Fashion Berkelanjutan, Suatu Keharusan

Nurul Akriliyati, S. Sn, M. Sn

I have NOTHING to wear

Buy now or cry later

"I HAVE NOTHING TO WEAR!"

Shopee

3.3 FASHION SALE

8 FEB – 3 MAR
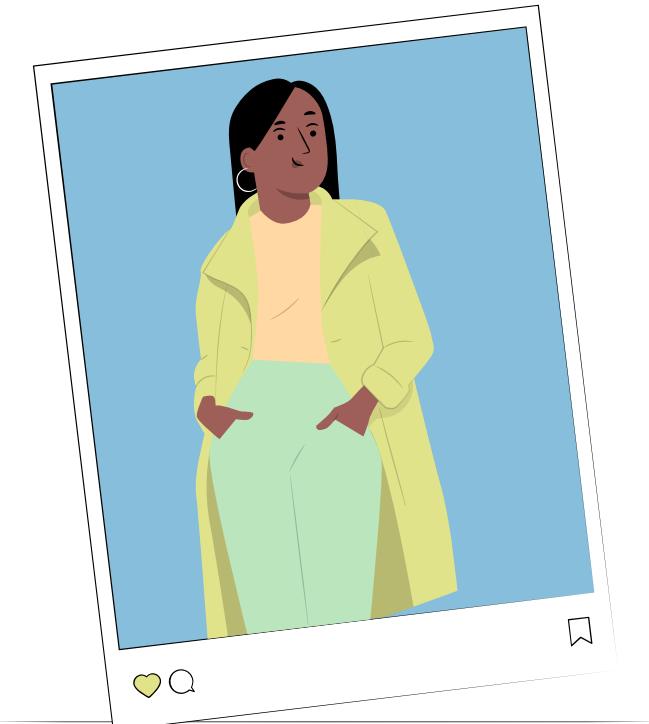
GRATIS ONGKIR XTRA

LATE NIGHT SALE
SEMUA DI BAWAH **33RB**

BELI 3
EKSTRA DISKON

BUY NOW OR CRY LATER!
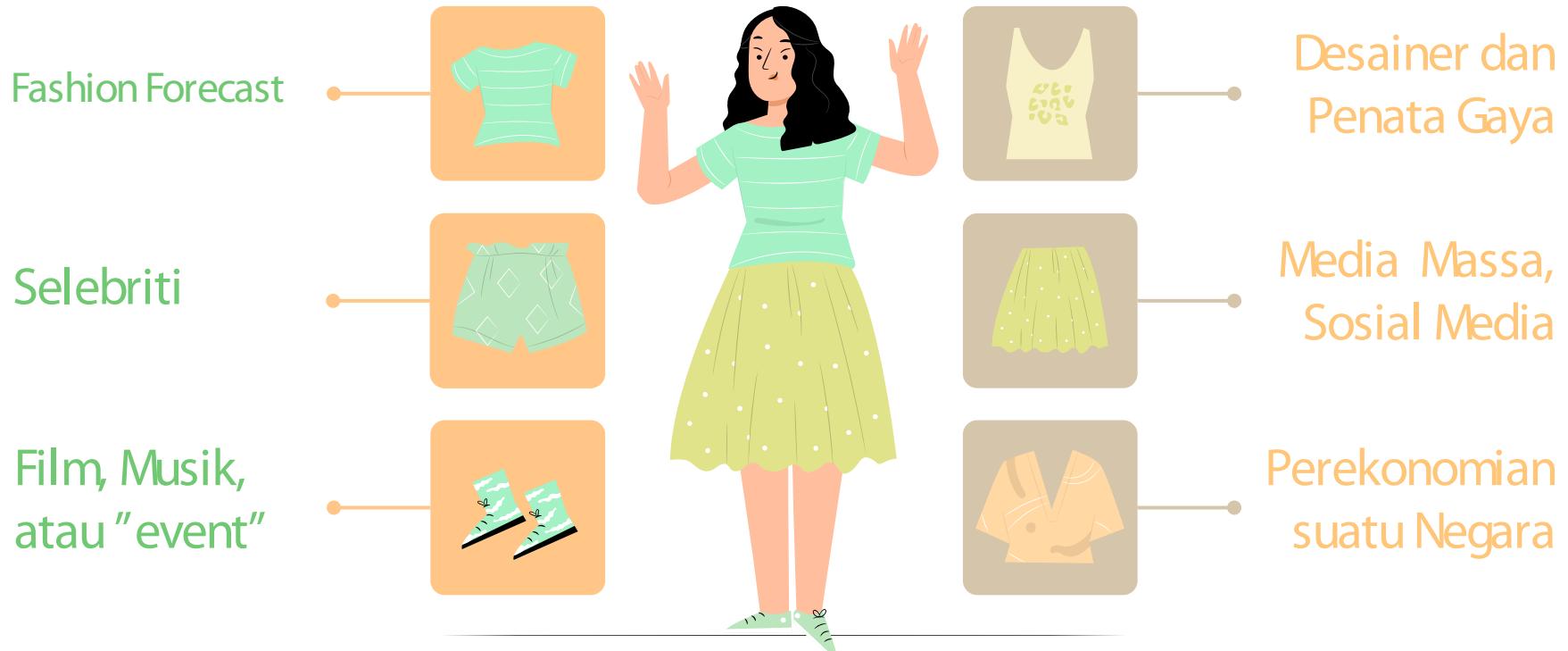
Trend Fashion

Cara berpakaian yang baru, up to date dan mengikuti perkembangan zaman.

Trend fashion juga merupakan gaya hidup seseorang yang diaplikasikan dalam cara seseorang dalam mengenakan pakaian, aksesoris, atau bahkan dalam bentuk model rambut hingga make up.

Faktor yang mempengaruhi Trend pada Fashion

Fashion Forecast

Selebriti

Film, Musik, atau "event"

