

A STUDY ON TEXTILE AND FASHION SUSTAINABILITY

Dr. Ankita Singh Rao*

ABSTRACT:

Textile and fashion has created a fundamental link between societies. Textile and fashion both are standing as a parallel pillar with each other. Sustainability means to maintain at a certain rate or a level, it is also a part of design. Sustainability practices in textile and fashion as eco friendly, reusing, reduce, recycling, use non toxic dyes and printing materials which makes economic fair product for the society. Now a day's textile and apparel industries explore the effort on environment friendly, safe products, with using dynamic changes in style in fashion trend.

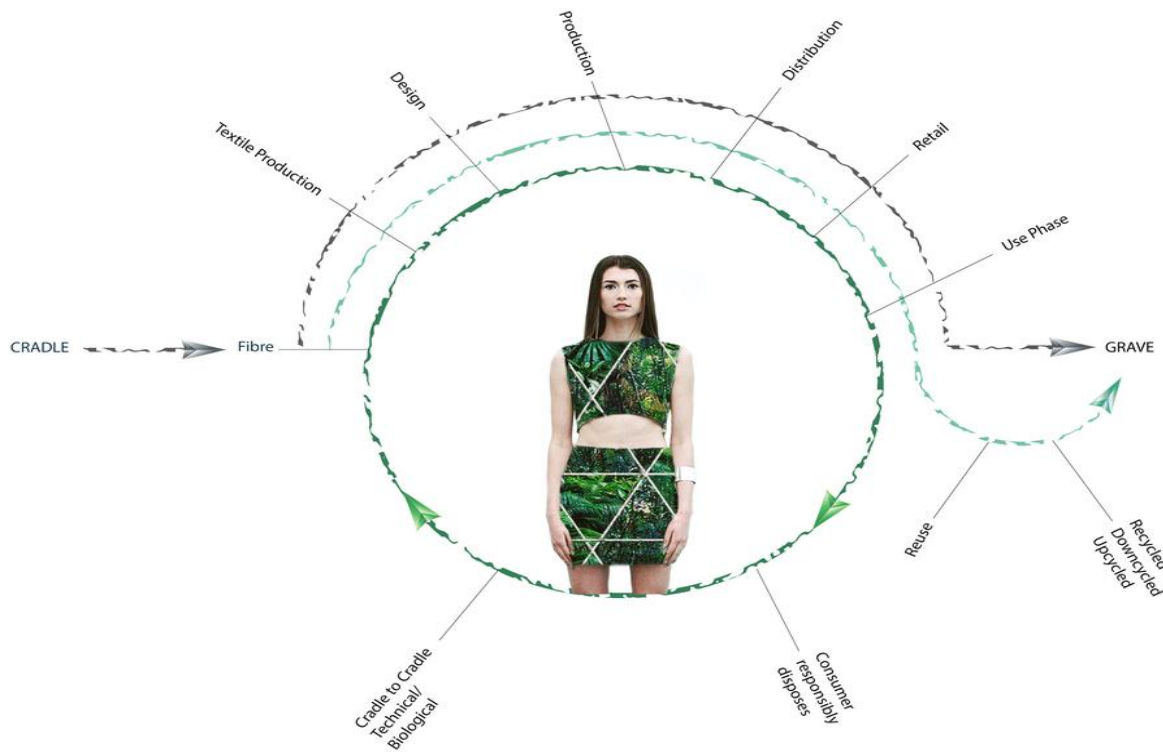
Keywords: Textile , fashion , eco friendly , recycle , reuse , sustainability , non toxic , dyes , printing .

