



## Views Of Youth On Sustainable Fashion With Special Reference To Females

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### Abstract

*Sustainable fashion is not a trend; it is a way of designing the styles of positive future demands. Sustainable fashion also called eco-fashion is a part of the growing design philosophy and trend of sustainability the goal of which is to create a system which can be supported indefinitely in terms of environmentalism and social responsibility. It means creating and consuming clothes to ways that manage environmental and social harm, considering the entire product lifestyle from material to disposal. The main objective of study is to analyze the level of awareness of youngsters regarding Sustainable fashion because they are leaders of fashion and to bring a good change in the current and future fashion industry, for this research instrument used in this detailed questionnaire having question regarding the views of youth (19-25) of Durg- Bhilai, Raipur on Sustainable fashion with special reference to females, various instruments to females, various instruments were Google forms, mailed questionnaire responses are very positive. 90% of the respondents are interested to promote Sustainable fashion.*

**Keywords - Sustainable Fashion, Eco-Fashion, Youth Awareness, Environmental Sustainability, Fashion Consumption Behavior**

### Introduction

Sustainable fashion refers to clothing that is designed, manufactured, distributed, and used in ways that are environmentally friendly.

Sustainable fashion is a movement and process of fostering change to fashion products and the fashion system towards greater ecological integrity and social justice. Sustainable fashion concerns more than just addressing fashion textiles or products. It addresses the entire manner in which clothing is produced, who produces it, and how long the life span of a product is before it reaches the landfill.

This sustainable movement combats the large carbon footprint that the fashion industry and fast fashion have created by reducing greenhouse gas emissions. Reducing the environmental impact of fashion can combat air pollution, water pollution and overall climate change that could possibly prevent millions of premature deaths over the next century.

Sustainable fashion is about meeting today's needs while ensuring that the way we go about meeting those needs meet future needs as well. Sustainable fashion brands create fashion in a way which is most considerate of humanity and the

environment, reducing the environmental impact wherever possible. The ultimate goal is to have a system which works without leaving a negative footprint.

## Definitions

According to several sustainable fashion experts, this is the most accepted definition to date:

Sustainable fashion is an all-inclusive term describing products, processes, activities, and actors (policymakers, brands, consumers) aiming to achieve a carbon-neutral fashion industry, built on equality, social justice, animal welfare, and ecological integrity.

According to Wikipedia, the definition of sustainable fashion (also defined as Eco-fashion and Re-fashion) is:

a movement and process fostering changes to products and the fashion system, pushing towards greater ecological integrity and social justice. Sustainable fashion concerns more than just addressing fashion textiles or products.

According to a study in the Journal of Fashion Marketing and Management, sustainable fashion is comprised of:

local sourcing and production, transparency across the supply chain, traceability of work processes and raw materials, environmentally friendly raw materials, safe working conditions, and fair wages.

## Why Is Sustainable Fashion Important

### Sustainable Fashion Creates Less Waste

Globally, there's one garbage truck of textile waste dumped at a landfill or burnt

every second. This enormous amount of waste is created by fast fashion companies that launch weekly fashion trends and fulfill them with poor quality cheap price products. In comparison, sustainable brands focus on clothing quality products from long-lasting materials. Moreover, sustainable fashion brands rarely follow fast fashion trends.

### Sustainable Fashion Saves Natural Resources

A study from 2015 shows that 97% of what goes into making clothes are new resources, with only 3% of it being recycled materials. This adds up to an annual resource input of 98 million tons including oil to produce synthetic fibers, fertilizers to grow cotton and an endless list of chemicals needed to dye & finish fabric.

Recycled fibers have proven to be a much more sustainable option, as they reduce pressure on virgin resources and tackle the growing problem of waste management. As a reference, for every 10,000 tons of ECONYL raw material used for our swimwear, 70,000 Barrels of Oil & 57,100 tons of Co2 are saved compared to the production of virgin nylon.

### Sustainable fashion Reduces Carbon Footprint

The global fashion industry emits a hefty amount of greenhouse gases per year, thus contributing massively and actively to global warming. One of the reasons is that the vast majority of our beloved clothes are petroleum-based and made from fossil fuels, including polyester, acrylic & nylon. These materials require significantly more energy in the production phase than natural or recycled fibers.

