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COUTURE_MODULE 2

Sustainable and Ethical fashion



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FASHION INDUSTRY

- ❖ Nowadays, the fashion industry is a critical sector of the global economy, with significant growth in recent decades. However, the mass production of clothes in the industry has led to various negative environmental impacts. The raw materials used to make clothes often harm the environment.



FASHION INDUSTRY

- ❖ For instance, growing cotton, which is a popular material for clothes, requires extensive amounts of water. Fertilizers and pesticides, commonly used in cultivation, tend to pollute water and soil. Artificial synthetic fibers require an excessive use of chemicals that can cause environmental problems.
- ❖ Polyester, the most commonly used synthetic fiber, is made from crude oil, which is a non-renewable resource. Additionally, transportation of clothing items results in carbon dioxide emissions.





FASHION INDUSTRY

- ❖ The fashion industry has a significant human cost, particularly for workers, especially women in developing countries, who are often paid low wages and subjected to long working hours under harsh conditions. The use of chemicals in clothing production also poses serious health risks for workers and consumers alike.
- ❖ Additionally, the pollution caused by clothing production and shipping contributes to carbon dioxide emissions, harming the health of local populations, animals, and ecosystems.



Sustainability

Sustainable development requires an integrated approach that takes into consideration environmental concerns along with economic development.

In 1987, the United Nations Brundtland Commission defined sustainability as “meeting the needs of the present without compromising the ability of future generations to meet their own needs.” Today, there are almost 140 developing countries in the world seeking ways of meeting their development needs, but with the increasing threat of climate change, concrete efforts must be made to ensure development today does not negatively affect future generations.

The Sustainable Development Goals form the framework for improving the lives of populations around the world and mitigating the hazardous man-made effects of climate change.



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Sustainability

[sə-,stā-nə-'bi-lə-tē]

The ability to maintain
or support a process
continuously over time.

 Investopedia

<https://www.investopedia.com/terms/s/sustainability.asp>



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Sustainable Development Goals

The **Sustainable Development Goals** are the blueprint to achieve a better and more sustainable future for all. They address the global challenges we face, including those related to poverty, inequality, climate change, environmental degradation, peace and justice.

The 17 Goals are all interconnected, and in order to leave no one behind, it is important that we achieve them all by 2030.

<https://www.un.org/sustainabledevelopment/sustainable-development-goals/>



ΧΑΡΟΚΟΠΕΙΟ ΠΑΝΕΠΙΣΤΗΜΙΟ
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SUSTAINABLE DEVELOPMENT GOALS



<https://www.tunley-environmental.com/en/insights/contribute-to-the-sustainable-development-goals>



ΧΑΡΟΚΟΠΕΙΟ ΠΑΝΕΠΙΣΤΗΜ
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SUSTAINABLE FASHION

- ❖ The consequence of mass production is the emergence of "fast fashion". This means that clothes are continuously produced in new styles at very low prices.
- ❖ The rise of fast fashion has led to a significant increase in consumption, which is also influenced by social media bringing fashion trends to more consumers faster than ever before.
- ❖ The environmental and social costs of the fashion industry are compelling us to reconsider the concept of fast fashion.
- ❖ To minimize the negative impact of the fashion industry on the environment, it is advisable to choose clothing items that have been manufactured using eco-friendly materials and ethical production methods.



<https://commons.wikimedia.org/w/index.php?search=fast+fashion&title=Special:MediaSearch&go=Go&type=image>



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SUSTAINABLE FASHION

Fast fashion. The Dark
Sides of Fashion. Exhibition
view © Staatliche Museen
zu Berlin, Museum
Europäischer Kulturen /
David von Becker



<https://www.smb.museum/en/exhibitions/detail/fast-fashion/>



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SUSTAINABLE FASHION



- ❖ Additionally, we should opt for high-quality clothes that are designed to last long, instead of buying cheaper, low-quality ones ("slow fashion").

"Slow Fashion" from Earlier Times: Expandable Children's Dress (1943-1970) and Dress Sewn from Leftover Fabric (around 1930) © Staatliche Museen zu Berlin, Museum Europäischer Kulturen / Christian Krug

<https://www.smb.museum/en/exhibitions/detail/fast-fashion/>



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SUSTAINABLE FASHION

- ❖ Another way to contribute to sustainability is by purchasing second-hand clothes from thrift stores or online marketplaces. The trend of using "second-hand" clothes, or "circular fashion", is experiencing significant growth in today's time. This approach helps to reduce the spread of "fast fashion" while increasing the longevity of clothing.
- ❖ Our old clothes shouldn't be thrown away as they can be reused with a little bit of creativity. Some can be worn again, while others can be given away or exchanged with friends.
- ❖ In addition, vintage clothes and accessories that are products of older years are becoming increasingly popular. This is another form of **circular fashion**.



