

# **Fashion Sustainability Revitalized**

**Alyssa Tonucci**

**April 2020**

# About me!



Hello my name is Alyssa Tonucci! I am a senior at Eastern Connecticut State University studying Business Administration with a minor in Costume and Fashion Design. I enjoy reading, going to the beach and of course fashion! I choose to do research on this topic because I am very interested in fashion and think it is very important to make sure we are taking care of our environment. I want everyone to see how easy it is to make a few minor changes to your fashion shopping habits to be more sustainable and prevent further environmental damage.

## Did you know?

- Within the next 10 years it is expected that fashion waste will increase up to 148 million tons.
- It takes approximately 700 gallons of water to produce just one cotton T-shirt

- By extending the life of your clothes by just 9 months you could reduce the environmental impact by as much as 30%
- We could save almost 6 billion pounds of emissions if everyone was able to buy just one piece of used clothing this year instead of new (That is equivalent to taking half a million cars off the road for a whole year!)

# What is sustainable fashion?

Sustainable fashion is a movement aimed towards promoting change to fashion products and the fashion system in an effort to support long term ecological balance and prevent further environmental turmoil.



# Fast fashion?

Fast fashion is a term used to describe clothing that is made to be cheap and trendy. Fast fashion is exactly how it sounds, fashion that is meant to be made, worn and discarded fast; it's designed to be used and replaced quickly.



<http://www.takepart.com>

“12.8 million tons of clothing are sent to landfills in the US every year. This is a football field filled 14 ft deep with clothes!”  
- [www.forbes.com](http://www.forbes.com)

# Major problem with fast fashion

A big problem with fast fashion is how quickly consumers go through clothes when shopping this way. Consumers buy the clothes with the intention of only keeping them for a short while and then sending it either directly or indirectly to the landfill.

*“We purchase 400 percent more clothing today than we did 20 years ago”  
The True cost*



Source: Ellen MacArthur Foundation.

[www.greenbiz.com](http://www.greenbiz.com)

# Ways to be more sustainable with your fashion choices

Sustainable fashion isn't just buying clothing made out of reused and recycled materials, it can also mean buying clothing that has been used or recycled in and of itself.

If everyone bought one used item instead of new this year, we would save:

## SAVINGS

5.7B lbs of  
CO2 emissions

11B kWh  
of energy

25B gallons  
of water

449M lbs  
of waste



## EQUIVALENT

Half a million cars taken off  
the road for a year

Light up the Eiffel Tower  
for 141 years

Fill up 1,140  
Bellagio fountains

The weight of 1M  
polar bears

# Second hand shopping

Second hand shopping is a way to shop more sustainably in a less expensive way. Unfortunately, there is low willingness for customers to pay more for clothing made from ethical materials and methods. Therefore, second hand shopping is a more reasonable alternative.



“Shopping ethically has often been perceived as a luxury, because of the price points...The good news is that we now live in the golden age of secondhand shopping.”

– Elizabeth Segran, Fast Company



# Knowing all of this why don't we consider switching?



[www.rd.com](http://www.rd.com)



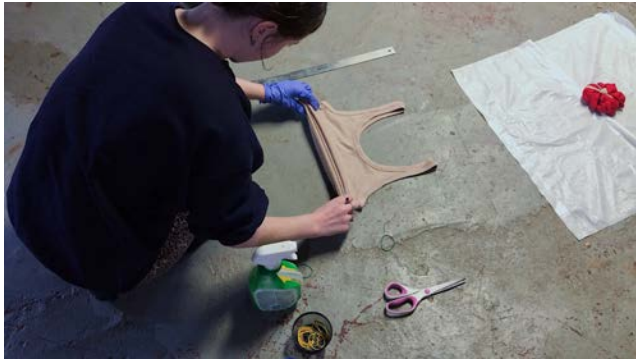
[www.rd.com](http://www.rd.com)

Switching to shopping more sustainably, whether you're willing to spend \$200 on a new, environmentally conscious coat or \$15 on a thrifted coat can help make such a positive impact not only on our environment, but also on ourselves.