Sustainable brands on the other side often use materials from natural or recycled fabrics that require significantly less to no chemical treatment, little water, less energy and no fertilizers or pesticides to grow. Most organic fabrics such as linen, hemp, organic cotton & TENCEL (made from sustainable wood pulp) are even biodegradable. These environmentally-sound fabrics go easy on the planet and are amazing sustainable alternatives.

### **Sustainable Fashion Saves Animal Lives**

Animals are a vital part of our ecosystem, each playing a key role in ensuring that Earth is habitable. As such, any threat to wildlife and other animals' safety should be a concern to us all.

Leather bags, shoes, fur coats, and other goods made from animal leather, feathers, and wool, affect animal populations and, thus, the survival of humanity on this planet.

In comparison, sustainable clothing brands (cruelty-free and vegan) protect animals by using leather and fur alternatives in their products, saving animals from exploitation and death while preserving the ecosystem's balance.

### **Sustainable Fashion Saves Water**

The fashion industry is one of the largest water consumers in the world right now. The water is consumed not only for washing garments but also during manufacturing, in dyeing, and finishing processes. Just to put that into perspective, it takes about 2,720 liters of water to make one cotton shirt and a whopping 7,000 liters to make one pair of jeans!

On top of consuming water, clothing

production impacts the environment by polluting freshwater with toxic chemicals that find their way into waterways.

In comparison, most sustainable fashion brands have "water on budget" policies that limit water usage during clothing production. Moreover, sustainable fashion prioritizes organic textiles made from linen, hemp, and organic cotton, that require little to no water during the production phase.

### **Sustainable Fashion Is Healthier For People & Planet**

Fast fashion items often undergo a long and intense chemical process before ending up on our hangers. Around 8,000 different synthetic chemicals are used to dye, bleach and wet process garments. Those chemicals often cause diseases or even deaths among farmers and inflict serious birth defects on their children.

Some of these chemicals pose a real danger to our health as well, as our skin absorbs anything we put on it, including the chemicals in our clothes. Make sure to always wash new clothes before putting them on for the first time.

### **How To Achieve Sustainable Fashion:**

\* Low impact natural and organic materials:

Natural materials such as hemp, linen, cotton, silk, wool, leather, and cellulose fibers (i.e., synthetically made fibers originating from plant sources, including viscose, rayon, lyocell, etc.) are generally preferable over virgin, petroleum-derived synthetics like polyester, acrylic, and nylon.

This is because natural fibers are biodegradable and can compost cleanly back into the soil, unlike synthetic fibers

that will not biodegrade and instead sit in landfills, continually leaching toxic chemicals and fumes.

That said, some natural materials are more sustainable than others, with hemp, linen, and organic cotton generally being among the most environmentally friendly. Some wools and plant fibers can even be grown in ways that are regenerative, meaning able to regenerate healthy soils and sequester carbon (which helps to combat climate change). As for cellulose fibers—while they come from plant-based origins, some are extracted from destructive harvesting that aggravate deforestation, while many are made in ways that produce toxic chemical byproducts in the manufacturing phase.

### **Recycled or dead stock materials:**

Using pre-existing materials to create new clothing is always a great choice because it does not require the extraction of new resources from the Earth but rather makes the most use of materials that may otherwise go to waste.)

### **Eco-friendly dyes and Bluesign or OEKO-TEX certifications:**

Whether natural fibers or synthetic ones, it's also important to consider the environmental impact of the dyes and textile treatment processes. Many dye and finishing processes involve egregious amounts of water and the use of toxic chemicals. Eco-friendly dyes include ones from digital printing that require less water, natural, plant-based dyes, and certified nontoxic dyes. We can also look for the Bluesign or OEKO-TEX 100 certifications.

### **Zero or low waste design:**

A lot of waste in the fashion industry comes from cutting out patterns, so some sustainable fashion brands are designing patterns that result in zero wasted material instead.

In addition, brands may strive to minimize the amount of water and energy use from the manufacturing process; reduce waste by eliminating excessive plastic packaging when transporting from the manufacturer, to the warehouse, and to the customer; and/or ship in bulk and using recycled or biodegradable shipping materials.

Locally made clothes and ones made in renewable energy run facilities:

With all of the dyeing, sewing, and shipping involved, the fashion industry has a high carbon footprint

Some brands tackle this by making clothing closer to where it will ultimately be sold, rather than having to ship from overseas. Others lower their carbon footprint by installing solar panels and wind turbines to provide renewable power to their offices and factories. Support local makers that source fibers from the region and ones that produce their clothes in renewable energy powered facilities.

