

# SELFLESS. NETWORK

## MONTHLY DIGEST

FEBRUARY

001

**FASHION?**  
**SUSTAINABLE?**  
*Dive in!*

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A GLIMPSE INTO FASHION



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# From the Editor

Welcome, esteemed readers, to the inaugural edition of Selfless.Network's Monthly Sustainable Fashion Digest, where style converges with sustainability! Delving into the realm of sustainable fashion, we embark on a voyage that intertwines creativity with conscience, all while honoring our planet.

In this edition, we delve into the history of the fashion industry, exploring diverse methods employed for sustainable production. Don't overlook our sustainable fashion tips, ready for immediate adoption and the final section offers a memorable learning activity.

As you peruse these pages, let your imagination soar and your passion for sustainability ignite. Together, let's reshape the fashion industry, one eco-friendly ensemble at a time. Thank you for embarking on this exhilarating journey toward a more sustainable future. Let's dress to impress and safeguard our planet, one stylish stride at a time!

*Isabel Shijn*

EDITOR-IN-CHIEF

*Selfless*



*One Stylish  
Stride at a  
Time*

# FASHION -THE INDUSTRY

By Sherazuddin



Fashion and clothes are as old as human civilization. In the Indian context, clothing can be traced to the Indus Valley civilization or earlier. According to archaeologists, Indians have mainly worn clothing made up of locally grown cotton. During the Harappan era, India was one of the first places where cotton was cultivated and used even as early as 2500 BCE.

There has been numerous growth and evolution in the clothing and textile sector but there has been a major shift after liberalization from 1991. According to Statista “ The revenue in the apparel market in India is projected to reach US\$105.50bn in 2024. It is anticipated to grow annually by 3.42% (CAGR 2024-2027).

Among the various segments in the market, Women's apparel holds the largest share, with a market volume of US\$51.05bn in 2024. When compared globally, the United States generates the highest revenue in the apparel market, amounting to US\$359bn in 2024. In terms of per-person revenues, India generated approximately US\$73.19 in 2024. Looking ahead, the volume of the apparel market in India is expected to reach 38.8bn pieces by 2027.

However, along with this, there is also the flip side of fashion. What is it that the brilliant, flashy, and elegant dresses hide from the eyes of the public?

According to a post by Hercircle (published on Sep 03, 2021, the Indian fashion industry is expected to reach a valuation of \$190 billion by FY 2025-26 (valued at 108.5 billion in 2019-20), produced about 71.05 billion square meters of cloth in 2019. Given that an average of 25 percent of fabric is usually lost during the cutting process of a garment, the amount of clothing waste produced in the country is a reason for worry. The above statistics make the country a huge part of the world's fashion waste problem, considering India is one of the biggest manufacturers of textiles and apparel in the world.

According to ET Edge Insights, the following is the situation of wastes produced by the fashion industry in India “With India being among the top 10 textile manufacturing hubs, it is imperative to look at how the country's growing demand and the foray of fast fashion contributes to textile waste. Reducing textile waste goes beyond individual efforts and the significance government initiatives play cannot be ignored. Government and major stakeholders can come together to reduce and manage textile waste. India takes a dual role in the production of textiles as well as being one of the largest markets out of the West in the apparel industry. Research by Fashion for Good, headquartered in Amsterdam, finds that textile waste makes up the third largest source of municipal waste. This indicates that the majority of textile waste at the end of consumption in India ends up at the landfill and not recyclers.”

The industry ecosystem consists of various stakeholders such as:

- Farmers
- textile factories
- retail outlets
- Marketing and advertising players
- end consumers
- Government

Each of these stakeholders have a significant role to play if we have to consciously move towards a sustainable fashion industry. Some examples include the government introducing laws and regulations and also certifications for clothing to indicate the Ethical practices used in production for clothing brands. Marketers and Social media influencers can actively promote clothing brands adhering to sustainable practices. Finally, as end consumers, we can also play a significant role in determining which of these brands are successful in the long term. It is our duty as citizens of the country to do all we can in order to build a better world not only for ourselves but also for our future.





# Green Vogue



By Shruthika

## Introduction:

In the world of fashion, a revolutionary movement is underway—one driven not just by style but by the profound science behind sustainable fashion. This article peels back the layers to explore the intricate web of scientific innovations that are reshaping the industry, making it not only trendsetting but planet-friendly.