Desainer dan Penata Gaya

Media Massa, Sosial Media

Perekonomian suatu Negara

Fashion Week

London
Fashion Week

Paris
Fashion Week

Milan
Fashion Week
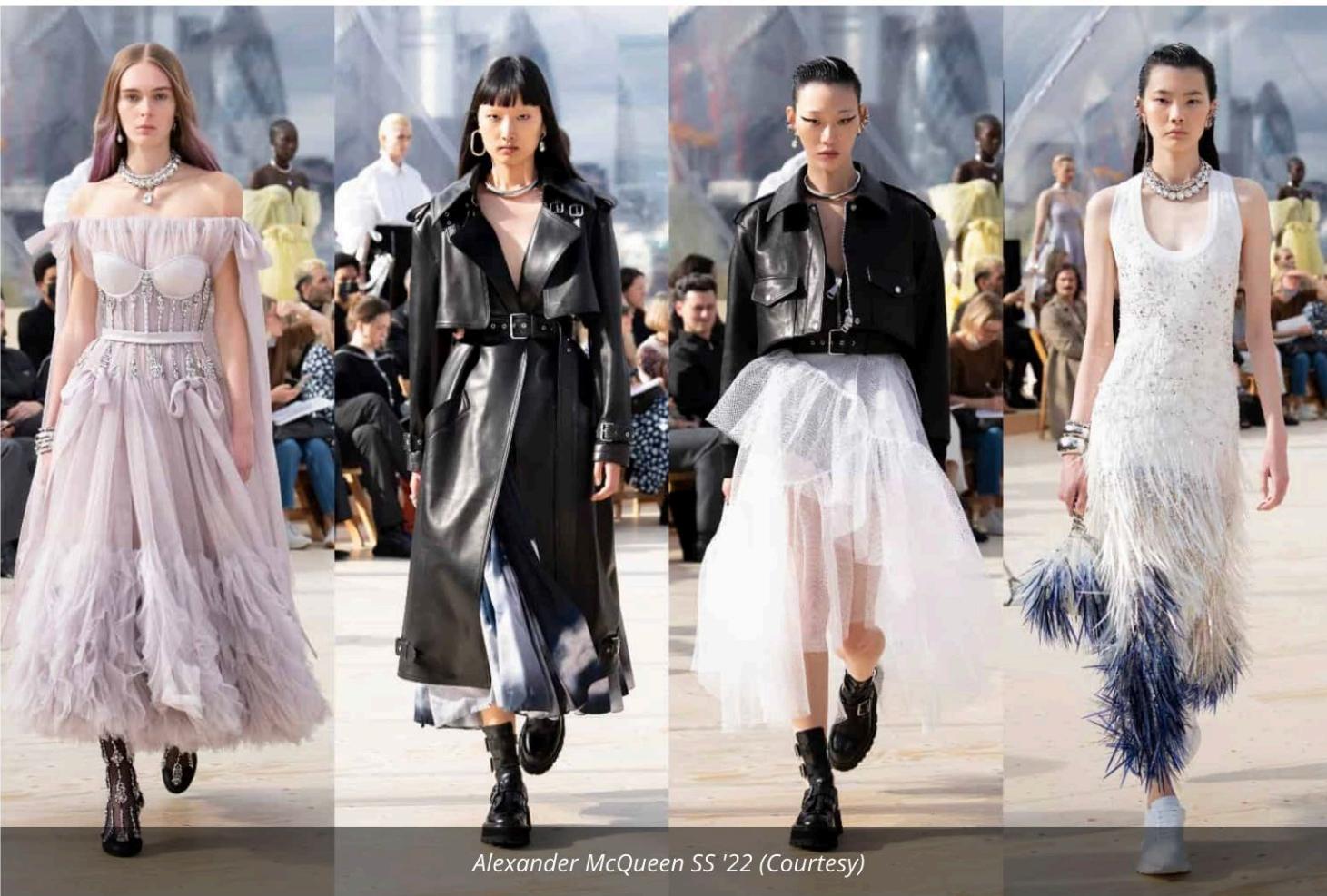
New York
Fashion Week

Staging **Givenchy's** spring fashion show in New York, 2015

Alexander McQueen SS '22 (Courtesy)

Alexander McQueen fashion show in London, 2022
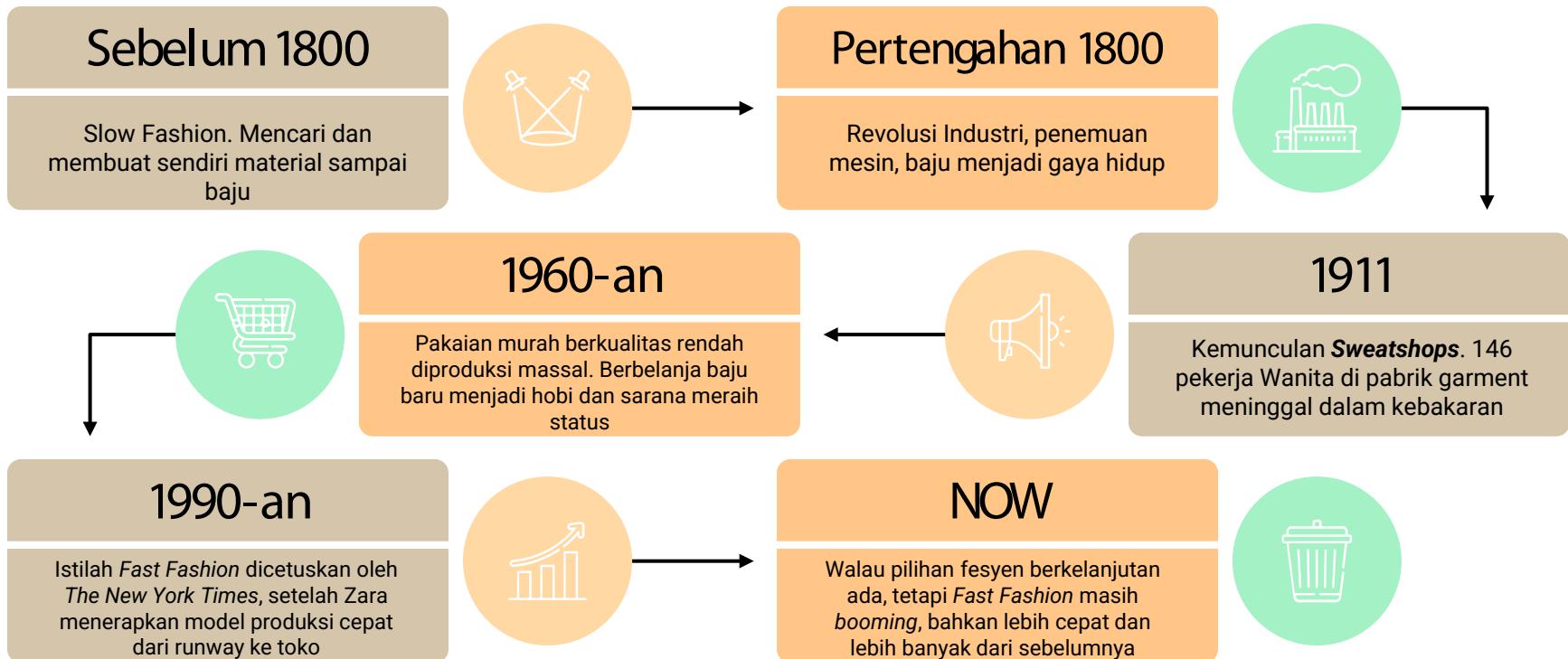
Christian Dior, Paris Fashion Week, 2022

Fendi, Ready to Wear, Milan Fashion Week, 2022

Sejarah

Sebelum 1800
Slow Fashion. Mencari dan membuat sendiri material sampai baju

Pertengahan 1800
Revolusi Industri, penemuan mesin, baju menjadi gaya hidup

1960-an
Pakaian murah berkualitas rendah diproduksi massal. Berbelanja baju baru menjadi hobi dan sarana meraih status

1911
Kemunculan **Sweatshops**. 146 pekerja Wanita di pabrik garment meninggal dalam kebakaran

1990-an
Istilah *Fast Fashion* dicetuskan oleh *The New York Times*, setelah Zara menerapkan model produksi cepat dari runway ke toko

NOW
Walau pilihan fesyen berkelanjutan ada, tetapi *Fast Fashion* masih *booming*, bahkan lebih cepat dan lebih banyak dari sebelumnya

Fast Fashion

Istilah yang digunakan untuk menggambarkan model bisnis industri pakaian yang mereplikasi tren catwalk terbaru dan desain mode tinggi, memproduksinya secara massal dengan biaya rendah, dan membawanya ke toko ritel dengan cepat, saat permintaan sedang tinggi.

(Kompas, 15/9/2022)

Penawaran dari Fast Fashion

Ketersediaan Barang
Memungkinkan tersedianya pakaian dengan jumlah besar dengan mudah

Cepat
Tren terbaru dijual dengan cepat tidak perlu menunggu

Meningkatkan Penjualan
Meningkatkan jumlah pengecer/ritel di seluruh dunia

Konsumtif
Hal ini telah menggerakkan orang ke kebiasaan untuk membeli yang tidak diperlukan

MURAH
Harga barang yang relatif murah

Sensasi Belanja
Sensasi belanja untuk meraih sebuah status

Pay Less, stay in Fashion!

Who really pays for our clothing?