### **Second hand or durable clothes:**

Instead of opting for fast fashion that is cheap and meant to be thrown away quickly, we can be a more sustainable fashion consumer by also responsibly caring for our clothes to prolong their lives or buying secondhand, which keeps clothes out of landfills for longer.

Buying higher quality, more durable

clothing that we can envision ourself wearing again and again throughout the years (even if it's a little more expensive) helps as well, as it means that it may last in our wardrobe for longer.

Finally, taking good care of our clothes can make a big, positive difference as well, since much of the environmental impact (e.g., water and energy use) from our clothes' life-cycles may come from this care-taking stage.

### Sustainable Fabric Material

- Eco friendly rubber from Algae
- Cruelty free leather from pineapple leaves
- Animal Free Wool Coconut Husks
- Cruelty free silk from Banana Stem
- Organic cotton from milk protein
- Bamboo
- Econyl
- Hemp
- Lines

### Scope Of The Study:

Sustainable fashion is a movement within the fashion industry that aims to reduce textile waste and environmental depletion while increasing ethical treatments of workers.

The research was carried on youths from Bhillai and Raipur. I surveyed on my Project topic "Views of youth (19-25) on Sustainable fashion" with special reference to females through online sources Goggle form & Mailed Questionnaire.

We also aim to inspire and nurture our young generation to develop a future in sustainable fashion. No matter our youngsters are fashion consumers or they

will become part of the fashion industry in the future, I hope that this research will help to move our future towards sustainability of fashion and to minimizing the industry's impact on the environment and our Earth,

### Objectives Of The Study:

1. The objective of the study is to analyze the level of awareness of people regarding sustainable fashion.
2. To know the perspective of respondents regarding Eco-friendly clothing.
3. The key component of sustainable production is the replacement of harmful chemicals with environmentally friendly materials.
4. To measure the interest of the respondents to pay for sustainable fashion, if it cost higher than what they buy in normal cost.
5. To reduce the waste and resources consumption in the fashion industries.
6. To make aware the respondents regarding the negative consequences fashion industries has on the world.
7. To know youngsters views and opinion towards sustainable fashion.
8. To bring a good change in the current and future fashion industry.

### Hypothesis:

Ho-To aware and let youngsters realize the current situation and negative impacts of fast fashion and the need to adopt eco-friendly clothing.

H.-Understand the buying behavior towards sustainable and eco-clothing.

**Research Instrument:**

Research Instrument used in this detailed questionnaire having questions regarding the Views of youth (19-25) on Sustainable fashion with special reference to females, various instruments were:

1. Goggle forms
2. Mailed Questionnaire.

**Sample Design And Size:**

I have resorted to a study of sample areas selected on the basis of judgment and convenience. I have basically created a review poll on views on sustainable fashion and taken into consideration the youth (under 19-25) and females. On an average overall 330 respondents were reviewed for the research.

**Data Collection Method:**

The mode of collection of data was through group of smart phone people were sent a goggle form of mailed and the replies were received for same.

**Tools For Data Analysis:**

The tool used for analyzing the data was mean and also the average of the data was taken out and the result was out.

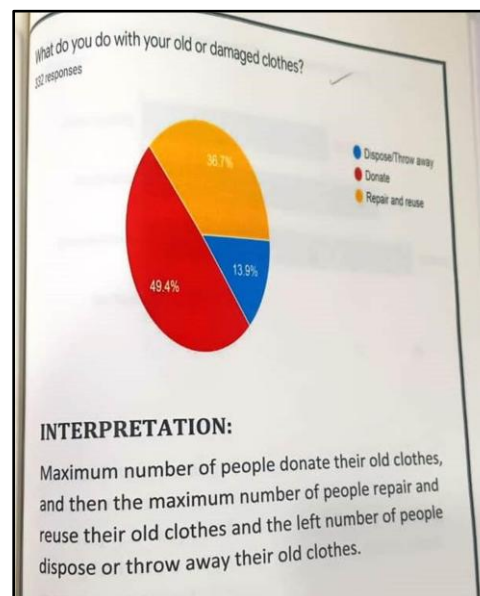
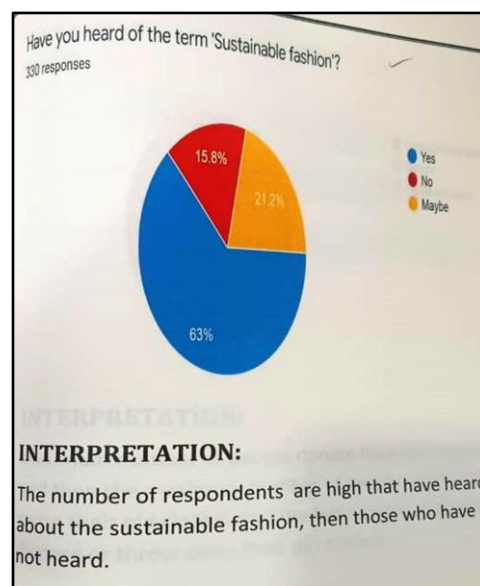
**Limitations Of The Study:**