## 1. The Fiber Revolution:

At the heart of sustainable fashion lies a metamorphosis in materials. Traditional fabrics have given way to eco-friendly alternatives, where science has birthed fibers like Tencel, made from sustainably sourced wood pulp, and Piñatex, crafted from pineapple leaf fibers. These materials not only boast a lower environmental impact but also bring a touch of innovation to our wardrobes.

*Did you know? Piñatex production generates 80% less environmental impact compared to traditional leather (PETA).*

## 2. Biofabrication and Lab-Grown Leather:

Enter the era of biofabrication, where science engineers materials at a microscopic level. Lab-grown leather, produced without the need for raising animals, is a prime example. This cruelty-free innovation not only reduces ethical concerns but also significantly cuts down carbon emissions associated with traditional leather production.

*Fascinating Stat: Lab-grown leather can reduce greenhouse gas emissions by up to 96% compared to traditional leather (Frontiers in Sustainable Food Systems).*

## 3. Closed-Loop Production Systems:

Sustainable fashion embraces the concept of circularity, where the end is just the beginning. Advanced technologies enable closed-loop production systems, allowing garments to be recycled or upcycled. This not only minimizes textile waste but also paves the way for a more sustainable and responsible fashion life cycle.

**Mind-Blowing Fact:** Circular fashion could lead to a 99% reduction in water use, a critical environmental benefit (Ellen MacArthur Foundation).

## 4. Smart Textiles and Wearable Tech:

The intersection of fashion and technology is giving rise to smart textiles. These innovative fabrics go beyond aesthetics, incorporating functionalities like energy harvesting and climate regulation. From self-cleaning fabrics to solar-powered clothing, science is making our wardrobes not only stylish but also functional in ways never imagined.

**Tech Marvel:** Solar-powered clothing can charge small electronic devices, offering a sustainable solution for on-the-go charging (ScienceDirect).

As we unveil the scientific wonders propelling sustainable fashion, it becomes evident that style and sustainability are not mutually exclusive. The science behind sustainable fashion is forging a path towards a greener, more ethical future. Each garment woven from these innovations isn't just a fashion statement; it's a testament to the harmonious blend of style, science, and environmental responsibility. The fashion of tomorrow is not merely an outfit; it's a sustainable legacy for generations to come.







# TOP TIPS FOR A SUSTAINABLE WARDROBE

BY PREETHIKA



*"Fashion is not something that exists in dresses only. Fashion is in the sky, in the street, fashion has to do with ideas, the way we live, what is happening."* - Coco Chanel

Are you interested in adopting eco-friendly fashion choices? The clothing and textile industry today is responsible for an estimated 2-8% of the world's greenhouse gas emissions according to <https://unfashionalliance.org/>. As the world faces environmental challenges, more people are seeking sustainable fashion options. However, it can be challenging to know where to start. Here are some tips to help you switch to eco-fashion:

1. Invest in timeless, high-quality pieces that can last longer, reducing waste and the need for more fabric production. For example Alpaca wool. It is a great eco-friendly alternative to synthetic fibers or other types of wool.
2. When choosing brands to support, look for those that prioritize transparency and sustainability throughout their production processes. Seek out brands that openly disclose where they source their materials, how they make their fabrics and the environmental impact of their production. By choosing sustainable brands, you can ensure that your fashion choices are not only stylish but also eco-friendly.

3. Recycling your clothes is an excellent way to extend their lifespan and reduce waste. Instead of discarding old clothes, consider giving them new lives by repurposing them creatively! For example, a saree can be transformed into a stylish maxi skirt, dress, or top. Similarly, old t-shirts can be cut and sewn into reusable shopping bags or cleaning rags.

To care for clothes properly and extend their lifespan, follow these tips:

- 1) Wash clothes in cold water - Hot water can shrink and damage fabrics, especially delicate ones like silk and cashmere. Cold water is gentler on fabrics and helps to preserve their colour and shape over time. It also saves energy and reduces your carbon footprint!
- 2) Use a natural detergent - Many conventional detergents contain harsh chemicals that can damage fabrics and harm the environment. Opt for natural or eco-friendly detergents that are gentle on fabrics and free from synthetic fragrances and dyes. They are also better for people with sensitive skin or allergies.
- 3) Air-dry clothes - Using a dryer can shrink and damage fabrics, especially cotton and wool. Instead, hang clothes to air-dry to preserve their shape and prevent shrinkage. It also saves energy and reduces your carbon footprint! If you must use a dryer, use a low heat setting to minimize damage to fabrics.