Second hand clothing shop Textile house in Prague

<https://commons.wikimedia.org/w/index.php?search=fast+fashion&title=Special:MediaSearch&go=Go&type=image>



SUSTAINABLE FASHION

- ❖ Vintage clothes and accessories, which are products from previous years, have become increasingly popular. Another form of sustainable fashion is the recycling of clothes, which can be done in special bins or in clothing stores that accept used clothes. Nowadays, more and more companies are producing "sustainable clothes," which are garments made with consideration for their environmental and social impact.
- ❖ It is a fact that nowadays there is an increasing trend of producing "sustainable clothes". These are clothes made by companies that pay attention to the environmental and social impact of their production. This movement is known as "sustainable fashion".
- ❖ Although these clothes are more expensive than mass-produced products, it is important to note that the more we demand sustainable clothes, the bigger their production will be.



<https://commons.wikimedia.org/w/index.php?search=sustainable+fashion&title=Special:MediaSearch&go=Go&type=image>



SUSTAINABLE FASHION

- ❖ Moreover, we should consider that sustainable clothes are cheaper than branded clothes which consumers often buy without realizing the environmental and social impact of their production.
- ❖ We need to change some of our habits, to understand that "fast fashion" creates many problems and that is why we should prefer "sustainable fashion". There is still hope for a sustainable future if we try to buy and treat our clothes on the basis of ecological criteria, thinking about the consequences for the environment and people.
- ❖ In this way we can help to achieve the sustainable development goals set by the Organization United Nations (UN), including good health and well-being for all people, zero poverty, environmental protection, decent work and responsible consumer behavior.



TYPES OF CLOTHING - FASHION

- ❖ **Clothing is an essential part of human life.** It not only protects our body from harsh weather conditions but also enhances our appearance. It is a unique characteristic of humans that is not found in any other living beings on earth. Every individual tries to achieve a standard of beauty through their choice of clothing, whether it's according to the current fashion trends or their own personal preference. Clothing reflects the taste of an individual and can also be used to attract potential partners.



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TYPES OF CLOTHING - FASHION

- ❖ Clothing has often been used as a means to determine a person's gender.
- ❖ For instance, in the past in Western civilization, trousers were generally considered as a male garment, whereas dresses were regarded as the female equivalent.

Journal des Dames et des Modes, editie
Frankfurt 1832, Costumes Parisiens



<https://commons.wikimedia.org/w/index.php?search=men+trousers+19th+century&title=Special:MediaSearch&go=Go&type=image>



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TYPES OF CLOTHING - FASHION



Portrait in 1973

https://commons.wikimedia.org/wiki/File:1973_Fortepan_88081.jpg

- ❖ During the 20th century, due to the increasing number of women in the workforce, women's clothing became simpler and more practical, while trousers became a common feature in their everyday life.



Woman as the wearer of trousers;
woman of Champéry, Switzerland

https://commons.wikimedia.org/wiki/File:Woman_as_the_wearer_of_trousers_woman_ofChamerySwitzerland.jpg



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TYPES OF CLOTHING - FASHION

- ❖ Nowadays, men's and women's clothing often share similar designs, such as jeans.



https://commons.wikimedia.org/wiki/File:Couple_in_jean_suits.jpg



TYPES OF CLOTHING - FASHION

- ❖ In some cultures, head coverings were used to indicate social status. For example, married women often wore scarves to cover their hair, while unmarried went without head coverings.
- ❖ Nowadays, married couples tend to wear wedding rings to signify their marital status.



Jewish girl in art Jerusalem western wall with a white veil

https://commons.wikimedia.org/wiki/File:Jewish_girl_in_art_Jerusalem.JPG



TYPES OF CLOTHING - FASHION

- ❖ In certain professions, people need to wear specialized clothing for protection, such as firemen's gear, or for hygiene reasons, such as doctors' white coats.
- ❖ Military uniforms are another example of professional attire that signifies the rank and corps of a soldier.
- ❖ Generally, uniforms are clothes that do not have personal characteristics, but indicate membership in a particular profession or social group.



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TYPES OF CLOTHING - FASHION



https://commons.wikimedia.org/wiki/File:First_time_for_medical_students_to_wear_lab_coat.jpg



https://commons.wikimedia.org/wiki/File:Military_Color_Guard_-_DPLA_-_fc35100383162067884944ce36032f5a.jpg



[https://commons.wikimedia.org/wiki/File:Air_Hostess_Uniform_1975_Red_and_Blue_002_\(9623430911\).jpg](https://commons.wikimedia.org/wiki/File:Air_Hostess_Uniform_1975_Red_and_Blue_002_(9623430911).jpg)



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TYPES OF CLOTHING - FASHION

- ❖ Clothing can also express a person's ideology, with hippie clothing being a popular example. Distinctive clothing and colors can also be used to indicate an individual's or team's sporting preferences.