The Real Price of *Fast Fashion*

85%
Pekerja adalah Wanita
(kebanyakan adalah imigran)

40 juta
Orang
Bekerja di Pabrik Garmen di dunia

1 dari 6
Orang
Di dunia bekerja di pabrik Garmen
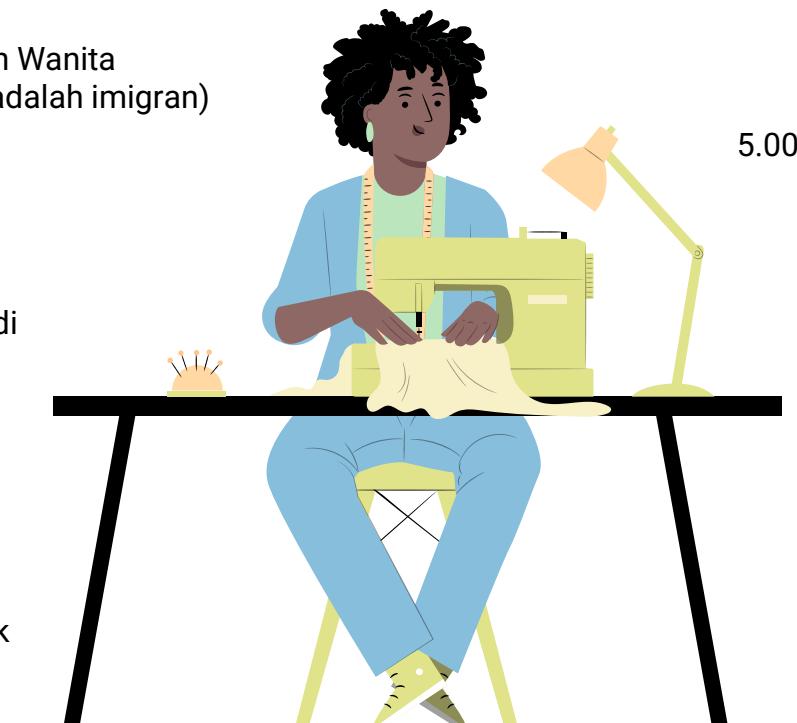
4 juta
Orang
Pekerja Garmen ada di 5.000 pabrik di Bangladesh

14 jam
7 hari seminggu
Pekerja pabrik Garmen bekerja

$3/hari
Bayaran
Menjadikan upah terendah di dunia

I made this for $0,60

I bought this for $50

I made this for $0,90

I bought this for $85

I made this for $1

I bought this for $100
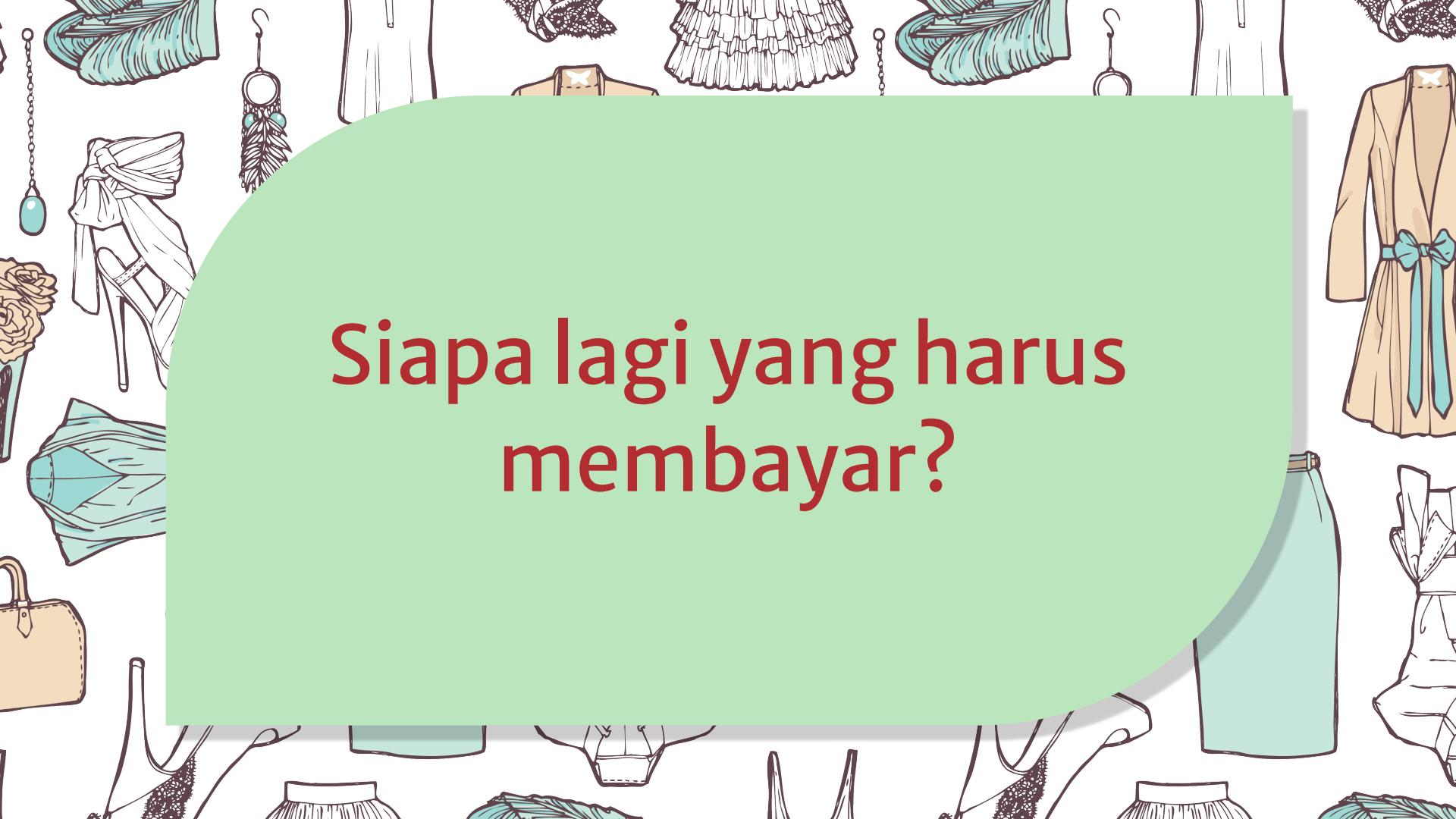
Sumber: Made in America Movement

Kondisi kerja yang tidak aman kemudian dihubungan dengan adanya peningkatan kekerasan baik mental, fisik maupun seksual di masyarakat. Salah satu peristiwa yang menjadi perhatian dalam keamanan pekerja di industri *fashion* adalah peristiwa keruntuhan Rana Plaza pada tahun 2013 di Bangladesh. Di mana gedung yang terdiri dari beberapa pabrik pakaian dan sejumlah toko ini runtuh dan menyebabkan sekitar 1.100 pekerja meninggal dunia dan menjadi salah satu tragedi industri terburuk di dunia. Hal ini menunjukkan dampak *fast fashion* yang begitu luas tidak hanya bagi lingkungan namun juga bagi kesejahteraan umat manusia.

Siapa lagi yang harus membayar?

