



Wasting



waste:

What does the word 'waste' mean?

* wasting time / money/effort/endeavour etc.

What does the word 'extravagancy' mean?



Why do we waste ?

- lack of education/miseducation
- low quality product
- extravagancy, luxurious way of life , show off
- putting aside the fundamental/neccessary needs and care 'the fashion' more.
- to have the opinion that the unneccesary is a must.
- the needs that are ascertained by the others
- the advertisements provoking the drive of waste

Are you doing shopping for nothing, wasting money on clothes even if you don't really need them?



- ▶ Most of us have lots of clothes/outfits which we purchased with a great enthusiasm but we never/don't wear ; in our wardrobes even you may still have the old fashioned ones. The mad capitalist consumption drive rules over the clothing industry and results in nothing but wasting. Here are some interesting notes...
- ▶ It can be assumed that the clothing industry is mainly based on the fashion. That's to say, every year , a new, different dressing style becomes the trendiest and clothing industry keeps on producing fashionable outfits due to the fact that this popularity will make more profit. Consequently, people no more wear what they have liked and purchased most once .



A matter of fact; the drive of shopping

A research belonging to Sophie Woodward, a sociologist, from the University of Manchester defines that the women, taking part in her research, do not wear/use approximately 12% of the clothes in their wardrobes. As a conclusion, the participants never wear their outfits at all.



It is obvious in the researches that around 85% of all the textile products, which are taken for granted as 'waste' are thrown away or burned in the US. Moreover, it is assumed that an average American citizen throws away about 37 kilos of clothes. If we scan the global rates, every year, it suggests that 92 million textile products turn into waste. As a conclusion, **a refuse lorry of** clothing is wasted at every second.

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- It is believed that these waste rates will reach up to 134 million by 2030 in the textile industry . As for Turkey, there is not a pleasant scenery. In the 2018-Waste Report of Ministry of Commerce, it is seen that there is 60% more clothing production per person than 10 years ago in Turkey. **These figures show us people consume more than they need.**
 - In Turkey, 51% of consumers do shopping for their needs although 49% of them do shopping for various motivations. How much money that people spend on fashion a year in Turkey, is nearly 6 billion . It is clear that many poor families can be easily supplied with this amount of wasted money.

What triggers the consumption is the fashion idea that altered.



- A newer release of a product means that it is better than its older one and it is the trendiest at the same time. Chetna Prajapati, an academician, who has been doing researches on sustainable garments, criticises that ongoing fashion system generates shortlived popular clothes and which results in consumption of high **voluminous** sources such as non-renewable petrol.

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- To Prajapati, 'fashion drive' consumes precious sources like water and resulting in environment pollution and corruption of ecosystem balance.
 - Fashion industry is responsible for 10% of total greenhouse gasses emission. Water is required for the clothing production which means that this sector is responsible for 20% of wasted water. To summarize, continually changing fashion, trial of better production and wishes for 'the top and more' harm our world and even it is dangerous for all the living beings.

Alternative solutions to prevent wasting: Donation, recycle or sustainable garments. Does it work?



- ▶ It is obviously a questionable fact that only 12% materials used for global clothing can be recycled which we mull over if these ways really work or not. In the US, paper can be recycled at 66% rates and glass at 27% and plastic at 29% rates whereas textile is quite far behind.
- ▶ For instance, most of the polyester which is used by famous brands, is not obtained from the old garments but wasted plastic bottles. The other ignored side of the coin, in the production of our clothes, there are various materials used and cannot be decomposed easily in order to be recycled.



- ▶ The academician Prajapati sums up with a good explanation, ‘ a 100% cotton T-shirt, a polyester trimming and the thread to sew consist of different components. In order to recycle them effectively, you are required to decompose them according to different fibers and materials by the help of hands and which means a great deal of effort. Thus, keep in mind that there needs qualified labour force.
- ▶ Another popular way to dispose of old garments without wasting is market places for second hand / fleamarkets or the charities for donations. Moreover the export leftovers of brands can be sold in low costs. Furthermore, these products which are donated to some civil associations can be sold to recycle factories by them , so they obtain funds for themselves. However, these methods are not efficient enough to prevent consumption requests and garment productions at large scale. At the end of the day, the system of capitalism goes on .





- ▶ Here, it can be assumed that sustainable lifestyle plays a great role. However, clothing industry requires the basic dynamics. For instance, a system of technology is to step in to make things easier in terms of recycling these fabrics, fibers and garments.
- ▶ We had mentioned about Prajapati's opinions about recycling issues. The researcher states that there requires a system at the very beginning of designing to make recycling process easier in order to get a sustainable life. In addition, we should use the sources /materials that can be easily recycled or create new production materials.

A crazy idea : to produce garments made from spoilt milk.



- Renana Krebs had created and produced **fibers and paints** out of algal in the process of creating the brand. Most of fashion houses support the sustainable activities. For example, Zara had announced in 2019 that it would continue producing only by using sustainable materials till 2025. Prajapati states that thanks to this approach, there will be no harm to the environment because non-renewable source usage, CO₂ emission, the usage of water and chemicals will be decreasing highly .

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- ▶ There are people who think at different perspectives. Australian Vogue magazine editor in charge of sustainability, **Clare Press** states that it is not truly possible to lessen the influence of fashion industry on us although recycling and sustainable textile production are the parts of the solution to prevent wasting.
 - ▶ To the editor, to lessen that influence, the consumer attitudes and behaviors should be changed and revised. That's to say, Press points that as long as we purchase, wasting will live longer. What about your opinions ?