Hippie Band Playing at Pine Island, at Hernando Beach, Florida

https://commons.wikimedia.org/wiki/File:Hippie_Dancer.jpg



Delfín Sporting Club de Manta Campeón de la Serie B de 2015

https://commons.wikimedia.org/wiki/File:Delf%C3%A9n_Sporting_Club_2015.jpg



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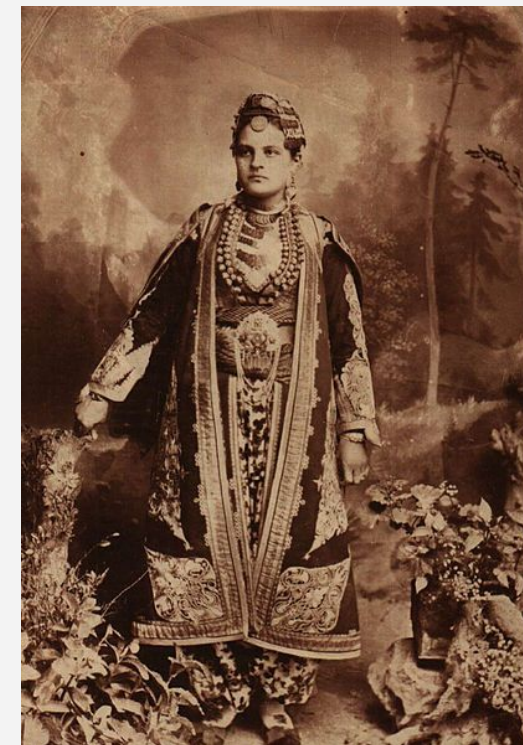


TYPES OF CLOTHING - FASHION



National costumes of the region of Attica. Postcard published by Aspiotis, in c. 1915.
https://commons.wikimedia.org/wiki/File:Aspiotis_300.jpg

- ❖ National traditional costumes are also used to indicate nationality or place of origin.
- ❖ The range of clothing associated with place of origin is vast, both in Europe and in other parts of the world.



National costumes of Albania

https://commons.wikimedia.org/wiki/File:BASA-2072K-1-407-2-National_costumes_of_Albania.JPG



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TYPES OF CLOTHING - FASHION



- ❖ Clothing can also reveal one's religion, as is the case with the long garments (chador) or the long head scarves that some Muslim women wear, which cover part or all of their faces.



https://commons.wikimedia.org/wiki/File:Women_on_the_Arba%27een_Walk-Mehran_city-Iran_%D8%B2%D9%86%D8%A7%D9%86_%D8%AF%D8%B1_%D9%BE%DB%8C%D8%A7%D8%AF%D9%87_%D8%B1%D9%88%DB%8C_%D8%A7%D8%B1%D8%A8%D8%B9%DB%8C%D9%86_%D8%AF%D8%B1_%D9%85%D8%B1%D8%B2_%D9%85%D9%87%D8%B1%D8%A7%D9%86_%D8%B9%DA%A9%D8%A7%D8%B3%DB%8C_%D8%AE%D8%A8%D8%B1%DB%8C_11.jpg

https://commons.wikimedia.org/wiki/File:Group_of_Women_Wearing_Burkas.jpg



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TYPES OF CLOTHING - FASHION

- ❖ Clothing has always had economic significance. In the past, it was an important handicraft and served as a trade commodity. Today, the clothing manufacturing and trading industry is a vital sector of the economy, involving various professions, industries, and crafts, including fashion houses, schools, mass media, and social networks.



https://commons.wikimedia.org/wiki/File:Tenda_de_roba_al_carrer_Campos_de_D%C3%A9nia.jpg



TYPES OF CLOTHING - FASHION

- ❖ Additionally, clothing can indicate a person's social class and role within it. This was especially true in the past, where special royal clothing existed, and many societies had laws forbidding the lower classes from using certain colors and luxurious fabrics. Clothing is also a kind of art, as it falls under the category of applied arts.



Elizabeth I of England

[https://commons.wikimedia.org/wiki/File:Elizabeth_I_of_England_\(Royal_Collection\).jpg](https://commons.wikimedia.org/wiki/File:Elizabeth_I_of_England_(Royal_Collection).jpg)



Royal Tour, 1927 Duke & Duchess of York (Subsequently King George VI & Queen Elizabeth)
Publicity Caption: Welcome at Auckland Photographer: Not identified

https://commons.wikimedia.org/wiki/File:Royal_Tour,_1927_Duke_%26_Duchess_of_York_Publicity_Caption_Welcome_at_Auckland_Photographer_Not_identified.jpg



[https://commons.wikimedia.org/wiki/File:Male_clothing_\(Kremlin\)_03_by_shakko.jpg](https://commons.wikimedia.org/wiki/File:Male_clothing_(Kremlin)_03_by_shakko.jpg)



TYPES OF CLOTHING - FASHION

- ❖ Clothes have both practical utility and artistic design, similar to furniture making, silversmithing, and other crafts. In fact, some clothes designed by major fashion designers for haute couture collections are considered works of art. Many fashion designers have been inspired by various styles and paintings. For example, the internationally renowned Greek designer Yiannis Tseklenis (1937-2020) drew inspiration for most of his collections from Greek and world art.
- ❖ Clothing is an essential aspect of our lives. It not only serves practical purposes but also helps define our personal and social identity. Additionally, clothing reflects the aesthetics of each era and is an important sector of the economy, as well as a form of artistic creation.