* **Assistant Professor (Jayoti Vidyapeeth Women's University)**

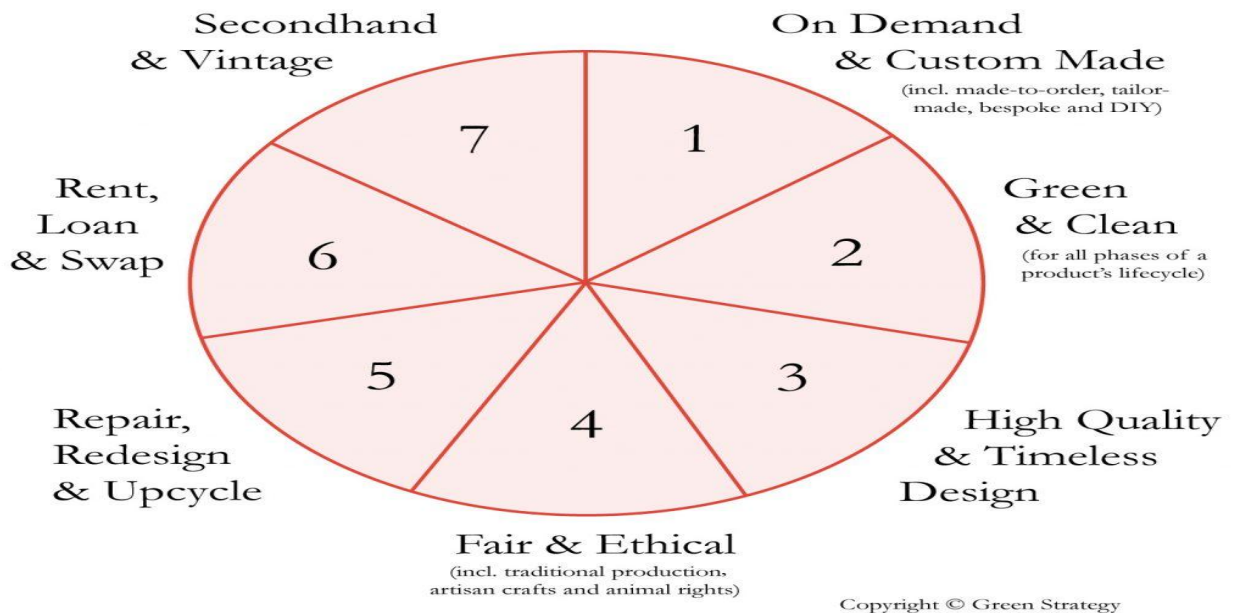
INTRODUCTION

Sustainable means: environment friendly, recycle, reduce and reuse. “ Sustainable textile and fashion design brings journey together for the first time information about the lifecycle , sustainability impacts of fashion and textiles , It challenges the existing ideas about the scope and potential of thinking human needs , local products , slow fashion , and participatory designs as well as knowledge of materials .” Sustainable fashion also called as eco fashion which is a element of emerging designs philosophy and trend of sustainability. In recent times sustainability is a important for uniqueness of textile and fashion products. Textile and fashion industries now a day’s more focusing on sustainability. Natural Fibers grow naturally they did not damage or spoil environment and not harmful for the human skin. Due to rapid production of synthetic fibers which involves many chemicals that is not favorable for environment and society people. Synthetic fibers are not biodegradable they are produced with large number chemicals these chemicals provide good strength , durability therefore companies produce more synthetic fiber, they are easy to maintain and consume at lower price , which damage environment continuously . “Sustainable fashion can be defined as clothing , shoes , accessories that are manufactured marketed and used in the most sustainable manner possible taking into an account of both environment and society aspects .This implies continuous work to improve all stages of the product life cycle from design , raw material production and manufacturing , transport , storage , marketing and final sale to use , reuse , repair , remake and recycle of the products and its components .” Sustainable fashion is today a highly debated covered issue in worldwide. Many more clothing companies are changing their concepts related to fashion and also changing their thought on to reduce and reuse with different designer aspects for the society.

• **FLOW OF FASHION & SUSTAINABILITY**



• **SEVEN FORMS OF SUSTAINABLE FASHION:**



Materials play a very major role in producing sustainable fashion products in textile industry, the materials are lead to our ideas about economically , environmentally and social responsibilities, “because there are many steps are involved in the production of natural fibers and man-made fibers and also the conversion of raw material into a finished fabric and ultimately finished garment involves several steps and different resources like labor, energy, water, chemicals etc. Many complicated chains and processes are also involved in manufacturing industry for making a fashionable textile product. Several aspects do need attention relating to quality control, environment and sustainability in the production of a fashion product from agriculturally produced fibers. There is a need to be careful and cautious about the usage of resources”.