- \* The research is based on the youth girls of age group 19-25 hence not reliable for every age group.
- \* The research is based on the students from colleges of Bhilai, Durg and Raipur city hence are not

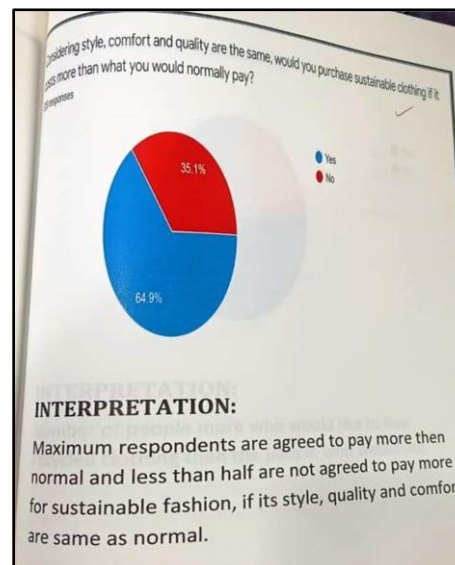
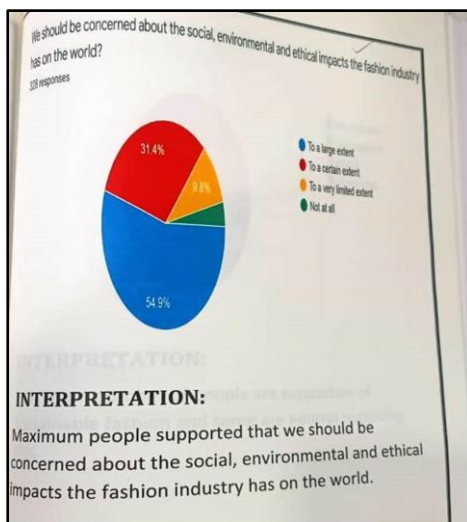
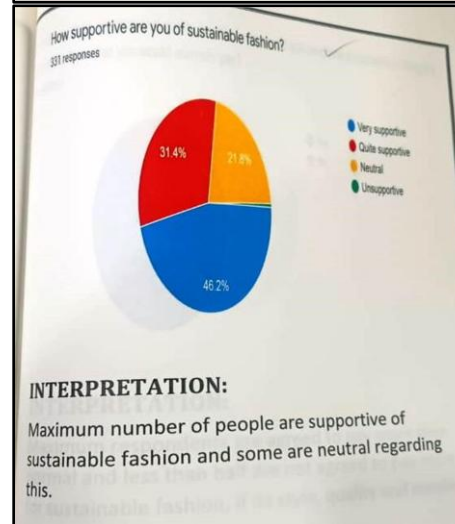
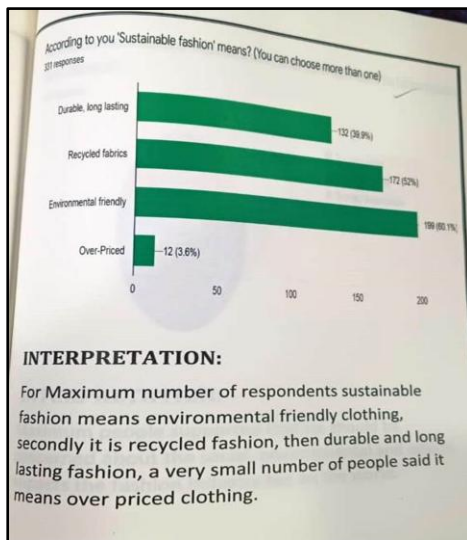
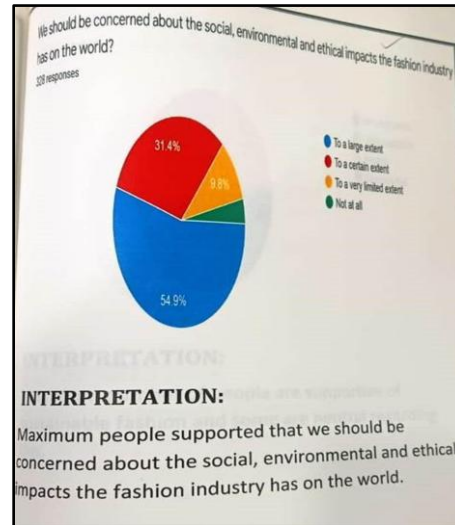
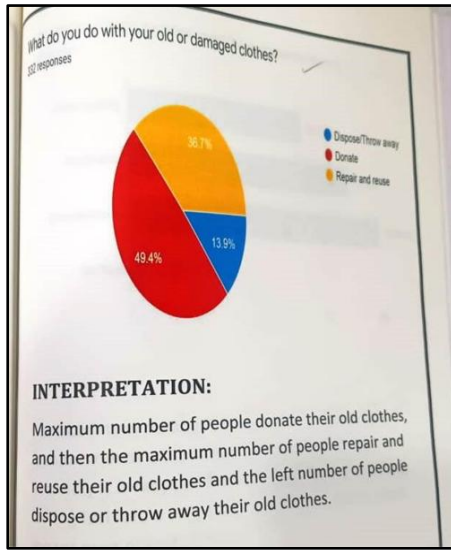
reliable for country terms.