TYPES OF CLOTHING - FASHION

- ❖ Theatrical costumes are also a separate category of clothing that is particularly associated with art. At the same time, clothing is directly related to disguise, which occurs in celebrations such as carnivals or special occasions.

From left to right: costume for 1960's *Norma* in the ancient theatre of Epidaurus, wig for Cherubini's *Medea* in Epidaurus in 1961 and rare 1909 edition of excerpts of the opera's sheet music, costume for the 1960 *Norma* at Epidaurus and walking stick-thyrus from *Tosca* in Genoa in March 1954. Part of the Athens Maria Callas Museum's collection.



Maria Callas' opera costumes

https://commons.wikimedia.org/wiki/File:Maria_Callas%27_opera_costumes.jpg



FASHION

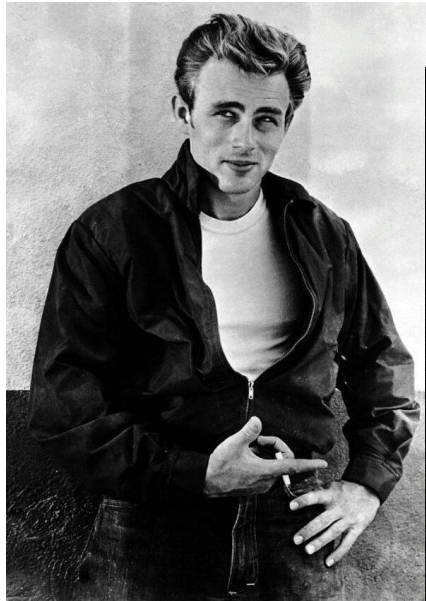
- ❖ **Fashion** is closely related to clothing, and it refers to the changes in people's external appearance and behavior that characterize a certain period of time or a social group. Fashion expresses our need for change and our desire to be part of a group. Through fashion, we seek acceptance by other members of society. It is a code of communication based on the image that a person creates with their clothing.
- ❖ Various factors have influenced the evolution of fashion. In the past, only the wealthy could follow fashion changes, as fashion standards were set by the upper classes.
- ❖ However, in the 20th century, fashion began to spread to everyone, and various social groups began to influence it, particularly youth and youth movements, such as hippies. Additionally, idols of cinema, music, television, and the fashion industry, such as models, have influenced fashion.



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FASHION



James Dean in Rebel Without a Cause - 1955

[https://commons.wikimedia.org/wiki/File:James_Dean_in_Rebel_Without_a_Cause_\(2\).jpg](https://commons.wikimedia.org/wiki/File:James_Dean_in_Rebel_Without_a_Cause_(2).jpg)

<https://commons.wikimedia.org/w/index.php?search=rebel+without+a+cause&title=Special:MediaSearch&go=Go&type=image>



Cropped screenshot of Marlon Brando from the trailer for the film A Streetcar Named Desire 1951

[https://commons.wikimedia.org/wiki/File:Marlon_Brando_in_%27Streetcar_named_Desire%27_trailer_\(cropped\).jpg](https://commons.wikimedia.org/wiki/File:Marlon_Brando_in_%27Streetcar_named_Desire%27_trailer_(cropped).jpg)



Photo of Maria Callas from the television talk show Small World. The programme aired in 1958 and was hosted by Edward R. Murrow.

https://commons.wikimedia.org/wiki/File:Maria_Callas_1958.jpg



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FASHION



The Beatles wave to fans after arriving at Kennedy Airport.

https://commons.wikimedia.org/wiki/File:The_Beatles_arrive_at_JFK_Airport.jpg

- ❖ Thus, for example, in the 1960s, young men dress more simply and cut their hair, according to the model of the popular music group "The Beatles".



FASHION

- ❖ Fashion is now determined by the big Fashion Houses created in the most important centers of fashion, such as Paris, the first fashion center, but later other cities emerged, the main ones being London, Milan, New York and Tokyo.
- ❖ Fashion is influenced by social and ideological perceptions of each era. For instance, unisex fashion (the same style of clothing for men and women) in the 1970s, which was popular in the 1970s, was an expression of gender equality.

https://commons.wikimedia.org/wiki/File:Unisex_clothing.tif



Unisex clothing



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FASHION

- ❖ Artistic currents have also had a significant impact on fashion. For example, the French designer Yves Saint Laurent drew inspiration from paintings, such as the famous dresses of his 1965 collection based on the abstract art paintings of the painter Piet Mondrian.



