

# ecomode



Photography: lesbondetails

**#takeitslow**

As fast fashion practices have become extremely unethical on both human beings and the planet, it is time to adopt more sustainable practices in the fashion sector. Ecomode aims to increase your awareness on fast fashion issues, showcase the beauty and the importance of slow fashion, and the ways in which we can become more eco-friendly fashion consumers



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How to Become More Sustainable Fashion Consumers



# fast

THE DARK SIDE.

# What is Fast Fashion?

(getgreennow, 2019)

It is a manufacturing approach that emphasizes making clothes quickly and cheaply, usually in response to the latest popular fashion trend. Fast fashion is known for being cheap, trendy, and is commonly sold in stores online.

Some larger brands associated with fast fashion include H&M, Zara, and Forever 21. However, there are also other smaller fast fashion retailers in the industry, like Fashion Nova. However, this practice of fast and cheap clothing can translate to many unsustainable business practices.



Photography: Staundinger + Franke (2019)

# FACTS.

**“fast fashion is the second most polluting industry in the world after oil”.**

(ripplezoo.com, 2019)

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**“fast fashion is the second-largest consumer of water worldwide”.**

(ripplezoo.com, 2019)

Photography: Ilyablinov



via upcycling.undfrisuren.com

# ZARA

SALE

STARTING MONDAY

[WWW.ZARA.COM](http://WWW.ZARA.COM)

# It depletes and pollutes water resources

(getgreennow, 2019)



Photography: Lance Lee/Greenpeace (2012)

The fashion industry is a huge water consumer. Did you know that it takes 2700 litres of water to make a single cotton t-shirt? Cotton, which is a common material in clothing, needs a lot of water to grow. It's usually grown in hot regions where water scarcity is already an issue, and cotton farming just compounds the issue. Additionally, A LOT of water is also required to dye and manufacture textiles. For example, a ton of dyed fabric can take up to 200 tons of water to produce. To make matters worse, most clothing manufacturing is done in developing countries, where environmental laws may not be so strict. This means that many times, untreated wastewater from factories is dumped directly into rivers or lakes. The wastewater from these factories can be extremely toxic, containing pollutants like lead, mercury and arsenic, just to name a few. Once in the water, these substances can kill aquatic life, not to mention also pollute the drinking water of local inhabitants.

# It accumulates textile waste in landfills

(getgreennow, 2019)

About %84 of all clothes in the USA ends up in a landfill each year (Source). Nearly all of that clothing could have been recycled, repurposed, or donated instead. When clothes are tossed aside for a new trend, they sit in garbage dumps for decades, and possibly even centuries. Polyester takes 200 years to decompose. Nylon is not much better either, requiring a minimum of 40-30 years. While these materials are decomposing, they're also releasing microplastics into the soil which can pollute the nearby area. What's most dangerous about this post-production waste is that it's out of sight and out of mind. People can't see microplastics, so it's easy to pretend they aren't there. The same goes for landfills, which most people don't see often, or ever. That's why resources must be available for people to learn about the harm of this kind of pollution.





heuritech, 2019



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[www.stopfabricwaste.com](http://www.stopfabricwaste.com)

**fast**

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THE HUMAN COST.



Photography: Raveena Aulakh/the toronto star/ sumapress.com

Photography: Marc Bain (2016)



**«In Bangladesh, garment workers earn 55 \$ per month: just 1/4 of a living wage».**

(fashion revolution (2015

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**«170 million children are engaged in child labor, with many making textiles and garments to satisfy the demand of consumers in Europe, the US, and beyond».**

(fashion revolution (2015

**FACTS.**

# FACTS.

**60% of garment workers in India and Bangladesh have experienced harassment, verbal abuse, or physical abuse.**

(fashion revolution (2015

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**«In Guangdong, China, young women face 150 hours of overtime each time:**

**60% have no contract.**

**90% no access to social insurance».**

(fashion revolution (2015



Photography: Nashirul Islam



Now in stores

[hm.com](http://hm.com)

# slow

## AN ETHICAL APPROACH



Photography Эстетика жизни:

# What is Slow Fashion?

Carolin Bailey (2017)

Slow fashion describes the process of manufacturing clothing ethically, taking into consideration the workers and environment.

It ensures the workers are paid fair wages and are provided a safe working environment.

Ethical manufacturing methods are most costly, resulting in more expensive clothes. However, they are made from better-quality materials, which are more durable and will last longer than clothing manufactured using fast fashion methods.