- \* Some of the respondents are not aware of the term 'sustainable fashion'.
- \* It takes much time to review and project timings are limited.
- \* Some of the respondents are not sincere and careful while giving their views on sustainable fashion.

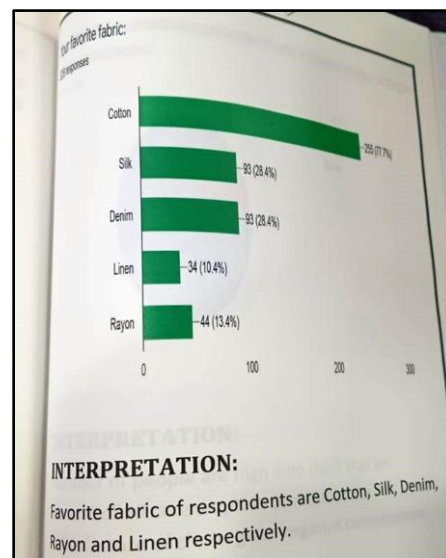
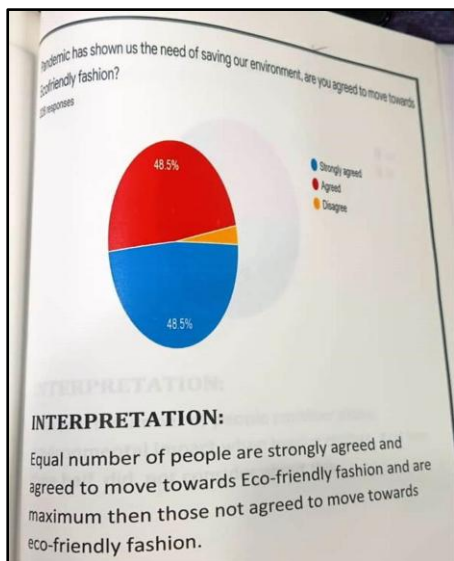
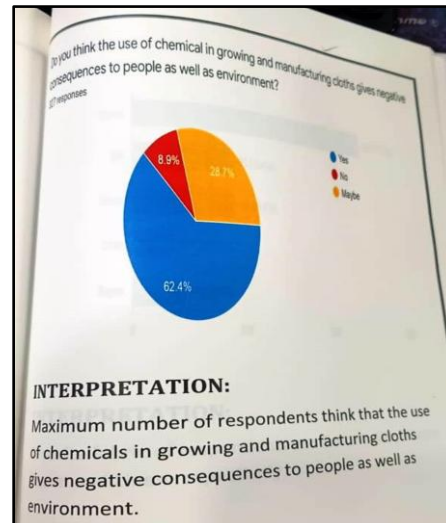
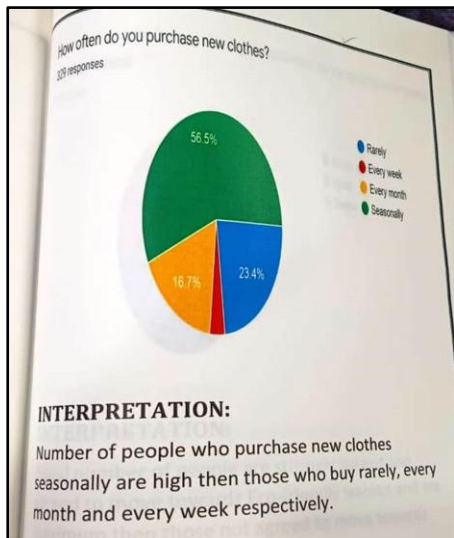
