



Fashion —

Fashion is the second largest market in the world (second to Food)

In New Zealand we now spend more on clothing than we did a decade ago, but the items have become cheaper.....so we just buy LOTS more!

In previous decades many women made their own clothing, but over the decades the clothing industry has transformed our lives..

Many skills have been lost and consumption has become a new pastime.



Barbara Kruger
Untitled (I shop therefore I am)
111" by 113"
photographic silkscreen/vinyl
1987

Do you love a bargain?

Perhaps a great day is shopping at the SALES?



Ever said “I couldn’t resist they were so cheap?”
OR

“It doesn’t matter if I only wear a few times and then throw them away....”



do you love the worn in look sandblasted look?



Do you Love Dirty denim?



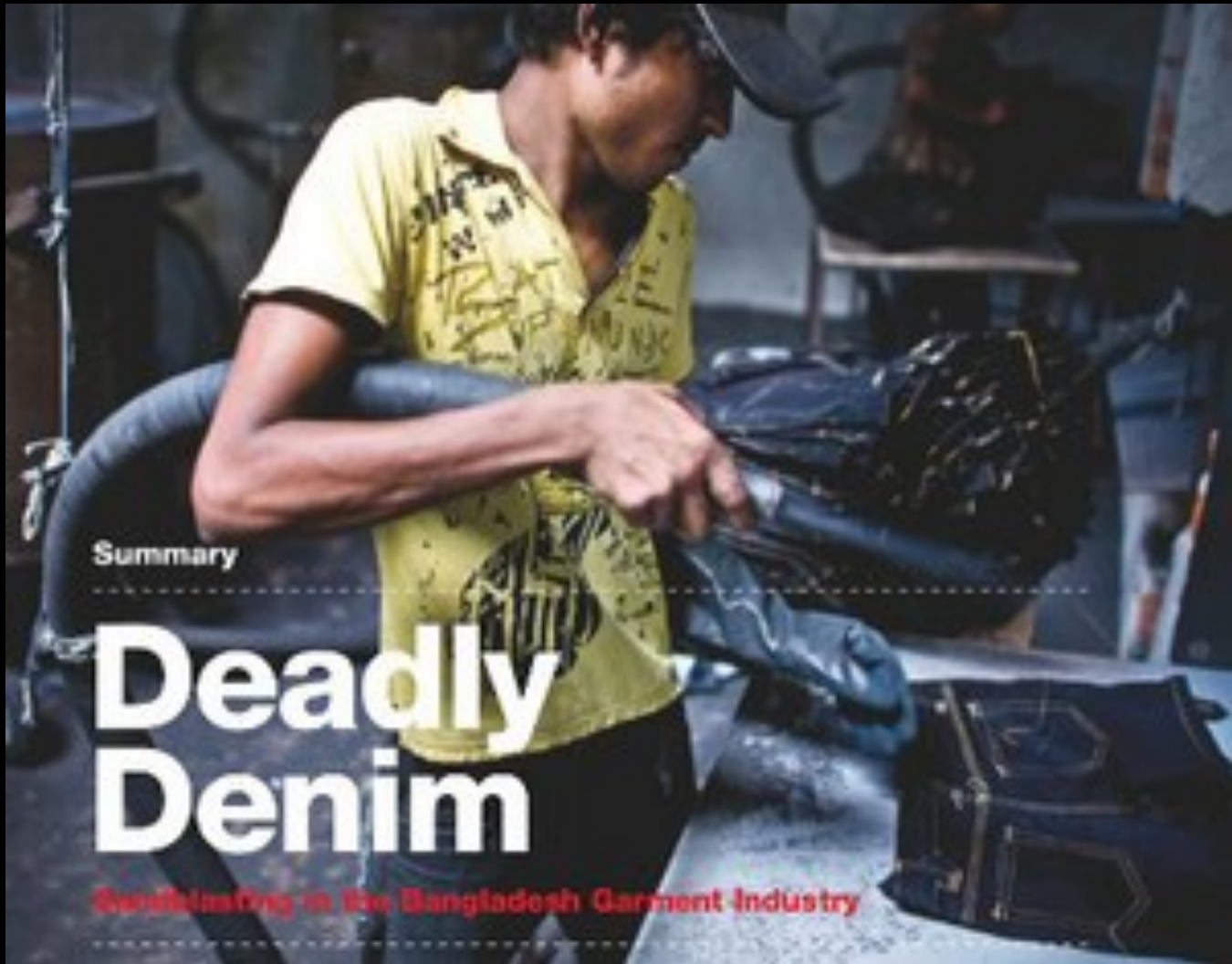
Well they don't !
it's a killer... for the people and the environment.



Greenpeace

They are dying from silicosis and lung cancer – Even though some labels have banned sandblasting ... it still goes on...



A photograph of a male worker in a yellow t-shirt and a dark cap, focused on sandblasting a piece of dark denim. He is holding the fabric with both hands. The background shows a dimly lit industrial setting with various pieces of equipment and another person working in the distance. The overall tone is gritty and documentary.

Summary

Deadly Denim

Sandblasting in the Bangladesh Garment Industry



What goes with jeans ?

– nothing better than a
white t-shirt

It takes 2700 litres of water to produce one t-shirt



It can take more than 20,000 litres of water to produce 1kg of cotton; equivalent to a single T-shirt and pair of jeans.

Each year, over two billion t-shirts are sold worldwide and 520 million pairs of jeans

2.4% of the world's crop land is planted with cotton and yet it accounts for 24% of the insecticide used in the world and 11% of the global pesticide used.