The Mondrian dress

<https://jouranuit.wordpress.com/2015/03/18/vintage-inspiration-ysls-mondrian-dress/>



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FASHION



◆ "Street fashion" is another source of inspiration for fashion designers.



[https://commons.wikimedia.org/wiki/File:Shibuya_Fashion_Street_Snap_\(2017-09-16_20.20.29_by_Dick_Thomas_Johnson\).jpg](https://commons.wikimedia.org/wiki/File:Shibuya_Fashion_Street_Snap_(2017-09-16_20.20.29_by_Dick_Thomas_Johnson).jpg)

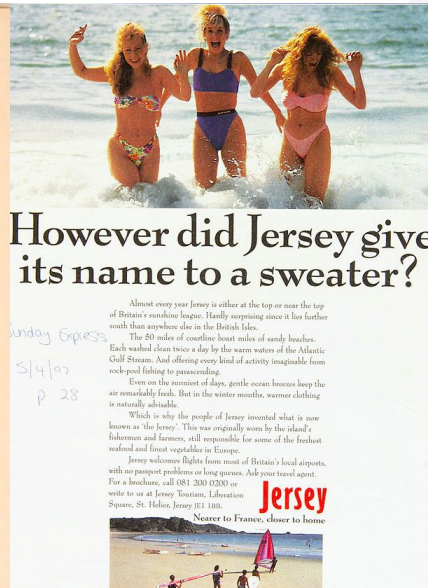
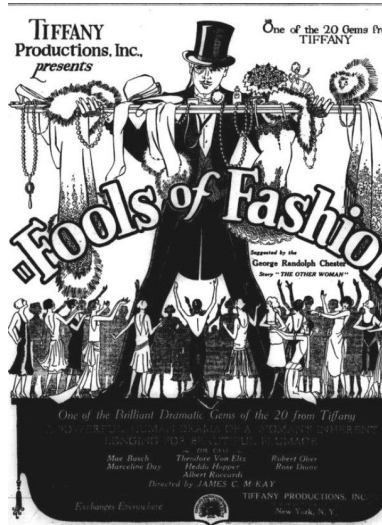
<https://hypebeast.com/2023/6/milan-fashion-week-mens-ss24-street-style>

Street style



FASHION

- ❖ In the present day, fashion is primarily shaped by big clothing companies, and mass media, such as television, print and online newspapers and magazines, promote new trends through their broadcasts, special columns, publications and advertisements on fashion.
- ❖ Social networks, the entertainment industry and various influencers also play a significant role in shaping fashion trends by influencing public opinion.





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FABRICS



[https://commons.wikimedia.org/wiki/File:Linum_usitatissimum_field,_Vlasveld_\(1\).jpg](https://commons.wikimedia.org/wiki/File:Linum_usitatissimum_field,_Vlasveld_(1).jpg)



https://commons.wikimedia.org/wiki/File:Feld_mit_reifer_Baumwolle.jpeg

- ❖ Textile fibers are primarily used as materials for manufacturing clothes. They are very fine small threads that are used to produce fabrics. The fibers can either be natural or chemical.
- ❖ **Natural fibers** are further divided into two categories: vegetable fibers, which are produced by plants, mainly cotton and flax;
- ❖ and **animal fibers**, such as wool made from the hair of animals like sheep and goats, and silk that comes from the cocoon produced by silkworms.



https://commons.wikimedia.org/wiki/File:Royal_Winter_Fair_Wool_2.jpg



<https://commons.wikimedia.org/wiki/File:MulberrySilk.JPG>



FABRICS

- ❖ Chemical fibers can either be artificial or synthetic. Artificial fibers are mainly derived from processing tree cellulose (cellulose), which is the component of plant fibers. Some of the better-known artificial fibers include acetate and viscose. On the other hand, synthetic fibers such as acrylic, nylon and polyester are mainly made from petroleum.
- ❖ Fabrics are made either entirely from natural or chemical fibers or from a combination of both (composite fabrics). After proper processing, the textile fibers become suitable for fabric manufacture. They are made either by weaving the threads (woven fabrics) or by knitting the threads (knitted fabrics). Weaving and knitting are based on thread crossing, which began with the wooden loom and hand knitting and was then reformed and simplified with the invention of weaving and knitting machines. However, the weaving technique remains the same: a continuous thread (**weft**) is passed horizontally between the vertical threads (**warp**) using a special accessory known as a **shuttle**. Non-woven fabrics, such as felt, are also made by compressing textile fibers.