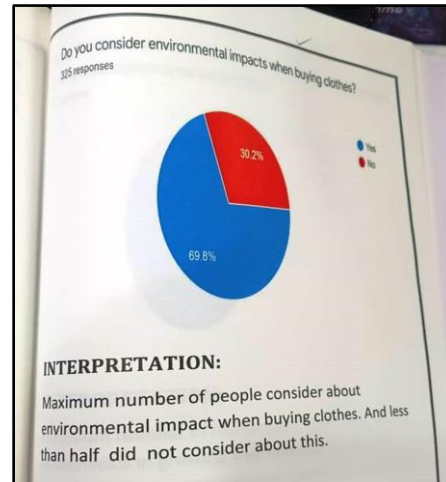
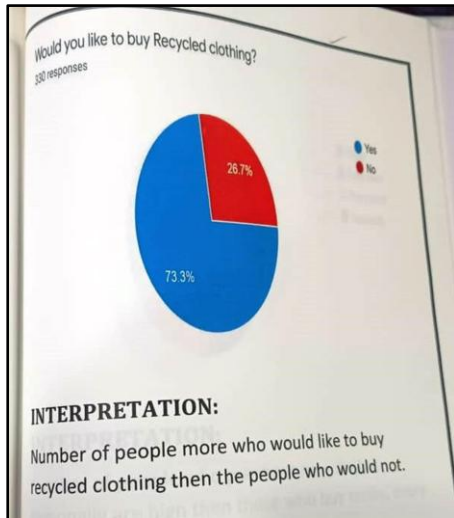
**Analysis And Interpretation**

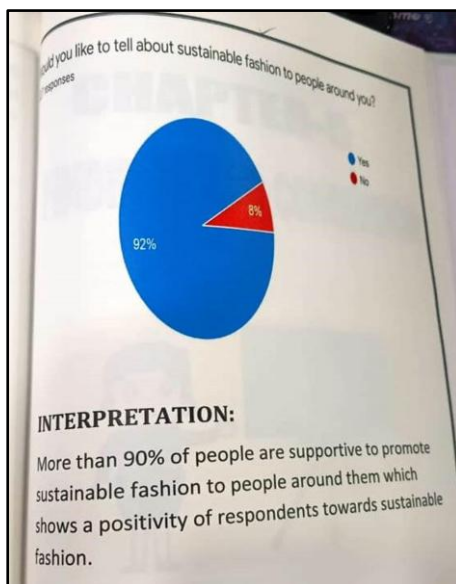
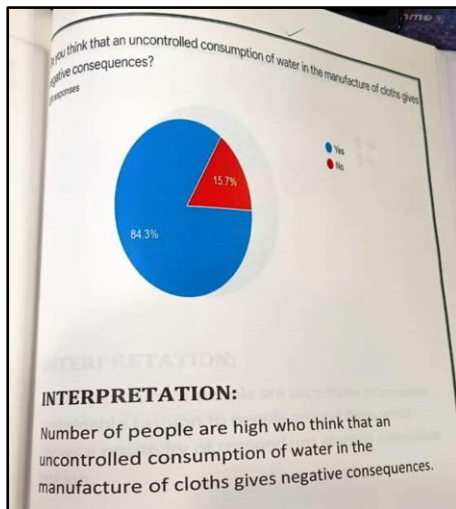


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**Findings Of The Research:-**

Among all the respondents 63% of them were familiar with the term sustainable fashion, 21.2% of them were not sure about it and 15.8% of them were not familiar.