FASHION industry employs one sixth of the worlds population



Child labour-
the reality is we
don't know where
our cotton is from



Every year, 77 million cotton farmers are poisoned by pesticides.
And in India, a cotton farmer commits suicide every HALF HOUR

How can you buy clothes so cheap?



Well someone pays

Dhaka garment factory - Bangladesh



They paid...



He paid



Vibrant colours - Textile Dyes



Dyes

The global textile industry discharges 40,000 – 50,000 tons of dye into the water system and Europe discharges 200,000 tons of salt”



Polluting the waterways –



Fashion industry is the 2nd most polluting industry in the world- second only to oil

How would you feel if this was your child
and your neighbourhood?



His playground





Their playground.....



Their place



Our place



New Zealand discovered formaldehyde levels in some Chinese clothes exports up to 900 times higher than the prescribed safety limit.

Formaldehyde is used for stain resistance, colour fastness, retard mildew growth and to keep garments looking new and fresh while in transit, and so on. It's absorbed into the skin and the vapour is breathed in.

Fire retardants, are absorbed into the body, through the skin or breathed in through the gas they give off.



Cheap clothing – has educated the consumer to not understand the true value of clothing.



Photo taken in the Supre store Manukau branch.
Sale items

Chain stores and shopping centres have taken over from independant retailers but the fashion on offer is formulaic.....with no variety and no individuality, so we are not satisfied.....and buy more..... And more....

Some call itMc fashion



Would you like to buy 3
and get one free?

We buy more, but we are never satisfied... we just buy more and then throw it away!





New Zealanders throw away 31 kg of textiles to landfill each year.



Image taken Rotorua landfill
Sept 2014, clothing dumped by local
secondhand clothing retailer

Many items you donate to charity are of such poor quality they cannot be sold

The Salvation Army in Dunedin spent \$6000 in one 6 month period dumping donated product to landfill

Tauranga Red cross imported 120,000 tonnes of secondhand clothing from Australia in 2010, citing the quality of donations from New Zealand were too low quality to be sold.....



What can you do ?

- Buy less
- Buy better quality
- Buy organic fibres
- Buy ethical products
- Buy New Zealand made
- Buy second-hand and reduce resource use.
- Make your own

RD4









Up- Cycling

Taking a low value product and
Transforming into a higher cost product

.... from this



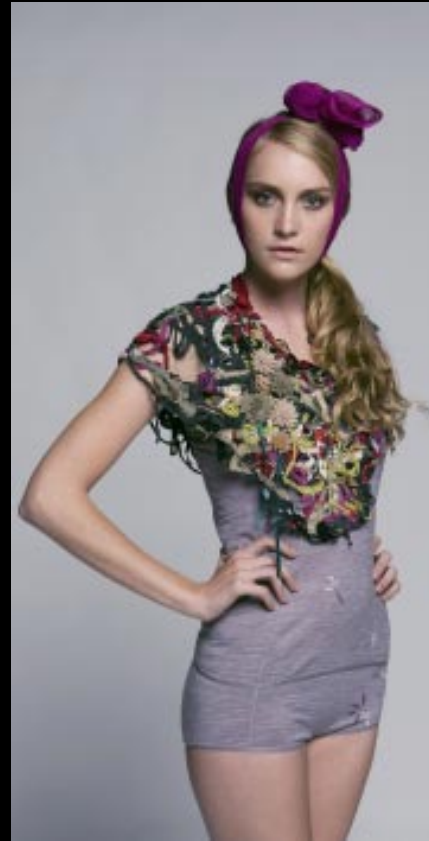
To this



Garment by Laraman 2008

Rubbish transformation

A fashion paradox: a new fashion item that appears old , fragile and yet new.
Evidencing the past and present simultaneously



Mini cape by Laraman 2008





Reposition garments to
create new designs



Discarded Men's shirts transformed into women's fashion using simple techniques

Aim: to create designer garments that s sell
alongside new garments in fashion retailers



Garments by Laraman August 2014. Photography by Jade Kendra, October 2014









Eco dyeing- hand crafted items

Garments by Laraman

Eco Dyed – merino zero waste designs – created by dyeing in a copper pot over a fire pit using wind fall leaves from the designers property in the Kaimai ranges.









Re-Make Project – Research



Re-Make Project - Zero Waste

Up-cycling garments and creating designs suitable for the novice to make .
Each garment is unique and no pattern is needed

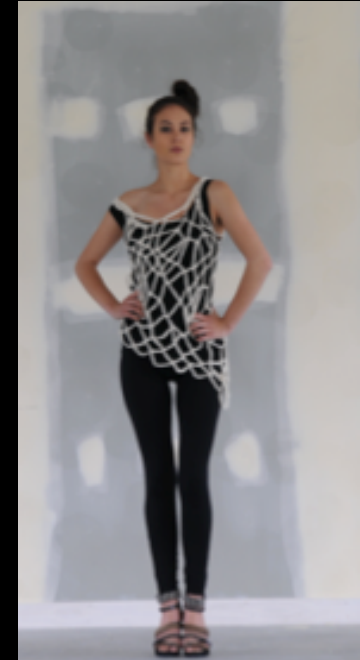


Made from 3 men's shirt sleeves and two collars

Re make kits: the shirt skirt –Zero waste







Artisan range : transforming waste - stocked in Repertoire stores 2011



Patter envelopes – Transformation guides



Aim: to have them available in stores such as spotlight to become mainstream just another process of dressmaking



Upcycled t-shirt tops

Upcycled - T-shirt dresses



Upcycled tshirts and \$20 wedding dress made form 4 t-shirts



Upcycled table cloth and upcycled tshirts



Help yourself, help others and help the future generations,
by protecting their environment.

Buy ethically made or second-hand products.

This was a quick glimpse into some of the issues

Thanks for your time....

References

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