- **DESIGNER’S OUTLOOK ON SUSTAINABILITY**

Designers are reimagined the old ideas to reinventing the new ideas for redesigning fashion from old. Fad fashion also is a part reusing old fashion ideas to reconstructing the new one. Sustainability of textile and fashion is a way to renovate something with new ideas, concepts to old one which is to be environment safely. Sustainability is a unique journey of different ideas which are favorable or sometimes making potential to safe environment.

- **SUSTAINABLE TEXTILE INNOVATIONS THAT WILL REVOLUTIONIZE THE FASHION INDUSTRY**

- **Hemp fibres**

One of the most versatile natural fibers can be obtained from hemp - hemp fibers, which are antibacterial, durable and resilient, and work as a natural air-conditioning system. In addition, hemp is a fast-growing plant that consumes very little water and does not require herbicides, pesticides, synthetic fertilizers.

- **Stinging nettle fibres**

The common stinging nettle, *Urtica dioica*, is a broadly used plant that is trouble-free and very easy to grow. For the production of the fibers, the nettles are generally harvested in the summer season. And the stalks dried well, this removes the sting. After drying, the stalks are broken and to separate the woody parts. “Then, the plant is hackled to separate the fibers and to remove the

leaf attachments. After that, the fibers are spun wet and then dried. Twisting them increases tear resistance”.

➤ **Coffee ground fibres**

“Most coffee drinkers simply throw away coffee ground after making their coffee. But it is an important raw material that can be used to make coffee ground fibres. Taiwanese textile company Singtex’s technology combines the post-patented processed coffee ground with polymer to create master batches before spinning it into yarn”.

➤ **Pineapple fabric Piñatex**

“Although the idea may sound unbelievable, there is a vegan alternative to leather, which is made from pineapple leaves. London-based Ananas .Anam has developed a natural and non-woven textile out of pineapple leaves, known as Piñatex which is remarkably similar to leather. The revolutionary pineapple fabric is made from pineapple leaf fibres, a by-product from the pineapple harvest in the Philippines. During a process called decortications, the fibres are extracted from the leaves. The fibres then undergo an industrial process to become a nonwoven textile, which is the base of Piñatex. A by-product derived from the manufacturing process is biomass, which is converted into organic fertilizer or bio-gas and used by the farming communities, thereby closing the loop of the material's production”.

➤ **Banana fibres**

Banana fibre is one of the world’s strongest natural fibres. It is made from the stem of the banana tree and is incredibly durable and biodegradable. The fibre consists of thick-walled cell tissue, bonded together by natural gums and is mainly composed of cellulose, hemicelluloses and lignin. Banana fibre is similar to natural bamboo fibre, but its spin ability, fineness and tensile strength are said to be better. Banana fibre can be used to make a number of different textiles with different weights and thicknesses, based on what part of the banana stem the fibre was extracted from.

➤ **WHY TEXTILE AND FASHION NEED TO BE SUSTAINING**

The terms Sustainable and Sustainability are used to explain many different approaches toward improving nature. Sustainability means reducing our destruction on the environment and ultimately reversing the damage which we have already cause.

- Sustainability means renewing, reconstructing resources.”Sustainability means living within the resources of the planet without damaging the environment now or in the future”.
- Sustainability of textile and fashion means to create new concepts of making fabric to old one and giving unique to society without harm and injured our lifeline that is environment.
- It is recycle and reinvention , reduce , reuse , redesign and recreation of products now a days it is a campaign started by the many companies of the world to save our environment ,our living source .
- In recent times sustainability is a foremost characteristic of textile fashion products. “Textile fashion companies are focusing more on sustainable products these days, so that they can meet the environmental and social aspects. For getting competitive advantage in fashion business the companies have to take care of social, political and economical issues, and they must be aware of current trends of the market. Sustainable fibres provide solution for the companies facing issues regarding environmental problems; these fibres are also favorable to meet the market demands of quality products these days”.

References:

- Sustainable Fashion and Textiles: Design Journeys By: Kate Fletcher
- www.sustainabilitystore.com/sustainable
- www.fiber2fashion.com
- A.R.Horrocks, M.Miraftab and. *Ecotextiles*. woodhead Publishing Limited, 2007
- fashion & sustainability — undress runways.htm