NEGATIVE IMPACT AREAS OF THE APPAREL INDUSTRY

RESOURCES DEPLITION

CLIMATE CHANGE

ANIMAL SUFFERING

WATER POLLUTION

FOOD INSECURITY

AIR POLLUTION

HABITAT DESTRUCTION

HUMAN RIGHTS ABUSES

Women search for used clothes amid tons discarded in the Atacama desert, in Alto Hospicio, Iquique, Chile, on September 26, 2021. EcoFibra, Ecocitex and Sembra are circular economy projects that have textile waste as their raw material. The textile industry in Chile will be included in the law of Extended Responsibility of the Producer (REP), forcing x and textiles importers take charge of the waste they generate. (AFP/Martin Bernetti)

Limbah dari pabrik tekstil cemari saluran air di sejumlah wilayah di Kecamatan Kebon Jeruk, Jakarta Barat.
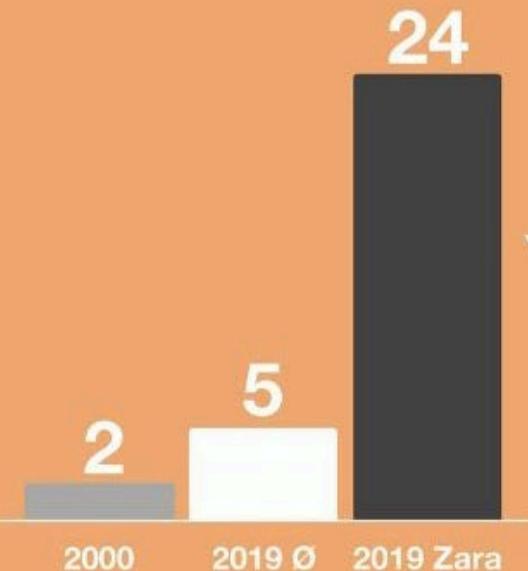
Sumber: Kompas, 11/9/2017

Dampak Bagi Lingkungan
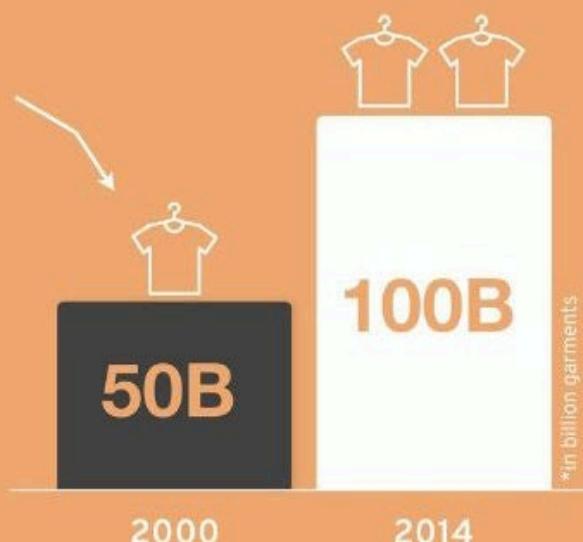
ENVIRONMENTAL IMPACT OF THE FASHION INDUSTRY

OVER-CONSUMPTION

24

5

2

2000   2019 Ø   2019 Zara
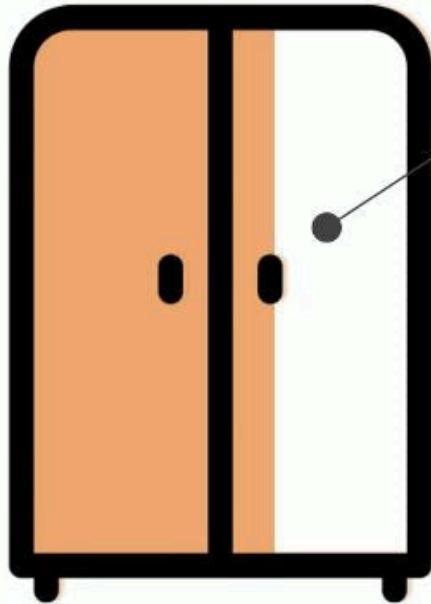
Due to constantly changing trends, the **production of new clothing has** more than **doubled** in the past 15-20 years.

Fashion chains have increased their offerings from **2 collections per year to 5 or more** (Zara released 24 collections per year).

100B

50B

2000   2014

*in billion garments
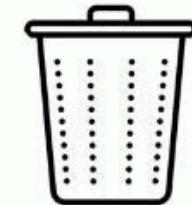
40% of the clothing in our wardrobe is rarely or never worn.

in 2020, garments are only worn **half as long** as they were in 2002.

60 new items are bought each year.
(in Germany / consumer)

Half of our clothing ends up in landfills in less than 3 years.

Sumber: sanvt.com

WASTE OF RAW MATERIALS

Chemical Fibers
polyester/nylon/elastane

Natural Fibers
cotton/silk/wool

6 kg CO_2

2 kg CO_2

60 %
of all clothing is made from **polyester.**
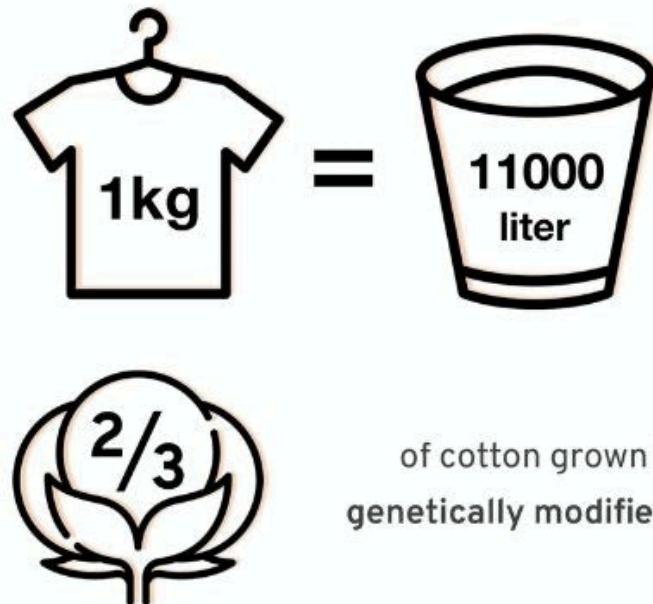
40 %
of all natural fabrics are made from **cotton.**

Sumber: sanvt.com

Polyester is made from petroleum a - it is **not biodegradable** and produces a lot of CO_2. Thus the fashion industry generates more CO_2 than the flight and maritime industry combined.
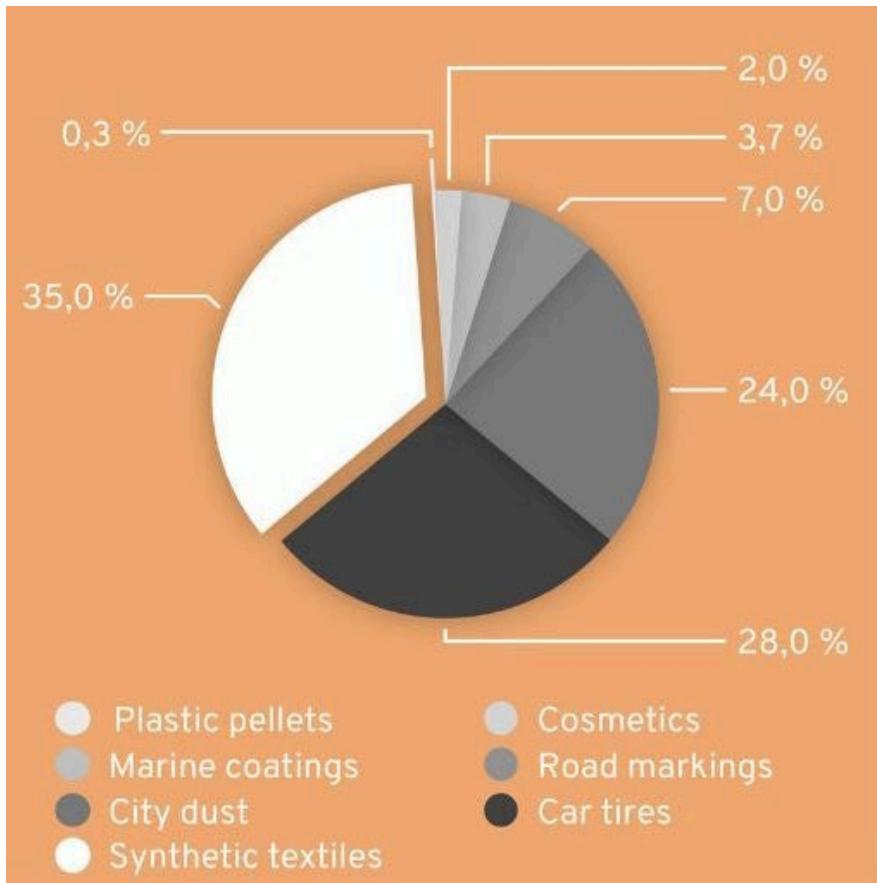
Cotton is **biodegradable,** but needs a lot of water. In its cultivation, pesticides are often used.

