

The High Cost of Cheap Fashion
Go Green Inside Your Closet
What Does Your "Made In China" Label Mean?
Let's Be Fashion Conscious
Where Did Your Closet Really Come From?
Going Green is the Next Fashion Trend
Fast Fashion Out, Sustainable Fashion In
By: NEED AUTHOR
Team: Lifestyle

Fashion trends are changing faster than we can keep up with. You discover that bomber jackets are in, suddenly every major retailer stocks their shelves with this current fad followed by waking up the next day and it seems they've already moved onto the next on the rise trend. We're all guilty of jumping in on the immensely quick fast fashion trends that have us stuffing our closets full of inexpensive trending pieces to wear in our next Instagram post. But do we ever consider how these inexpensive major retailers are keeping up with the lightning speed trends? Where are all the thousands of retail pieces coming from? And what's really behind that "Made in China" label on your t-shirt?

Out of Sight, Out of Mind Fashion

The fashion industry is at fault for being the second most polluting industry in the world, followed by the inhumane working conditions, unsustainable wages, and the secretive factory conditions that major retailers turn a blind eye towards. Producing the trendiest, cheapest and most accessible retail items at the fastest and most effective way doesn't come without paying an ugly price. The major retailers producing these fashion forward pieces are earning billions of dollars by selling heaps of clothing with a low markup price in their stores. The out of sight, out of mind idea of "fast fashion" seems like the best case while consumers get a great deal and companies make billions. No one looks past the completely stocked shelves filled with great deals inside. Although, consumers in the western nations are buying cheap clothes more than ever before and that's why we need to know what's behind the "Made in China" labels on our clothes.

Everlane - The Radical Transparency Brand

Everlane is an online clothing retailer creating a name for themselves in the world sustainable of fashion. They've partnered with the best, ethical factories around the world to truly understand where their clothes are coming from and the conditions of how they're being made. Everlane sources only the finest materials and share everything about the item of clothing you're purchasing down to the true cost of every product made and put into the item. They run their brand with a mission of radical transparency sharing how much the true costs behind all products from materials to labor to transportation while offering them without the traditional retail markup. They only offer products made of exceptional quality from ethical factories, making the decision of putting on a T-shirt that much easier for their consumers. Unlike major "fast fashion" retailers, Everlane doesn't revolve around trends; they want you to wear their pieces for years and even decades to come. Their line 100%

Comment [1]: Love these two!

Comment [2]: This sentence is a bit long. How about, "You discover that bomber jackets are in, and suddenly every major retailer stocks their stores with the fad. You wake up the next day and it seems they've already moved onto the next on-the-rise trend."

Comment [3]: secret?

Comment [4]: You could delete this section. The reader already knows the heaps of clothing would be sold in stores.

Comment [5]: change to "western consumers" to make the sentence shorter.

Comment [6]: the world of sustainable fashion?

Comment [7]: This sentence is a little wordy. How about, "Everlane sources only the finest materials and share all information about the clothing item you're purchasing, down to the true cost of manufacturing."

Comment [8]: This section is a little repetitive in terms of information.

Comment [9]: Since "exceptional qualities" and "ethical factories" were already stated, you could change this to, "These ethical practices make putting on one of their T-shirts that much easier for consumers."

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Comment [10]: This could be a more powerful statement if you change it to, "their pieces are meant to be worn for..."

Human has succeeded and been worn internationally in support of pride month and the LGBTQT community. This collection is a reminder to their consumers and the fashion industry that no matter Gay, Bi, Lesbian, Queer, Trans or Non-binary that we are all 100% human. We as humans can make a difference in the fashion industry footprint, we are 100% human.

Comment [11]: quotation marks around this?

Deleted: ,

Let's Do Our Share

Not everyone is able to completely renovate their entire closet with updated, fashion-sustainable, eco-friendly pieces. Fortunately, investing in green fashion brands isn't the only way to keep your closet green. We're taking the saying "sharing is caring" very literal in terms of being aware of your consumer footprint and the effects you're making on the fashion industry. The world of thrift shopping has opened consumers' eyes at the endless opportunity of recycling consumer friendly priced clothing without the cost of supporting the ugly truth of fast fashion. Thrift shopping has created an ageless, slow fashion trend meaning the excessive production of fast fashion retail doesn't need to occur to keep this industry in business. Do your share and invest in timeless pieces before you consider becoming a part of the fast fashion footprint. Just think, how much would you be willing to pay knowing your clothes are being produced in an ethical manner? Let's keep our outfits ethical.

Comment [12]: To go along with VIM's "not telling the readers what to do" voice, it might be valuable to change this to "Doing Our Share"

Comment [13]: this could go without "fashion"

Comment [14]: This sentence would be more powerful if it was shorter. Maybe get rid of "and the effects..." and replace "consumer footprint" with "fashion footprint"

Comment [15]: this sentence could go without this section.

Comment [16]: Instead of repeating "ethical" in two sentences, you could change this section to "produced responsibly"