FABRICS

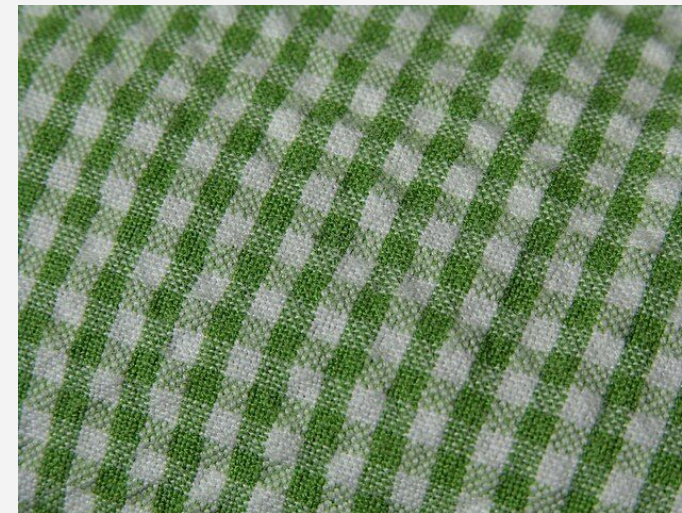
- ❖ After weaving, most fabrics are dyed with color, since they are initially white or gray. Some fabrics are dyed with a single color for a monochromatic design while others have multi-colored designs (**printed fabrics**). There are also fabrics made from yarns that are already dyed, thus creating various patterns, lines (**striped fabrics**), and geometric shapes like squares (**checkered**). The fabrics are often subjected to various treatments in order to acquire additional properties like being wrinkle-resistant or waterproof. Finally, they are ironed and folded.



[https://commons.wikimedia.org/wiki/File:Printed_Fabric_\(ST244\)_-_Printed_Textile_-_MoMu_Antwerp.jpg](https://commons.wikimedia.org/wiki/File:Printed_Fabric_(ST244)_-_Printed_Textile_-_MoMu_Antwerp.jpg)



https://commons.wikimedia.org/wiki/File:Stripe_Fabric.jpg

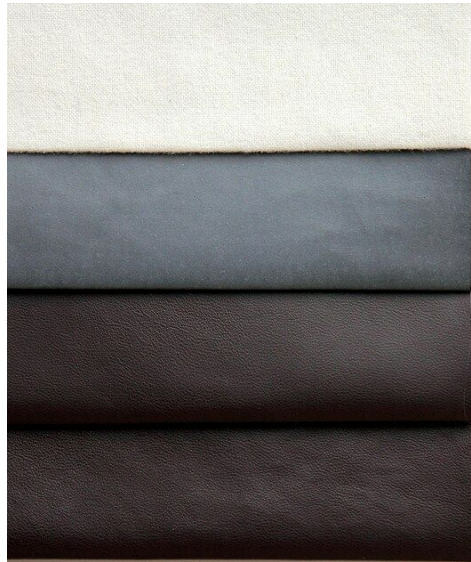


https://commons.wikimedia.org/wiki/File:Seersucker_02closeup.JPG



FABRICS

- ❖ Apart from textile fibers, clothing and accessories can also be made from animal skins, synthetic leathers (leatherette), furs (either natural or synthetic), plastics, various metals, and many other materials. New materials derived from modern high technology have also emerged, such as microfiber-based fabrics.



Steps to make synthetic PU leather: 1 = cotton fabric, 2 = coagulation (wet process) onto fabric with aromatic polyurethane in DMF, 3 + 4 = transfer of coating + finish with solventborne polyurethane formulation.

https://commons.wikimedia.org/wiki/File:Synthetic_PU_leather_HC1.jpg



Display of Australian animal fur products at the British Empire Exhibition, 1924 The Exhibition was opened by King George V on 23 April 1924.

https://commons.wikimedia.org/wiki/File:StateLibQld_2_153751_Display_of_Australian_animal_fur_products_at_the_British_Empire_Exhibition,_1924.jpg



Synthetic fur

https://commons.wikimedia.org/wiki/File:Synthetic_Fur.jpg



Alcantara - a microfiber polyester and polystyrene-based material, sometimes mistakenly referred to as leather or imitation leather

<https://commons.wikimedia.org/wiki/File:Alcantara.jpg>



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CLOTHING

- ❖ There are different types of clothing. Based on how they cover the body, garments are distinguished into those consisting of fabric that wraps around the body, such as the pareo, which is often worn in summer over the swimsuit, and those made of fabric that is cut and sewn, such as trousers, jackets, and dresses.





CLOTHING

- ❖ Another distinction is made between internal (underwear) and external (pants, dresses, etc.) clothing. Clothing is also divided, depending on the gender of the wearer, into men's and women's. Depending on the age, they are divided into baby, children's, youth, and adult clothes.
- ❖ However, nowadays, there is no clear separation between these types. For instance, trousers and jackets, once characteristic of men's clothing, are also worn by women, while miniskirts, once worn by little girls, are also worn by older women.



