

BUY

#FastFashion
#Consumption
#Consequence
#WorkerRights

“And the real cost continues to be paid by garment workers thousands of miles away.”

- Lucy Siegle, Guardian Journalist and Author of *To Die For: Is Fashion Wearing Out the World?*

fast/er fashion

TAKE ACTION // Campaigns:

| [#SABangladeshProject](#)
| [Killer Jeans](#)
| [Asia Floor Wage](#)
| [Living Wage Campaign](#)
| [Play Fair](#)
| [Triangle Returns:
Institute for Global Labour and Human Rights](#)
| [Let's Clean Up Fashion](#)

*This is an edited 'sampling' of informational resources.
[Click here](#) for #BUY learning activities, lesson plans and study guides.*

*FEATURED READING // #FastFashion, #Consumption,
#Consequence & #WorkerRights*

[To Die For: Is Fashion Wearing Out the World?](#)

Lucy Siegle

Required reading On 'Fast Fashion'

[The China Price: The True Cost of Chinese Competitive Advantage](#)

Alexandra Harney

Required reading on consequences of consumption

[UPDATE III // The NICE Consumer Project & the Copenhagen Fashion Summit](#)

May 2, 2012

The initial stage of the NICE consumer project comes to an end this week and the NICE Framework for Achieving Sustainable Fashion Consumption through Collaboration will receive its final revisions during the Copenhagen Fashion Summit...

[UPDATE II // The NICE consumer project](#)

March 27, 2012

At this session we heard from four speakers presenting a range of responses to sustainability. In bringing them together we were able to imagine what 'sustainable consumption' might look like and...

[GET INVOLVED // A framework for sustainable consumption](#)

March 19, 2012

“Consumers can play a pivotal role in transitioning the fashion industry toward more sustainable business models.”
(BSR) ...

What about the local context?

March 25, 2012

In December, news came out that the organic cotton fair trade program in Burkina Faso is not all it's cracked up to be. There was a flurry of twitter activity against Victoria's Secret since they buy most of the cotton from this program...

READ // Fashion & Sustainability: Design for Change, by Kate Fletcher and Lynda Grose

December 24, 2011

Kate Fletcher, author of Sustainable Fashion and Textiles: Design Journeys, and Lynda Grose, assistant professor at California College of the Arts, have a new book (April 2012), Fashion & Sustainability: Design for Change...

Get schooled in 'Economic Complexity' with MIT and Harvard

November 24, 2011

Licensed through the Creative Commons, The Atlas of Economic Complexity: Mapping Paths to Prosperity is a collaborative project that builds visualizations on import/export trade flow of products and goods.

The Call of Juarez // Profit in Violence

March 10, 2011

Since 1993, more than 1,400 women have been violently murdered in Ciudad Juarez, Mexico (Maquila Solidarity Network). Thousands more remain missing. These femicides have gone unsolved since the murders have not been properly investigated by local and/or international authorities...

LEARN // Greenpeace targets Dove for use of Palm Oil: The true cost of real beauty

February 24, 2011

It seems that companies targeting this generation believe they have to incorporate environmental responsibility into their platforms — this target market would expect no less.* What we discussed in class, were ways for students to harness their purchasing power to not only support environmental responsibility, but to...

Nike's 'Better World' will make you want to "puke"

February 9, 2011

Nike's new website, Nike Better World. The new site highlights Nike's efforts in environmental responsibility and philanthropic work in communities around the world. The site uses some controversial language to direct visitors to specific projects they are working on...

New York Fashion Week vs. the Ready Made Garment Sector in Bangladesh: whose interests are protected when 'special' police hit the streets for fashion?

February 1, 2011

The fashion industry is often seen as a complicated paradox. So much so that many professionals working in the field of worker rights and environmental security frequently shy away from using the word 'fashion' itself. In its place, they vote for 'garment,' 'apparel,' 'textile,' etc. While it's natural for industry jargon to vary—different circles will have their own set of terminology—it is important to recognize that in the end we are all talking about the same thing: fashion...

READ // ECO Fashion, Sass Brown

September 16, 2010

What better way to pump your fashion design/marketing students up on responsible practices in the apparel industry than with a new resource? Check out ECO Fashion by Sass Brown, Resident Director for the Fashion Institute of Technology's study abroad program in Florence...

WATCH // Professor David Harvey on Marx's Capital

August 3, 2010

David Harvey, Distinguished Professor at City University of New York delivers Karl Marx like we've never seen him before. Through 13 video lectures, Harvey breaks down Marx's Capital, Volume 1 chapter by chapter. All videos are licensed through the Creative Commons, and are available online, here. But first! Check out Harvey's very cool RSA Presentation: The Crisis of Capitalism, and you will no doubt find real value in his ability to deliver powerful and thought provoking lectures...

READ // Couture and Consensus: Fashion and Politics in Postcolonial Argentina, by Regina Root

July 26, 2010

We've just added Couture and Consensus by Regina Root, Associate Professor of Hispanic Studies at the College of William and Mary and President Ad Honorem at Ixel Moda 2010, to our reading section!

i-Sustain // The Centre for Sustainable Fashion partners with i-D to transform perceptions of clothing

August 9, 2011

The Centre for Sustainable Fashion has partnered with i-D to deliver a 12 part series designed to transform the way we buy, wear and consider fashion.