1kg = **11000 liter**

5 %

flight- & maritime transport

10 %

fashion industry

2/3 of cotton grown is **genetically modified.**

Sumber: sanvt.com

WATER POLLUTION
Chemical Fibers

synthetic clothes

washing synthetic clothes

microplastics in wastewater, oceans and rivers

microplastics get into animals through food

microplastics gets in our food and in the end also in our bodies

Sumber: sanvt.com

Pie chart data:
- 2,0 %
- 3,7 %
- 7,0 %
- 24,0 %
- 28,0 %
- 35,0 %
- 0,3 %

Legend:
- Plastic pellets
- Marine coatings
- City dust
- Synthetic textiles
- Cosmetics
- Road markings
- Car tires

GARBAGE

just **1 %** of clothing is recycled into new clothing.

80 % of all clothing sold in the EU ends up on landfills.

Sumber: sanvt.com

Keperluan Air

2.700 liter
T-shirt Katun
Setara dengan konsumsi air satu orang dalam 2,5 tahun

10.000 liter
1 kg serat Kapas
Untuk Mendapatkan 1 kg kapas

8.000 liter
Sepatu Kulit
Pembuatan Sepatu dari kulit
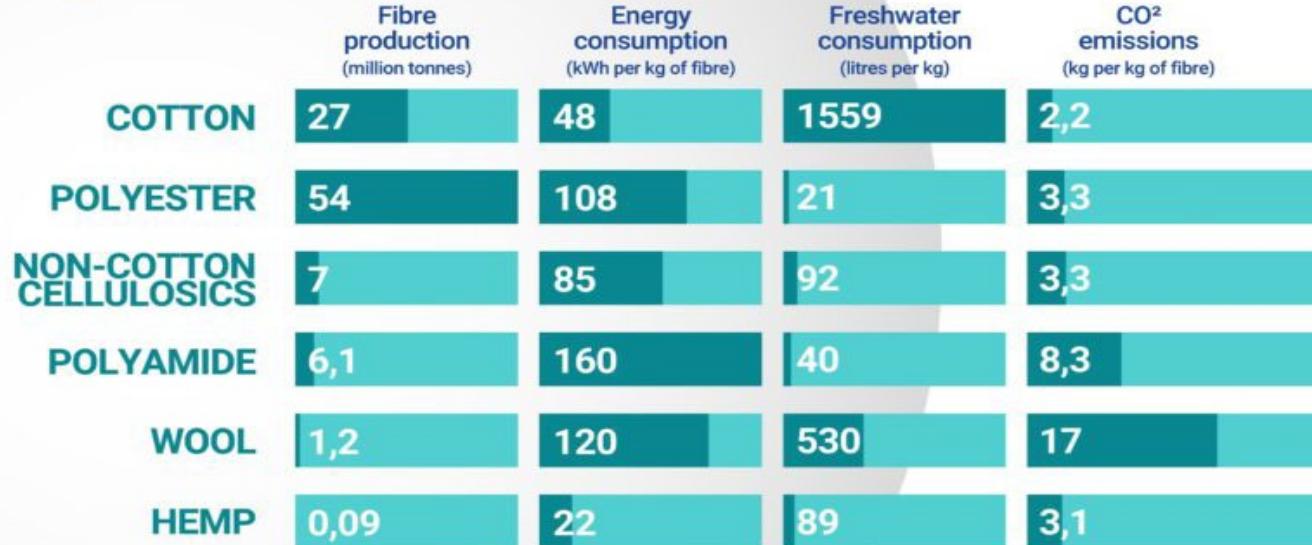
11.000 liter
Jeans
Pembuatan satu celana jeans

2019 Environmental impact of textiles

	Fibre production (million tonnes)	Energy consumption (kWh per kg of fibre)	Freshwater consumption (litres per kg)	CO_2 emissions (kg per kg of fibre)
COTTON	27	48	1559	2,2
POLYESTER	54	108	21	3,3
NON-COTTON CELLULOSICS	7	85	92	3,3
POLYAMIDE	6,1	160	40	8,3
WOOL	1,2	120	530	17
HEMP	0,09	22	89	3,1

www.cubotex.it/infographics

Fast Fashion Industry

60%
Made from polyester

35%
Microplastics in water

20%
Industrial pollution of water
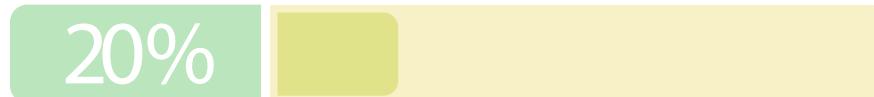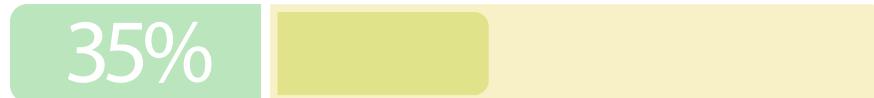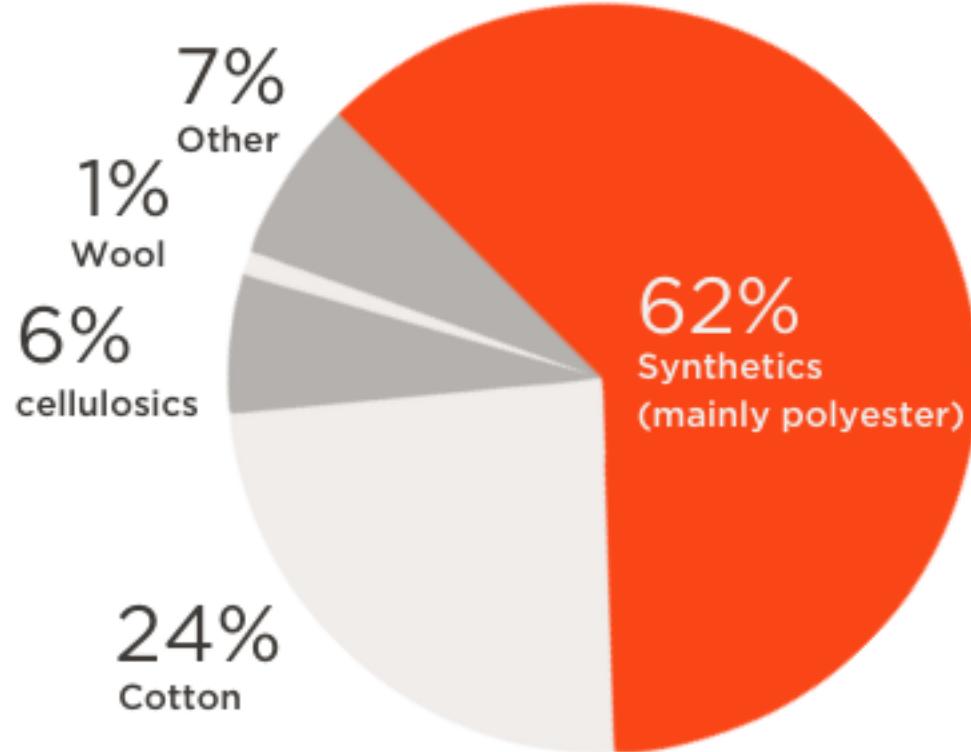
FIGURE 1
Market share of main fibres, 2020