# Environmental Benefits

Carolin Bailey (2017)

When fabrics are treated, many companies use harsh chemicals that are harmful to the environment. For example, organic cotton is a natural fiber that is grown without the use of pesticides, but may be dyed and treated with formaldehyde and other environmentally-damaging products. Looking for clothes that are naturally dyed and labelled “Certified Organic”, sustainable, or eco-friendly is a fool-proof way to make sure you are avoiding clothes created using these methods. Science is also changing the fashion industry by developing technologies that are creating new ways to make fashion “greener”. New methods of creating, dyeing, treating, and recycling fabrics are being created. Slow fashion companies make their apparel, while keeping long-term sustainability in mind. They use safe and ethical practices, which reduce the use of toxic chemicals. They also aim to make the product more durable, so that it will last and you will not need to make purchases as often. Ultimately, the idea is that lowering consumption will decrease the need for production and the amount of waste

thegoodtrade.com





# Combating Human Trafficking

Carolyn Bailey (2017)

Slow fashion recognizes the impact that clothing can make on society. Clothing companies practising ethical manufacturing ensure the workers making their clothes are in a safe working environment and paid fairly. They also make sure that the workers are of an appropriate age. Even though these companies are spending more money on labour, they are making an impact in people's lives by doing business ethically and helping to reduce the number of victims of human trafficking. Forced labour is a common form of human trafficking. Approximately, 21 million people are currently being exploited, including a large number of women and children.

Photography: A. Luceyer



70% SALE

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# RONI HELOU:

## **bold wear, ethical vision**

Roni Helou is a Ready-To-Wear local Lebanese clothing brand by the Lebanese designer Roni Helou. Holding the spirit of activism, and the vision of ethicality, Roni creates bold, modern and unique pieces; each piece holding its own story to tell

Photography: George Rouhana  
#RONIHELOU  
#SS20



## What are some of the challenges a sustainable designer faces

Despite people becoming more aware of fashion industry damages and their acceptance of sustainability day by day, especially after the COVID-19 pandemic, one of the first challenges of a ready-to-wear brand in Lebanon is the lack of proper infrastructure, factories and expertise required to actively produce clothing. As the cost in Lebanon is very high and the production rate is small, so we have to pay multiple times to sample multiple items, as the expertise level is some- (...how low, and the factories tend to make mistakes (in sewage The second challenge is perhaps the limited quantities of some fabrics, since I use vintage and deadstock fabrics. As I love slow fashion, and the use of old materials, I figured out a way to somehow ease this minor problem: I would visit a certain boutique, offer them exclusivity and get from them fabrics that are close to the one I want for the same price. So from each boutique we get an exclusive version of the fabric. Additionally, this is an incentive for them to buy, as people love exclusivity in designs especially. Third issue I would have to say, is .unfortunately the lack of governmental support in Lebanon



**Do you think it's also important at this point for other brands to become sustainable too**

Definitely, I personally see the future in sustainability, I would love to see it at some point becoming the norm. It's also important for it to be genuine, not for the purpose of a marketing stunt

**Amid the COVID-19 pandemic unfortunately taking place right now, you have decided to refrain from launching a new collection and instead sell older stock. What was the rationale behind this decision**

I had mainly 2 reasons behind. First, of course it's the logical and conscious to do now, to produce less. And second, as the fashion industry will be paralyzed for over a year now because of the pandemic, it's better for the brand to not produce more to avoid any big losses

**The Roni Helou brand turned 3 on the 5th of April 2020, what are your future hopes and plans for your brand**

We want to keep producing collections and raise awareness about sustainability the slow fashion way, our way. My focus is to grow but organically, by taking it step by step and being considerate of the situation as much as I can



## Purchase Less Clothing

The most effective solution to solving textile pollution is to reduce your consumption (stop buying so many clothes)

Before you buy a new piece of “trendy” clothing, think about whether or not you’ll actually wear it. If you won’t wear your new clothes more than a couple of times, don’t buy it

You can also invest in basic pieces of clothing like standard t-shirts, jeans, and sweaters. These “basics” will last you for a long time and will look normal no matter what the current trend is



via tumblr, desirevogue



## **Buy From Environmentally Conscious Brands**

It can also be helpful to avoid brands with a track record of disregarding the environment

Before you buy, research the company that you're buying from to ensure that they follow sustainable business practices that help preserve and conserve our environment

Be aware as well that some supposedly "eco-friendly" brands aren't actually eco-friendly. Smaller online fast fashion stores may not always be trustworthy, so make sure you do proper research and verify any of their claims before buying

## Donate Your Unwanted Clothing

if your clothes are relatively clean, donate them instead of throwing them out. This repurposes your old clothing and makes sure that they do not end up in a landfill, where they could pile up for hundreds of years

Even torn fabric or partial pieces of clothing can be donated instead of being thrown out. You can research textile donation or recycling centers in your area to find a location





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