We found that 49.4% of the respondents donate, 36.7% repair & reuse and 13.9% respondents dispose off their old or damaged cloths.

- \* As per shown graph we have seen that for 60% respondents

sustainable fashion means environmental friendly fashion, for 52% it means recycled fashion, for 40% it means durable and long lasting fashion and 3.6% respondents thinks it means over-priced.

- \* As per given pie-chart we seen that 54.9% respondents said we should be concerned to a large extent, 31.4% to a certain extent, 9.8% said to a very limited extent about the social, environmental and ethical impacts the fashion industry has on the world.
- \* As per given pie-chart we observed that 46.2% respondents are very supportive, 31.4% are quite supportive, 21.8% are neutral towards supporting sustainable fashion. Most of the respondents are agreed to purchase sustainable clothing if it costs more than, what they normally pay.
- \* Among all the respondents 73.3% of them would like to buy recycled clothing and 26.7% are not.

As per given pie-chart we found that 56.5% purchase new clothes seasonally, 23.4% rarely, 16.7% every month and very few purchase every week.

- According to pie-chart we seen that 48.5% are strongly agreed and 48.5% are agreed to move towards eco-friendly fashion.

We found that 69.8% respondents consider environmental impacts when buying cloths and 30.2% did not consider it.

- \* 62.4% respondents think that the use of chemicals in growing and manufacturing cloths gives negative consequences to people as well as environment, 28.7% are not sure and 8.9% said no.

Maximum number of respondent's favorite fabrics are, firstly cotton, secondly silk and denim, thirdly rayon and lastly linen.

84.3% respondents think that an uncontrolled consumption of water in the manufacture of cloths gives negative consequences and 15.7% think it does not happen.

- \* According to the pie-chart 92% of the respondents would like to tell and promote about sustainable fashion, which shows positivity to move towards sustainable fashion.

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### **Suggestions:**

After completing the research work suggestions and views we got from the respondents are as follows:

Sustainable fashion should be encouraged because it helps us to reuse our old and damaged clothes instead of disposing it or throwing it.

Sustainable fashion can help us reduce our contribution to polluting the world. It will be helpful for future generations and it's good for our body and environment.

- \* Awareness about sustainable fashion is required. Sustainable fashion should be promoted by popular brands.
- \* In these past pandemic years we have faced a lot of problems and felt the need of saving our environment. So if sustainable fashion will provide us with a beautiful and healthy environment why shouldn't we opt for these. Secondly, if we succeed in making our youth aware about sustainable fashion, they'll surely go for these making our

future and earth secured.

Sustainable fashion create fashion in a way which is most considerate of humanity and the environment, reducing the environmental impact wherever possible.

- \*Sustainable Fashion Creates Less Waste
- \*Sustainable Fashion Saves Water
- \*Sustainable Fashion Saves Animal Lives.

Sustainable fashion is a process of fostering a change to fashion products. The fashion system towards greater ecological integrity and social justice.

It is very appreciative step towards environment.

- Durable fashion is very good because for those who cannot buy clothes again and again, only durable clothes are right.

Sustainable fashion can significantly reduce consumption and waste. Eco-ethical brands prioritize long-lasting materials, so there will be less need to use new resources as well as it can help in reducing waste. Other than that, sustainable fashion encourages users to create their own look and style.

The fashion industry is one of the most polluting industries in the world. Making a conscious decision to shop with sustainable brands can really make a difference to the planet and the people within it.

- \* The world is in strong need of sustainable fashion right now with all the exploitation or I'd rather say destruction of the environment going on here. Yes... I strongly

agree that the sustainable fashion is a bit out of pocket than daily fashion...But better to pay now so that we don't have to pay later!.

### Conclusion:

(The result from the study has provided the insight into the importance and understanding of sustainable fashion for future. And it is a high need to be concerned about the social, environmental and ethical impacts the fashion industry has on the world because the chemicals used and the manufacturing process used also has some negative consequences to our body as well environment.

So to save our natural resources for future, our soil, our environment some necessary should be taken to move towards eco-steps friendly fashion.)

I also has been examined that an overwhelming majority of the respondents have a willingness to pay for environmental-friendly clothes and move towards a eco- friendly future.

90% of the respondents are interested to promote sustainable fashion, which shows a positive result.

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