7%
Other

1%
Wool

6%
cellulosics

62%
Synthetics
(mainly polyester)

24%
Cotton

RESPONSIBLE FOR

8-10%

OF GLOBAL CARBON DIOXIDE EMISSIONS

79 trillion

LITRES OF WATER USED ANNUALLY

< 1%

OF GARMENTS RECYCLED BACK INTO THE INDUSTRY

2nd

LARGEST CONSUMER OF WATER IN THE WORLD

35%

OF ALL OCEAN MICROPLASTICS ORIGINATE FROM SYNTHETIC MATERIAL

WASTE FROM TEXTILE TREATMENT AND DYEING CONTRIBUTE TO

20%

OF INDUSTRIAL WATER POLLUTION

Green Element
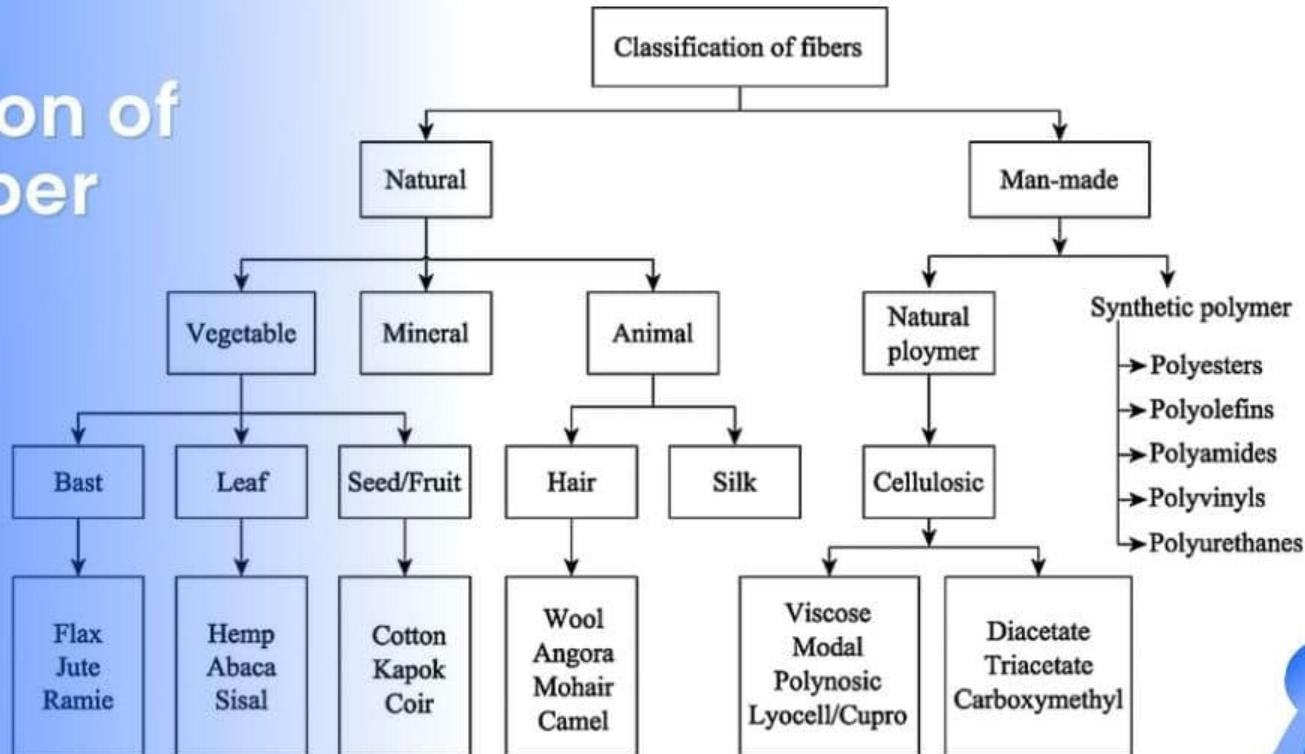
$500 billion
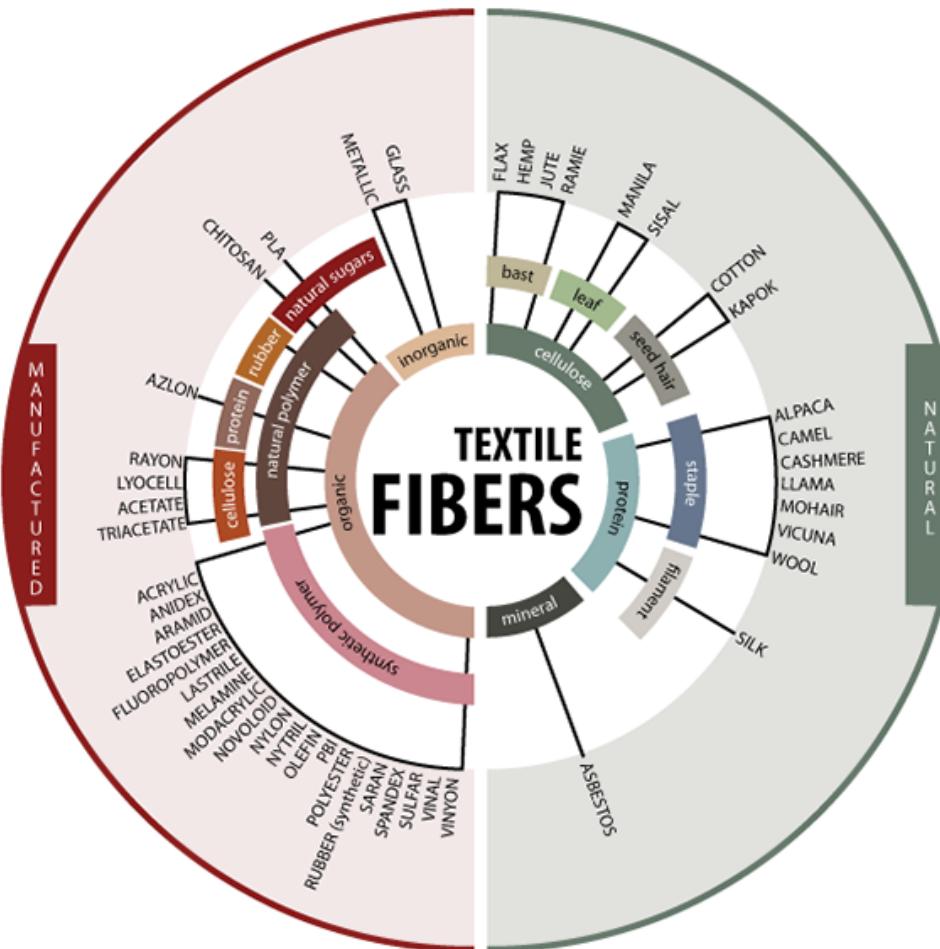
VALUE LOST GLOBALLY DUE TO UNDER USE AND LACK OF RECYCLING

Jenis Serat Kain

Classification of Textile Fiber

Read Now

```
                          Classification of fibers
                          /                    \
                   Natural                      Man-made
                  /   |   \                      /      \
          Vegetable Mineral Animal       Natural polymer   Synthetic polymer
         /    |    \        /    \              |
      Bast  Leaf  Seed/Fruit  Hair  Silk   Cellulosic
```

Classification of fibers

Natural

Vegetable
- Bast → Flax, Jute, Ramie
- Leaf → Hemp, Abaca, Sisal
- Seed/Fruit → Cotton, Kapok, Coir

