

## **Environmental Movement and Sustainability Efforts in the Fashion Industry**

Up until the 1980s, most people did not care about sustainability in fashion or even have it on their radar. While there was a push for green movements during the hippie era of the 1960s, this is not considered to be as prominent a time for the push for sustainability as there was in the 1980s. Between the years of 1980 and 2010, many consumers and fashion companies alike, started realizing the need for more sustainable practices in the fashion industry. There have been countless anti-fur movements, marches to promote domestic manufacturing, and protests against fast fashion during this time. All of these efforts have not gone unseen, and most companies in 2020 are understanding the importance of making their products and processes more sustainable.

Because of the call to action brought about by both consumers and members of the fashion industry, Fashion United published an article about some of the top sustainability efforts that have taken place in April and May of 2020 alone. These efforts included the partnership between Allbirds and Adidas to create an athletic shoe with low carbon impact, Mango's launch of their sustainable recycled clothing collection called Second Chances, and various companies contributing to the 2020 Fashion Transparency Index. This article, entitled *33 Sustainability Efforts of the Fashion Industry in April and May 2020* by Simone Preuss, focuses on the ways that companies have been able to remain profitable and afloat during the COVID-19 2020 pandemic. The main way that these companies have been prospering is by truly listening to what the consumer wants: a more sustainable approach to textiles and the fashion industry (Preuss, 2020).

Environmental movement, commonly under the umbrella of sustainability, is likely to continue growing at an exponential rate. More people than ever before are concerned with the

topic of sustainability and working towards a safer and more sustainable planet. As different company consumer bases and the world as a whole becomes more knowledgeable about the issues related to the fashion industry and sustainability, such as the overuse of water, the detriment of fast fashion, and the pollutants released from chemical processes utilized to produce clothing, they become more aware of the change that needs to occur. Companies have been putting in a lot of research during the downtime of the pandemic to best use their resources for more sustainable practices. With this initiative towards environmental movement, the textile and fashion industry will become less and less harmful to the environment. Various companies, such as Mango, are already making efforts to reduce water usage in creating their clothing collections, and vegan clothing, such as the shoes created by Ethletic, are better for the environment by being easier to dye and work with in textiles and by reducing unnecessary animal deaths (Preuss, 2020). As a whole, the environmental movement has made great strides in the fashion industry over the past twenty to thirty years, but more can be done. The efforts companies are utilizing and taking into consideration at this time are a great launching pad for future initiatives in reducing waste and increasing sustainability and efficacy of meeting consumer wants. If companies are able to progress in their tactics, then the textile and fashion industry will prosper in a less uneconomical and profligate fashion.

### **References**

Preuss, S. (2020, May 29). *33 Sustainability Efforts of the Fashion Industry in April and May 2020*. Fashion United. <https://fashionunited.com/news/business/33-sustainability-efforts-of-the-fashion-industry-in-april-and-may-2020/2020052933760>