

SELFLESS. NETWORK

MONTHLY
DIGEST

MARCH

002

**SPECIAL HOLI
EDITION!!**

Dive in!

TABLE OF

UNIFIED SUSTAINABILITY
TAG



UNIFORM DILEMMA



SPRING AND
SUSTAINABLE FASHION

GREENWASHING IN THE
FASHION INDUSTRY



CONTENTS

From the Editor

As we welcome the warmth of spring, let's infuse our wardrobes with sustainability. This season, prioritize eco-friendly materials, ethical production, and timeless designs that transcend trends. Seek out brands committed to transparency and responsible practices, supporting their efforts to reduce environmental impact and improve social conditions. Embrace the beauty of vintage and second-hand fashion, giving new life to pre-loved pieces while reducing waste. Let's use fashion as a tool for positive change, expressing our individuality while advocating for a more sustainable industry. This spring, let's bloom consciously, with each fashion choice reflecting our commitment to a brighter, greener future. Together, let's celebrate the arrival of spring in style, embracing sustainability as the ultimate fashion statement.

Isabel Shijn

EDITOR-IN-CHIEF



Isabel Shijn

Unified Sustainability Tag

Fashion, an ever-evolving aspect of our lives, holds a special place in our hearts. From the extravagant gowns of the 20s to today's beloved torn jeans, it's always about the latest trends. Yet, the same industry responsible for shaping our styles contributes to 10% of global carbon emissions.

Through my initiative, selfless.network, I've delved into the fashion industry for the past two years, uncovering a major issue: the lack of transparency among brands. Despite tags and QR codes providing information, customers often face confusion due to conflicting messages. This cycle begins when companies prioritize profit over the environment, a common theme across nations and brands.

To address this, I propose a long-term solution: the Unified Sustainability Tag (UST). This standardized tag would provide clear details on composition, source, production, and a net color score, making it more accessible for all customers, regardless of education level.

With over 300 supporters on our Change.org petition, together, we can make fashion safer. Just as we meticulously check food labels for our well-being, it's time to prioritize our planet. You might think, "Another high schooler trying to change the world," and yes, that's exactly what I aim to do.

Join our campaign by scanning the QR code (page 7) and become a part of the fashion revolution!



By Isabel Shiju

THE UNIFORM DILEMMA



In today's world, the fashion industry is constantly evolving, and it's no secret that fast fashion and consumerism are the driving forces behind the unsustainable disposal of clothing, and although uniforms are not part of fast fashion the rate at which uniforms are being disposed of is quite alarming. It's unfortunate to note that school uniforms make up a significant portion of the clothes that are thrown away within short periods of time. Children quickly outgrow their uniforms which is among the main causes of the problem. Even though in the past, families in India reused old uniforms within the family circle to pass them down to younger siblings, this practice is gradually declining with the rise of single-child families. However, there are numerous ways to reduce the number of uniforms that are discarded each year. One solution is to donate used uniforms to less privileged communities that require them. It's worth noting that there's a high demand for uniforms among the less privileged sections of society, but due to various reasons, it's often difficult for them to obtain them. One more unique solution is producing uniforms that are stretchable so that children can wear the uniforms for longer periods. Pants with stretchable waists and adjustable waist and height sizes are already a trend, so why not introduce the same in school pants as well? Moreover, reusing and repurposing old uniforms can have a significant impact on the environment. It's high time we take action against the unsustainable disposal of school uniforms. By donating or reusing uniforms and getting creative with upcycling ideas, we can reduce the number of uniforms that are discarded each year, thereby making a significant impact on the environment. It's our responsibility to ensure that these uniforms are put to good use and continue to serve their purpose while reducing the burden on our environment.

By Sherazuddin



Ethnic Repurpose



By Shruthika



As we embrace the warmth of spring and the vibrant festivities of Holi, it's the perfect time to explore sustainable fashion through the lens of Indian styles.

Start with the classic Indian saree, a versatile garment with endless possibilities for repurposing. Instead of wearing it in the traditional way, get creative and transform it into a flowy dress. Drape the saree fabric over a simple white blouse, cinch it at the waist with a belt made from recycled materials, and voila! You have a stunning and unique dress that's perfect for Holi celebrations or a spring garden party. This repurposed saree not only reduces waste but also allows you to showcase your individual style.

Another sustainable option is the kurta, a staple in Indian fashion. Look for kurtas made from organic cotton or recycled materials, and pair them with upcycled denim jeans. This combination creates a chic and comfortable look that's perfect for the season. Add a colorful scarf made from recycled fabric as a dupatta for a touch of traditional Indian style.