Mineral

Animal
- Hair → Wool, Angora, Mohair, Camel
- Silk

Man-made

Natural ploymer
- Cellulosic
  - Viscose, Modal, Polynosic, Lyocell/Cupro
  - Diacetate, Triacetate, Carboxymethyl

Synthetic polymer
- Polyesters
- Polyolefins
- Polyamides
- Polyvinyls
- Polyurethanes

TEXTILE FIBERS

MANUFACTURED

NATURAL

GLASS
METALLIC
PLA
CHITOSAN
natural sugars
rubber
AZLON
protein
natural polymer
cellulose
RAYON
LYOCELL
ACETATE
TRIACETATE
organic
inorganic

ACRYLIC
ANIDEX
ARAMID
ELASTOESTER
FLUOROPOLYMER
LASTRILE
MELAMINE
MODACRYLIC
NOVOLOID
NYLON
NYTRIL
OLEFIN
PBI
POLYESTER
RUBBER (synthetic)
SARAN
SPANDEX
SULFAR
VINAL
VINYON
synthetic polymer

FLAX
HEMP
JUTE
RAMIE
bast
MANILA
SISAL
leaf
COTTON
KAPOK
seed hair
cellulose

ALPACA
CAMEL
CASHMERE
LLAMA
MOHAIR
VICUNA
WOOL
staple
protein
filament
SILK

mineral
ASBESTOS

* Generic classification based on chemical composition as defined by the Textile Fiber Products Identification Act. (Manufactured Catagory)

WHAT IS SLOW FASHION?

ETHICAL FASHION

ECO FASHION

SLOW FASHION

LASTING FASHION

Slow Fashion Movement via id.pinterest.com

FAST FASHION   SLOW FASHION

	FAST FASHION	SLOW FASHION
Definition	A Business model of the fashion industry where as many collections as possible are brought to market in the most short period as possible.	Slow Fashion is a counter-movement, in which attention is paid to a sustainable and conscious approach to fashion.
Consumption	A lot of clothing is bought in a short time. But the purchased items are not worn for long, as they quickly go out of fashion.	Attention is paid to sustainable consumption, where only what is really necessary is bought. Value is placed on environmentally friendly materials and good production. Second-hand clothes are also part of Slow Fashion.
Materials	Fast Fashion clothes are usually made of synthetic fibers (polyester, elastane etc.).	Slow Fashion clothes are made from natural fibers such as cotton or recycled fabrics.
Production	Production typically takes place in developing countries where standards are not respected. Furthermore, workers do not receive fair wages.	Production takes place either in Western countries or in developing countries where human rights, standards and fair wages are respected.
Water	Fast Fashion is responsible for a lot of water pollution through the use of chemicals and microplastics.	Water is often recycled and filtered, so that no pollutants get into the wastewater. In addition, hardly any microplastics get into the oceans and rivers through the natural fibers.
CO2	A polyester T-shirt causes 9 kg of CO2 during production.	A cotton T-shirt causes 2 kg CO2 in production.
Waste	80% of all clothing is thrown away, only 1% of clothing gets recycled.	Clothes can be repaired, sold, exchanged or donated to create a circular economy. In this way, waste is reduced.

Sumber: sanvt.com

	FAST FASHION	**SLOW FASHION**
PROS	▶ stylish ▶ inexpensive ▶ easy to find	▶ long-lasting ▶ sustainable ▶ high quality ▶ fair production
CONS	▶ not climate friendly ▶ no fair production ▶ not long-lasting	▶ a bit more expensive ▶ basics and classic ▶ can also be second hand

ECO-FRIENDLY FASHION

ORGANIC COTTON CULTIVATION

FABRICS FROM EASILY RENEWABLE CROPS (HEMP, BAMBOO, NETTLE)

USED RECYCLED AND STABLE UPPER AND RECYCLED WOODEN SOLES OR MADE FROM RECYCLED RUBBER RESIN

ECO

NATURAL DYES FROM PLANTS

JEANS MADE OF REPURPOSED DENIM

SUNGLASS FRAMES MADE OF RECYCLED POST CONSUMER WASTE

ECOALF

70,000,000
plastic bottles recycled

70 plastic bottles	=	1 meter fabric

60 tonnes
fishing nets recycled

135g nets	=	1 meter fabric

BY USING RECYCLED PLASTIC

SAVED

20% water

50% energy

60% greenhouse gas emissions

BY USING RECYCLED FISHING NETS

SAVED

27% natural resources

28% greenhouse gas emissions

Prevention of marine pollution

BELL SOCIETY

Kulit Sintetis dari Limbah Kopi di Milan Fashion We...

Foto: Bell Society

🔵🐦📷▶️ @kemenkopukm 📞 1500 587

...untuk Masa ...Fesyen Indonesia

memperkenalkan Misel, sebuah bahan substitusi kulit sintetis yang diolah oleh Bell Society.

...evolutionary Hope - Batik ...n Punk Spring - Summer Collection 2022".

Penggunaan Misel pada *line-up* ini diharapkan bisa meningkatkan pemahaman dan pengetahuan masyarakat tentang potensi penggunaan Misel dalam Industri Fashion.
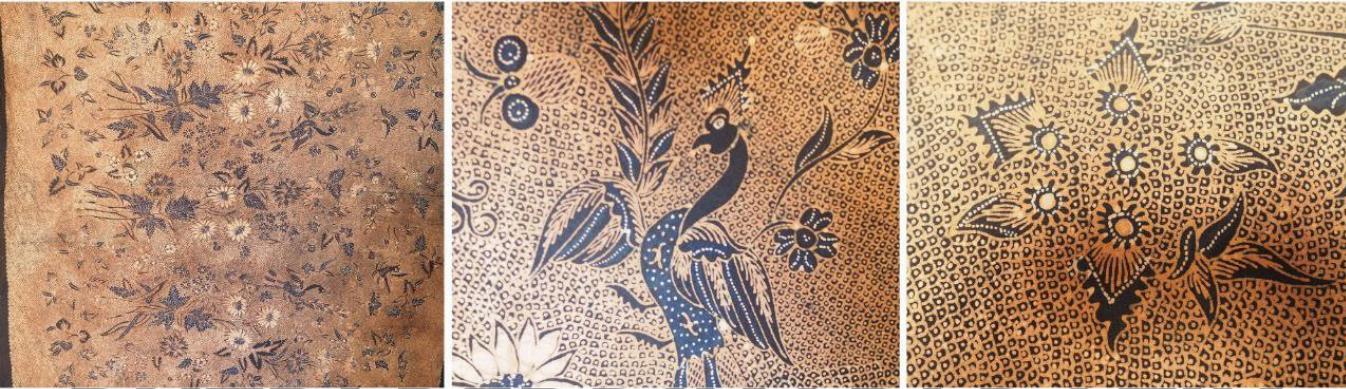
Sebuah kreasi kriya kolaborasi antara Bell Society, JYK (Jenny Yohanna Kansil), Jumpa Nona Jewelry, dan MJus Shoes ke Milan Fashion Week 2021. Disponsori oleh Dekranasda Lubuk Linggau serta didukung oleh Batik Madani dan Batik Gelitik Lubuk Linggau.

🔵🐦📷▶️ @kemenkopukm 📞 1500 587

PUTRI BERDIKARI BATIK

DESA SUMURGUNG, TUBAN - JAWA TIMUR

MOTIF MATAHARI UKEL

Merdi Sihombing yang juga adalah Eco Fashion dan Ethical Fashion Designer, menggelar berbagai desain terbarunya dengan materi kain-kain tenun yang dihasilkan oleh para penenun dari berbagai pelosok Indonesia termasuk kain tenun (ulos) dari Silahisabungan, Kabupaten Dairi.

