

Fashions Face Lift

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Abstract

For years, fashion companies have relied on outmoded business models with a linear “take-make-dispose” approach, where value creation is maximized by producing and selling as many products as possible. If nothing changes, by 2050 the fashion industry will use up a quarter of the world’s carbon budget.” Questions never before addressed and solutions will change our minds and the way we perceive fashion all together

In the beginning of Corvid -19 pandemic when the world and the economy froze a question was raised if it was the right time to talk about fashion, many forums where created and daily talks from professionals, CEO, department stores never done before, from around the world came together to discuss. Fashion changes when the world needs it to change, and that time is now.

Fashion its self is a multi-billion industry, which employs millions around the world. It is one of the largest employers in the world, with more than 100 million people working in factories, creative studios, boardrooms and shop floors. It is force not to be messed with and yes it’s important to talk about fashion. This is not the first time that fashion has had to hit a pause and restart button, and with each challenge it has become stronger and more creative.

Before WW1 fashion had women changing dresses and outfits 5-6 times a day. It was seen as proper to have your morning outfit, you’re going out morning outfit afternoon tea outfit and dinner dresses. With the world deep into war this of course was seen and frowned upon and saw the end of the opulence era, and the changes of social classes that were seen as relics of the past. Millions of men rich and poor were called upon to fight for their county. Women were called to take over the jobs of men, thus bringing feminism to the front line. Women for the first time had to count on them self and not that of a man’s. After the war fashion had a new face and now

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women and designers were called to face the remains and what was left after the loss of millions of lives. One such change brought the birth of the little black dress, which became a must in every woman's wardrobe even up until today.

Just over 20 years later, WW2 was upon us and once again women were called upon to be the working force while the men fought. After the great depression women got more creative and fashion saw what was to be the largest change in fashion history. The androgynous look! Women would use their husband's trousers, jackets and shirts, modifying them to their sizes. Eye liners were used to draw stockings when silk stockings were expensive and a commodity needed elsewhere, but through this, nylon was created which again gave fashion a new outlet to cheaper materials.

Before the crack of 2008 the world of fashion had reach a new level of opulence, large waist lands of clothes, shredding of left overs creating a new black stain upon the fashion world. Once again the fashion industry was called upon to find solutions, so the age of fast cheap fashion took over. People were not so willing to change their ways, and a new generation of consumers the millennials was upon us. A generation of fast fashion, that bores easily, and the birth of social media, and the fashion world was asked to deliver; and they delivered. This obviously came with great costs harmful to both society and in many ways one of the most harmful agents to the environment and the fashion world was held accountable and asked to change once again.

Fashion was on its way to remodeling its self already, and had been doing so the last decade, but a lot of these changes were taking too long, with small steps. Change meant that fast fashion and consumption would have to change, and this was too expensive for a lot of the CEOs that had got used to bulk.

Last year, the global fashion industry produced 114 billion pieces of clothing. Americans consume more than 20 billion garments per year or 64 items per person every year. These are mostly cheap, disposable clothes, manufactured in enormous quantities, using a vast amount of natural resources, often by workers toiling away in unconscionable conditions at a huge social and environmental cost. This had to stop. The frenzy of shows, collections and the speed collections were being turned around needed a pause button. Entre Corvid-19

This fundamentally extractive model, decades in the making, is now being put to the ultimate test by the coronavirus crisis, which has crushed consumer demand and already put millions of workers out of work, from the factory floor to retail stores.

Fashion is now one of the world's most destructive business sectors, alongside energy and transportation. No longer able to hide behind aspirational marketing campaigns, extravagant shows, its secret is out in the open, catching the attention of government regulators, consumers and a growing group of stakeholders who are holding the industry to account.

While the pandemic didn't create the current crisis in fashion, it most definitely accelerated it. The Global Slavery Index estimates that 40 million people are living in modern slavery and many of these work in the supply chains of international fashion brands. But the problem doesn't stop there.

For years, fashion companies have relied on outmoded business models with a linear "take-make-dispose" approach, where value creation is maximized by producing and selling as many products as possible. And this model applies at all ends of the fashion spectrum, from luxury to fast fashion. Continuing to produce this many garments, and then throwing them away, is beyond what planetary boundaries will allow. More than 70 percent of clothes still end up in a landfill. According to the Ellen MacArthur Foundation, "an estimated \$500 billion value is lost every year due to clothing being barely worn and rarely recycled. If nothing changes, by 2050 the fashion industry will use up a quarter of the world's carbon budget."

Discussion

The greatest creative minds of the industry are now, being put to the test, and the short pause has made the industry debate and find solutions. The questions at debate, such as will department stores still exist? Are fashion shows and fashion magazines still necessary or relics of the past? Do we need new ways of advertising? And how can we bring value back to clothes? Will shape and carve the new era and future of fashion. Questions never before addressed and solutions will change our minds and the way we perceive fashion all together. A lot of smaller businesses might not make it pass this, new model structures which have been forced upon this industry, but the world waits to see the new and better face of Fashion post Covid-19.

References

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<https://www.globalslaveryindex.org/>