For those who love the elegance of the Anarkali dress, consider repurposing old sarees or fabrics to create a one-of-a-kind piece. A flowy Anarkali dress made from repurposed silk sarees not only reduces waste but also tells a story with its unique patterns and colors. Pair it with recycled jewelry and handmade sandals for a complete sustainable look.

Layering is key for spring, and you can repurpose old scarves or fabrics to create stylish layers. A colorful scarf draped over the shoulders adds a pop of color to a simple white kurta and jeans ensemble. You can also repurpose old fabric into a versatile stole or shawl, perfect for chilly spring evenings.

Accessories play a significant role in sustainable fashion. Look for jewelry made from recycled materials or support local artisans who create handmade pieces. A stack of colorful bangles made from recycled glass or metal adds a playful touch to any outfit. Complete the look with a sustainable handbag made from vegan leather or upcycled materials.

This season, celebrate Holi and spring in style with sustainable Indian-inspired outfits that embrace repurposing and creativity. Whether it's a repurposed saree dress, a kurta made from organic cotton, or accessories crafted from recycled materials, let your wardrobe reflect your commitment to sustainability. With these repurposed pieces, you'll not only look good but also feel good knowing you're making a positive impact on the environment.

SUSTAINABLY SPRING

BY PREETHIKA



The spring season is finally here! With all the excitement goes to rebranding our wardrobe.

What if this rebranding goes all the way rejuvenating our Mother Earth? Spring is a season associated to nature and its beauty. It is the season of blooming. It aligns with new beginnings and transformation. Well, let this be your sustainable fashion transformation era! As nature rejuvenates itself, our wardrobes should do the same, but in a manner that respects the environment.

=>The Green Guide<=

1. The Cycle of Style:

Think of how you can rebrand your new look with what you have already. For example, your old cotton summer dress can be paired up with a floral-themed bottom and shawl. Voila, here is your new spring look! This practice is not just a way of caring towards our mother earth but also expresses our creativity and innovativeness.

Let's put on our fashionista Picasso hat.

2. The second-hand style:

Give a second life to some amazing pieces of fashion. You could use any of your family or friends' clothes that you feel match the spring vibe. Customise the look with jewellery and add-ons like belts. You could also thrift some garments that match your spring style '24. This is not just approved by our planet but also saves a lot of money.

This spring lets spring into action and harmonize sustainable fashion with the season. The season of rejuvenation and renewal, spring, is the perfect time to reassess our wardrobe and make conscious decisions that favour the environment. Let's align the spirit of spring, symbolizing new beginnings and transformation, with our approach to fashion.



Unveiling Greenwashing in the Fashion Industry



The fashion industry, with its ever-evolving trends and rapid production cycles, has been under increasing scrutiny for its environmental impact.

As consumers become more conscious of sustainability issues, brands have responded by incorporating "green" initiatives into their marketing strategies. This trend has also given rise to a concept known as greenwashing.

Greenwashing refers to the practice of making misleading claims about the environmental benefits of products or practices. In the context of the fashion industry, greenwashing often involves brands overestimating their sustainability efforts or using vague terms without providing concrete evidence to support their claims.

One of the common tactics used in greenwashing is the use of buzzwords such as "eco-friendly," "sustainable," or "green" without clearly defining what these terms mean in the context of their products. For example, a brand may label a garment as "sustainable" without disclosing the specific materials used or the production processes involved.

Another aspect of greenwashing in the fashion industry is the phenomenon of "tokenism," where brands highlight a small aspect of their operations as sustainable while overlooking the larger environmental impact of their overall practices.

The consequences of greenwashing in the fashion industry are significant. Firstly, it undermines consumer trust and transparency, as misleading claims can lead consumers to make decisions based on false information.

Moreover, greenwashing perpetuates the misconception that sustainability is merely a marketing strategy rather than a fundamental shift towards more responsible and ethical practices. It diverts attention and resources away from addressing systemic issues such as overproduction, waste management, and social justice within the fashion supply chain.

To combat greenwashing in the fashion industry, several steps can be taken. Firstly, there needs to be greater transparency and accountability across the supply chain, with brands providing clear evidence and certifications to support their sustainability claims. Consumers also play a crucial role in demanding transparency and holding brands accountable for their environmental and social impact.

Additionally, industry-wide standards and regulations can help prevent greenwashing by establishing clear criteria for what constitutes sustainable practices in fashion.

Education and awareness among consumers are also essential in combating greenwashing. By promoting critical thinking and encouraging research into brands' sustainability claims, consumers can make more informed choices and support genuinely ethical and eco-conscious companies.



Image credits: repurpose.global



By Aditi Adlakha

Sign our petition!

- 1) Scan the QR code
- 2) Add your details
- 3) Write a comment
- 4) Share the link in your circles
- 5) You have become part of the fashion revolution



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