[READ// Kate Fletcher, Matilda Lee, and Sandy Black](#)

March 12, 2010

The 'Open Space' at the FEI conference featured celebrated authors Kate Fletcher, Sustainable Fashion and Textiles: Design Journeys, Matilda Lee, Eco-Chic: The Savvy Shoppers Guide to Ethical Fashion, and Sandy Black, Eco-Chic: The Fashion Paradox. You can find these texts...

[Can Design Change Behaviour?](#)

February 10, 2010

This question was answered recently by Banny Banerjee, Director of the Stanford Design Program and Associate Professor of Mechanical Engineering. In short, his answer is YES!

[Fast fashion to blame for female consumer complaints in the UK](#)

January 25, 2009

Consumer complaints in the UK surrounding poorly made clothing increased by 22% in 2008, according to this article by The Independent. The article cites a report by Consumer Direct released today. It claims that the biggest consumer complaint amongst females came from 'defective goods', at 34%. According to the article ...

#DesignIntervention // Alternatives to #FastFashion: Exploring different models of fashion

[Hacking Design RSA](#)

Otto Von Busch

Despite the ready to wear 'fast fashion' model being labeled as democratic, the reality is, in fact one in which workers have no voice. Consumers are encouraged to be passive and excessive waste is produced. The existing relationships between design, manufacture and consumption perpetuate a lack of horizontal agency; which is challenged by Otto, through the concept of 'Hackism'. A must see for designers who do not support the dominant industry model of fashion and are left feeling excluded from fashion altogether.

[Sustainable Fashion and Textiles: Design Journeys](#)

Fletcher, Kate. London: Earthscan, 2008.

"Sustainable Fashion and Textiles: Design Journeys brings together for the first time information about lifecycle sustainability impacts of fashion and textiles, practical alternatives, design concepts and social innovation. It challenges existing ideas about the scope and potential of sustainability issues in fashion and textiles, and sets out a more pluralistic, engaging and forward-looking picture, drawing on ideas of systems thinking, human needs, local products, slow fashion and participatory design, as well as knowledge of materials." (KateFletcher.com)

[What Happens? An appendix on Fashion stewardship and Social entrepreneurship](#)

Otto von Busch & Karl Palmås (2010)

A theoretical discussion on fashion stewardship in relation to the politics of invention. This paper unpicks the concepts of 'social' and 'entrepreneurship' in order to gain an understanding of what is meant by social entrepreneurship and how this can be related to social change.

[What happens next? A journey towards fashion stewardship](#)

Annika Axelsson, Otto von Busch, Karl Palmås & Karin Stenmar (2010)

An alternative approach to the business of fashion, told through this simple picture book. *'This is a story of a sustainable process in fashion called fashion stewardship. It is an adventure about a caring company that creates a symbiosis with a caring consumer.'*

[Slow Fashion Fact Sheet](#)

Kate Fletcher, for Fashioning an Ethical Industry

'Slow fashion is about designing, producing, consuming and living better.' (Kate Fletcher)

An alternative to the fast fashion model, slow fashion builds respect into the production of fashion and quality into the produce.

["the rituals of fashion", "the mechanisms of fashion", "the virus of fashion"](#)

Otto von Busch

"Fashion is the celebration of the immediate future. By being constantly new, fashion indicates that the future can be something else, and it pulls us there, by force almost, promising the endless possibilities of the new, the unwritten, our possible better self." (The Virus of Fashion, Axel Trumpfheller and Otto von Busch: Pg. 27)

[Fast Life, Slow Fashion: A New Theory of Fashion \[VIDEO\]](#)

*A panel of experts explores the complexities and sustainability of fast life and fast fashion in the 21st century
- The New School*

The experts in this program of discussion include practicing designers, and academics on the subject of slow fashion. The total program running for 1:34 minutes is broken down into short chapters (2-4 minutes) that can be watched individually. Chapters include 'building a slow fashion community', 'changing fashion as well as clothing'.

[An end to fast fashion? Consumer-focused, sustainable alternatives](#)

Directorate General for the Environment European commission 19th Jan 2012

Rapidly changing fashions are responsible for the increasing volume of production and consumption of clothing; this excess is associated with greater social and environmental impacts. If consumer values could be used to rethink design and business strategies, more sustainable production and consumption could be achieved.

[A solution to fashion textile unsustainability](#)

By Joan Farrer and Angie Finn

The mechanical operations of fast fashion production demonstrate a super efficient, mass manufacturing process. This process has social and environmental costs attached and the flow of information to the consumer is poor; as a result of this the buyer (brand or consumer) cannot exert choice over products based on knowledge of their production. This paper explores how persuasive adaptive computing could be used to increase awareness across the supply chain and combat the 'built in obsolesce' in today's fashion industry.

FURTHER READING // #Consumption #Consequence

[Midway: Message from the Gyre](#)

February 9, 2010

"We've lost our sense of outrage" (Chris Jordan, TEDtalk, June 23, 2008). How do we change? We change through behaviour, says photographer Chris Jordan.

[David Suzuki tells it to us straight—is economic growth a viable solution for our planet?](#)

November 18, 2010

Have a minute? Good, because a minute is all we've got! Step into a test tube with David Suzuki for a lesson on exponential growth and the consequence of continuing to make economic growth our #1 priority...

[Message from Earth: Organic Matters](#)

October 6, 2010

At Farm Aid 25, Anvil Knitwear, a sustainable apparel manufacturer, released this short film entitled Message from Earth: Organic Matters. In it, Anvil tries to get across the dangers of pesticide use in conventional farming.

For further reading, please visit SocialAlterations.com/reading

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