CLOTHING

- ❖ Clothing can be distinguished according to the time of year into autumn, winter, spring, and summer. However, due to climate change, autumn and spring clothes tend to be abolished. Depending on the time they are worn, clothing is divided into morning, which are usually more simple and practical, and evening, which are more formal. Correspondingly, there is a distinction according to the occasion into everyday, festive, and special occasion clothes, such as wedding dresses.
- ❖ There are also clothes for the home, as well as clothes worn at work. Sportswear and beachwear are a special category. Nevertheless, in our time, no strict distinction is made between these types. For example, many people prefer a casual outfit for their evening outs, while sportswear is also worn in other situations, such as at school, at home, or as morning wear.



HYGIENE OF CLOTHING

- ❖ **Hygiene of clothing** is necessary for human health. Therefore, clothes must be clean and comfortable to allow better blood circulation and sweat evaporation. Clothes need to be appropriate for the season, i.e. warm in the winter and cool in the summer. It is good to prefer darker colors for winter because they warm more by absorbing more of the sun's rays. Light colors are better for summer, as they ensure more coolness. In addition, clothes made of natural-eco materials are healthier than synthetic ones because they allow the skin to "breathe" and do not irritate it.
- ❖ For proper care of clothes, labels must be relied upon. Each label has at least four symbols: one for washing, one for drying, one for ironing, and one for bleaches. Sometimes, it also has a dry cleaning symbol. Finally, it is necessary for the hygiene and maintenance of clothes to store them with order and care in wardrobes and drawers.





HYGIENE OF CLOTHING

- ❖ When it comes to shoes, it's important to choose ones that are soft, comfortable, and the right size. Medium heels are recommended over high heels, as the latter can cause damage to the spine, while completely flat shoes may not provide enough support for walking.
- ❖ We often choose clothes based on how well they fit and how good they make us look. Our mood can also play a role in our clothing choices, as it can influence the style and colors we prefer. Financial considerations may also come into play, as we need to have the means to buy the clothes we like. Sometimes, we are influenced by fashion trends, advertising, or the opinions of others. However, it's important to choose clothes that we genuinely like and that flatter our body, as this can boost our self-confidence and help us avoid negative feelings about our appearance.



CONSUMER & CLOTHING

- ❖ Buying clothes is an essential part of consumer spending and constitutes a significant portion of a family's expenses. To make wise decisions about what and how many clothes to purchase, it's important to manage money effectively and think carefully. Shopping should be seen as a means of fulfilling our needs rather than a form of entertainment.
- ❖ However, we often make impulse purchases without considering our actual needs. Studies have shown that discounts, the pleasurable aspect of shopping, and impulse buying are the main factors that lead consumers to purchase more clothes than they need. Therefore, it's a good idea to conduct market research before shopping and keep track of our actual needs to avoid unnecessary expenses and prevent cluttering our wardrobes.



CONSUMER & CLOTHING

- ❖ Before purchasing a garment, we must:
- ★ Make sure that we actually need it and that buying it won't prevent us from fulfilling other important needs.
- ★ Avoid being influenced by advertisements that create needs we don't actually have.
- ★ Check the quality of the garment and its raw materials by carefully reading the labels.
- ★ Check if the fabric is environmentally friendly.
- ★ Choose clothing that suits our personality and type, and that is appropriate for our lifestyle and can be worn on multiple occasions.



CONSUMER & CLOTHING

- ❖ Before purchasing a garment, we must:
- ★ Ensure that the price of the garment is proportional to its quality. - Avoid purchasing clothing based solely on low price, and be wary of sales and offers.
- ★ Check if there is an option for returning or exchanging the garment after purchase.
- ★ Verify that the garment is comfortable, durable, and easy to clean.
- ★ Research the manufacturing company online to see if it has been criticized for its environmental impact, working conditions, child exploitation, or animal abuse.
- ★ Prefer clothing that is "Fair Trade" certified. This certification ensures decent working conditions, environmental protection, and fair trade rules for producers and workers in developing countries with the goal of alleviating poverty.



CONSUMER & CLOTHING

- ❖ Before we buy a garment, we must:
- ★ make sure that we really need this garment and that its purchase will not be at the expense of our other needs.
- ★ not be seduced by advertisements that may create needs that we don't actually have.
- ★ carefully check the quality of the clothes we want to buy and the raw materials of its manufacture by carefully reading the labels.
- ★ check if its fabric is made of environmentally friendly materials.
- ★ buy clothing that suits our personality and type.
- ★ respond to our lifestyle and can be worn in more than one occasion.
- ★ the price of the garment should be proportional to its quality.