By making small changes to your fashion choices and habits, you can make a big difference in protecting the planet.



# Top Sustainable fashion Trends

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n a world increasingly focused on environmental responsibility and ethical practices, sustainable fashion is taking centre stage. The latest news in the realm of eco-friendly style showcases a dynamic landscape of innovation, conscious consumerism, and industry-wide initiatives.

## 1. Innovative Materials Paving the Way:

Cutting-edge sustainable materials are revolutionising the fashion industry. From plant-based fabrics like Tencel and Piñatex to innovative developments in recycled polyester, designers are embracing alternatives that minimise environmental impact without compromising style. The shift towards cruelty-free and eco-conscious materials marks a significant stride in reshaping the future of fashion.

## 2. Circular Fashion Initiatives:

Circular fashion, aimed at reducing waste and promoting recycling, is gaining momentum. Brands are implementing take-back programs, encouraging customers to return old garments for recycling or upcycling. This not only fosters a sense of responsibility but also contributes to the creation of a closed-loop system, minimising fashion's environmental footprint.

## 3. Transparency and Ethical Practices:

Consumers are demanding transparency, prompting fashion brands to adopt more ethical practices. Companies are increasingly disclosing information about their supply chains, labor practices, and environmental impact. This shift towards transparency empowers consumers to make informed choices, supporting brands aligned with their values and contributing to a more ethical fashion industry.

## 4. Rise of Slow Fashion:

The slow fashion movement is gaining ground, advocating for thoughtful and intentional consumption. Consumers are becoming more conscious of their purchases, favouring timeless designs and quality craftsmanship over fast, disposable fashion. This cultural shift encourages a more sustainable approach to style, promoting longevity in wardrobe choice.

## 5. Digital Innovation for Sustainable Fashion:

Technology is playing a crucial role in advancing sustainable practices within the fashion industry. From virtual fashion shows reducing the need for physical events to blockchain technology ensuring transparency in the supply chain, digital innovation is contributing to a more sustainable and tech-savvy future for fashion.

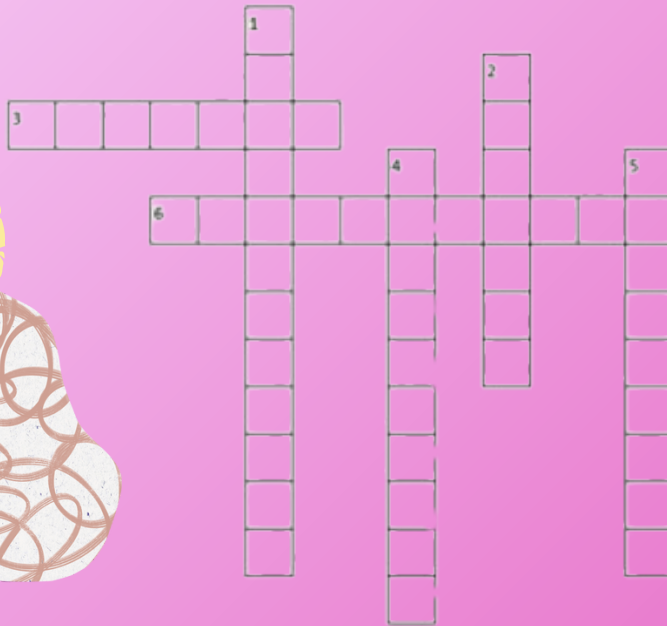
As sustainable fashion continues to evolve, these latest developments underscore a growing commitment to environmental and ethical values within the industry. From innovative materials to circular fashion initiatives and a heightened focus on transparency, the latest news surrounding sustainable fashion paints a promising picture for a more responsible and conscious approach to style in the years to come. Stay tuned as the fashion world embraces positive change and sets the stage for a greener, more sustainable future.



By Aditi Adlakha



# Activity Corner



## Across

- 3. Something brands should be
- 6. Reducing carbon footprint

## Down

- 1. openly sharing info about the product
- 2. ade without chemicals
- 4. having a minimal lifestyle
- 5. action of converting wastes into something new

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discover