Founded by Clarisse Merlet, France-based company FabBRICK works to upcycle textile waste into bricks that are supposedly great thermal and acoustic insulators.

Langkah Nyata

Langkah Nyata

01	STOP	Hentikan konsumerisme
BUY	02	Beli yang berkualitas tinggi, beli sedikit
03	WISE	Pilih fashion berkelanjutan: Sewa, Trift Shop, Eco Fashion, Padiu Padan
04	DONATE	Donasikan yang masih layak pakai
05	MAINTAIN	Pelihara barang yang ada
5R	06	Refuse, Reduce, Reuse, Repurpose, Recyle

01 STOP — Hentikan konsumerisme

Beli yang berkualitas tinggi, beli sedikit — BUY **02**

03 WISE — Pilih fashion berkelanjutan: Sewa, Trift Shop, Eco Fashion, Padiu Padan

Donasikan yang masih layak pakai — DONATE **04**

05 MAINTAIN — Pelihara barang yang ada

Refuse, Reduce, Reuse, Repurpose, Recyle — 5R **06**

PESONA PADU PADAN
WASTRA INDONESIA

With Ideas and Instructions on
**WEARING AND COMBINING
YOUR INDONESIAN TEXTILES**

PERKUMPULAN WASTRA INDONESIA

THE POWER OF
MIX & MATCH

PADU PADAN **BUSANA MUSLIMAH:** CASUAL, KERJA, & PESTA

AJU ISNI KARIM

Find your system

A recognisable system means your clothes will always be in reach.

Organise these: **1** BY ITEM **2** BY COLOUR

HANG TROUSERS, SKIRTS, SHIRTS, SUITS, COATS, AND JACKETS

FOLD KNITWEAR, T-SHIRTS, LOUNGEWEAR AND DENIM

Hangers

Wooden and padded hangers are the best for maintaining the shape of a garment. **Gain extra space** in small wardrobes by using **slim hangers.**

SUITS

SKIRTS

SMALL SPACES

✱TIP: Remove garments from plastic dry cleaner bags, as they don't allow the fabric to breathe.

Storage

Use a **suitcase** to store **out of season garments,** or use boxes and keep them on the top shelf.

✱TIP: Save on space by placing smaller handbags inside larger ones.

Doors

Maximise your wardrobe real estate and use a **door rack** to hang your belts, scarves and ties.

Shoes

Clear shoeboxes will protect your shoes whilst letting you see them at a glance. Otherwise, **invest in a shoe rack** and keep it at the base of your wardrobe.

✱TIP: You can fit more pairs in by **alternating the way they're facing.**

Drawers

Customizable wire drawers are perfect for keeping fiddly things such as socks at bay. **Drawer dividers** will help keep things even neater. Keep **hosiery and socks** manageable by **folding them together.**

FOLD

FOLD AGAIN IF NECESSARY

TAKE THE CUFF OF ONE SOCK AND FOLD IT BACKWARDS OVER THE OTHER

8 BRILLIANT TRICKS TO MAKE LAUNDRY DAY SMARTER AND MORE EFFICIENT

Just because laundry is a chore doesn't mean it has to take forever. Use these easy tips to make cleaning your threads a breeze.

WHITES DARKS DELICATES

1 KEEP THREE SEPARATE LAUNDRY BAGS – whites, darks and delicates – and sort as you go during the week to streamline laundry day.

2 DON'T USE FABRIC SOFTENER ON TOWELS. It will ruin their absorbency.

3 A SPLASH OF WHITE VINEGAR in the last rinse keeps hand-washed items from staying sudsy.

4 DON'T WASH YOUR JEANS, just stick them in the freezer overnight to eliminate any odor.

5 And to GET STRETCHED JEANS BACK INTO SHAPE, run them through the dryer (without washing first) inside out.

6 FIGHT FOOD STAINS by blotting them with foaming shaving cream.

7 If a bright-colored item bleeds onto other clothes in the wash, don't toss them in the dryer. REWASH THE STAINED ARTICLES without the offending item right away.

8 If you have multiple loads to dry, START WITH THE LIGHTWEIGHT, MORE DELICATE ITEMS – they are less likely to shrink if you start with a cold dryer.
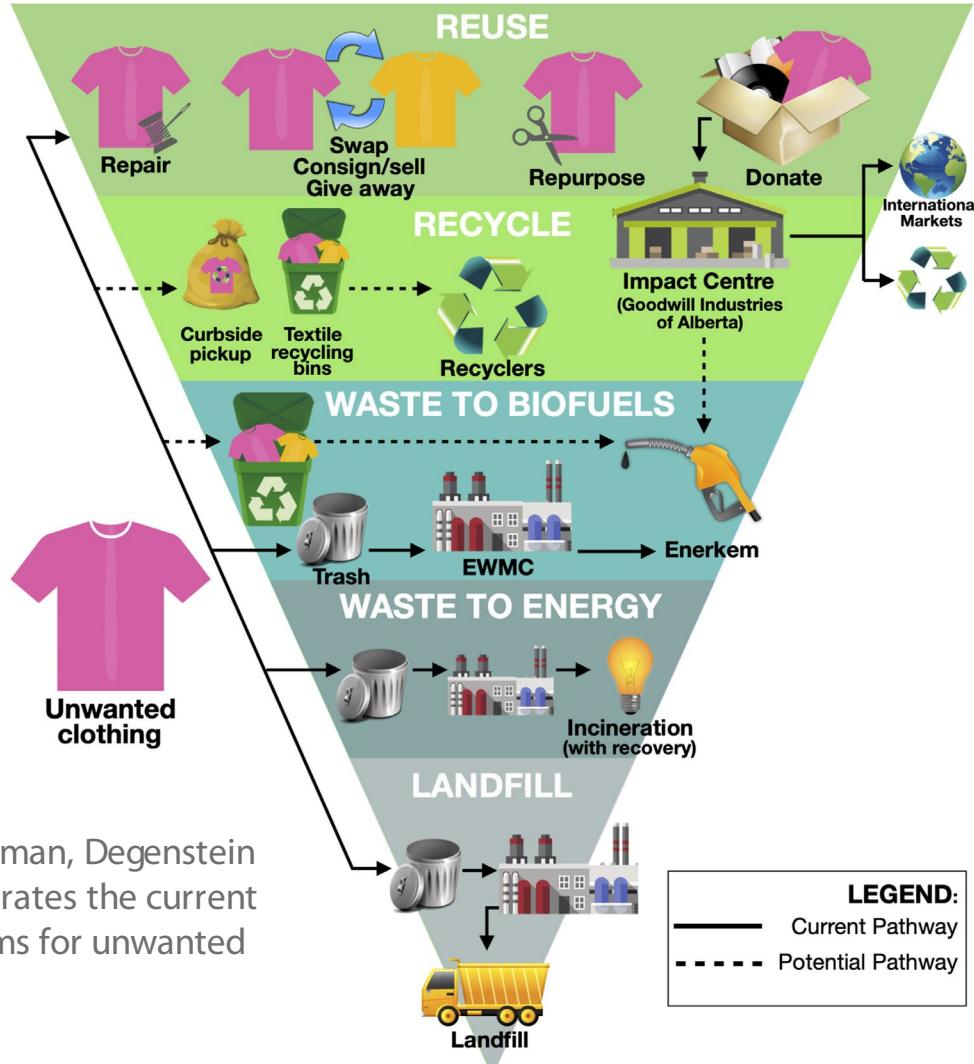
presented by mental_floss | LENNOX

Looking for more tips on home comfort and home efficiency? Visit **facebook.com/lennox.**

This infographic from Krogman, Degenstein and McQueen (2021) illustrates the current and potential waste streams for unwanted clothing.