# My personal experience in revitalizing second hand clothing!

The ~~amazing thing~~ about second hand shopping is having the opportunity to take the clothing you've bought and transforming it into something more suitable and innovative for you!

DIY or "do it yourself" projects are a great way to get your creativity flowing and to think about possible ways to revitalize



# Revitalization

Here is a glimpse into my revitalize thrifted collection!



Bleaching!

Cutting!

Sewing!



For both pairs of bleached jeans I wrapped one of the legs in a trash bag to minimize any unwanted bleach exposure. For the dark blue pair, I then sprayed the entire left leg with bleach and let it sit until it looked to be a desired color. For the black pair I decided to tie elastics in a random manner to one leg. I then sprayed bleach to that leg for an unpredictable effect. To take a quick break from using bleach I simply cut two holes in the knees of my medium-washed skinny jeans.



For this pair of sweatpants I decided to fold and tie them accordion-style from the ankle up. I then simply sprayed bleach all over and let it sit for about a half an hour.



For this jean jacket I decided to incorporate spare black fabric that was scrapped from another project. I wanted to add this fabric to the back of the jacket keeping in mind the original pattern. In order to achieve this, I traced the area that I wanted to cover using paper and then cut out the pattern. E6000 glue was used to set the fabric in place.



For this black sweatshirt I decided to first soak the fabric in water and then simply scrunched it into a ball. I then added elastics to keep the folds in place and sprayed bleach.



For this red T-shirt dress I decided to transform it into a two piece set. I started by measuring out how long I wanted the skirt, and then I divided the dress accordingly. Next I sewed in elastic for the skirt's waistband. I then cut the shirt down the middle vertically and sewed in an o ring to connect the two sides!





For these two basic tank tops I decided to crop some of the fabric off of the bottom. Next I decided to fold one of the tank tops accordion-style and the other in a swirl. Then I sprayed the bleach!



For this black long sleeve I decided to cut an upside down U shape starting underneath the armpits. I then used the remaining fabric to create a tube top. In order to achieve this I folded the fabric to my desired length and cinched the middle using scrap fabric.



For this basic white T-shirt I decided to cut down the middle of the front side of the shirt. I then opened it up as if it were a jacket and removed the bottom half from the back. I cut about 8 inches up and then straight across to do this. I then trimmed the front neck line to create a deeper V shape. Lastly, I put the shirt on and used the front pieces as a tie!

# Think of the things you could create and the money you could save

You choose..



[www.pacsun.com](http://www.pacsun.com)

Pacsun tie dyed jeans-  
\$36 (on sale)

Vs.



Thrifted, self dyed  
jeans-  
\$10 jeans + \$10 bleach  
(that was also used  
for a number of other  
projects)



[www.revolve.com](http://www.revolve.com)

Revolve two piece set-  
\$46 (on sale)

Vs.



Thrifted,  
handmade set-  
\$8 dress + \$3  
O-ring

*So,*

what will YOU

*revitalize?*

# Bibliography

“14 Facts About Sustainable Fashion That Will Blog Your Mind.” *Rubicon*, 10 Jan. 2020,

[www.rubicon.com/blog/14-sustainable-fashion-facts/](http://www.rubicon.com/blog/14-sustainable-fashion-facts/).

“2019 Fashion Resale Market and Trend Report.” *ThredUP*, [www.thredup.com/resale](http://www.thredup.com/resale).

Quora. “Fast Fashion Is A Disaster For Women And The Environment.” *Forbes*, Forbes Magazine, 26 July 2017,

[www.forbes.com/sites/quora/2017/07/26/fast-fashion-is-a-disaster-for-women-and-the-environment/#61b2b08a1fa4](http://www.forbes.com/sites/quora/2017/07/26/fast-fashion-is-a-disaster-for-women-and-the-environment/#61b2b08a1fa4).

Savers. “How We Make An Impact.” *Savers*, [www.savers.com/impact](http://www.savers.com/impact).

Stanton, Audrey. “What Is Fast Fashion, Anyway?” *The Good Trade*, The Good Trade, 6 Dec. 2019,

[www.thegoodtrade.com/features/what-is-fast-fashion](http://www.thegoodtrade.com/features/what-is-fast-fashion).