashion Facilitator via Email at ***ifybndukwu@gmail.com***

Thank You