CONSUMER & CLOTHING

- ❖ Before we buy a garment, we must:
- ★ not buy a garment based only on its low price and be careful during sales or offers.
- ★ check if there is a possibility of return or change after the purchase.
- ★ check if the garment is comfortable, durable and easy to clean, according to its labels.
- ★ look online to see if the manufacturing company has been criticized for its practices regarding environmental impact, working conditions, child exploitation or animal abuse.
- ★ prefer clothes that are "Fair Trade" products. This trade is based on decent working conditions, respect for the environment and fair trade rules for producers and workers in the developing world, with the aim of helping to fight poverty.



CONSUMER & CLOTHING

- ❖ If we make an effort to follow the above principles, we can avoid making impulsive and unnecessary purchases. This will result in us buying clothes that fit us better, are of superior quality, and last longer. Additionally, we will be able to save money, protect the environment, and prevent harm to people and animals.
- ❖ Nowadays, apparel e-commerce has flourished, and a lot of consumers prefer to shop online. Over time, many large online stores have emerged that use very low quality materials and workers in poor working conditions in order to offer products at very low prices. They heavily promote their products through advertisements and social networks, projecting a very appealing image of their offerings that often doesn't match the reality.
- ❖ As a result, what we purchase from these online stores may have little resemblance to what we actually receive. Many online stores are becoming increasingly popular, which is causing concern for the potential loss of employee jobs and the closure of physical stores worldwide.



CONSUMER & CLOTHING

❖ To avoid any problems, it is important to take the following steps:

- ★ Prior to making a purchase, it is advisable to check the shopping website and read reviews, particularly negative ones, as they may provide useful information.
- ★ Choose products with multiple photos to gain a better understanding of what you are buying.
- ★ Choose the right size when buying clothing. You can consult the size table and read reviews of the garment to make sure you get the perfect fit.



CONSUMER & CLOTHING

- ❖ It's better to invest in high-quality items, even if it means purchasing fewer pieces. To ensure quality, it's recommended to choose clothing made from eco-friendly fabrics.
- ❖ These fabrics are created from natural materials such as cotton, bamboo, corn, soybeans, flax, hemp, nettle, silk and wool, which are derived from organic farming and livestock raising.
- ❖ These fabrics are utilized to create clothing items that fall under the categories of sustainable, ethical, or ecological fashion. Such garments are produced using ethical processes that are not only friendly to the environment but also to human health. Nowadays, the production and trade of eco-friendly clothing has increased, making it easier for us to search for such products.

When deciding on a purchase, it's always a good idea to consider why the price is so low.



WORK PERSONALITY & CLOTHING

- ❖ Dressing in the workplace usually depends on the nature of the job. Some companies even have a strict dress code for their employees. These are mainly companies that have constant personal contact with customers. This typical business outfit usually consists of a suit with a tie for men and a suit for women, and generally requires a well-groomed appearance for both sexes.
- ❖ Professional office attire is intended to express a sense of prestige and seriousness. In certain professions, uniforms are required to be worn by employees. This is common in public service companies, such as airlines, where employees wear specific uniforms. Security forces, firefighters, and military personnel also wear specialized uniforms. Some businesses may require their employees to wear a specific type of outfit, such as black pants and a matching top. These outfits are designed to distinguish the audience, which includes the employees. However, in some cases, business attire is less formal or even completely relaxed.



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WORK PERSONALITY & CLOTHING



People with suits

https://commons.wikimedia.org/wiki/File:People_with_suits_1.jpg



WORK PERSONALITY & CLOTHING

- ❖ Generally, the way people dress sends messages to others about their personality. Everyone chooses their clothing based on their character and mood. Ultimately, wearing clothes we like can make us feel more confident and less stressed.
- ❖ Additionally, the colors of our clothing can also have an impact on our mood and the way other people perceive us. Wearing clothes that make us feel uncomfortable can have the opposite effect of what we desire.
- ❖ The way we dress can greatly influence the perception that others have of us. Therefore, it is important for every person to express their individuality by creating their own unique style, rather than simply copying the fashion of others.
- ❖ Clothes should be worn to enhance the person's qualities and not the other way around.



https://commons.wikimedia.org/wiki/File:2008_Taipei_In_Style_Outdoor_Fashion_Show_Clothes_Racks.jpg



Exercise 1

1. What are the effects of mass production of clothes on both the natural environment and humans? Look for typical cases.
2. What is the importance of clothing in human life? Give examples.
3. Based on what criteria do you choose the clothes you will buy? Do you think that your purchases agree with the correct consumer behavior or not and why?
4. What are the main materials used to make clothing and which of them are environmentally friendly?



Assignment 2

- ORGANISE A SMALL BAZAAR WITH SECOND-HAND CLOTHES WITH THE PARTICIPATION OF ALL STUDENTS
- MAKE AN INFORMATION CAMPAIGN PROMOTING SUSTAINABLE FASHION (i.e. posters, brochures, tik tok videos)
- MAKE A LIST OF ALL THE COMPANIES IN YOUR TOWN THAT USE SUSTAINABLE MATERIALS



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