

4-14-2017

The Road Ahead to Sustainable Clothing

Pierre Galloway
University of Richmond

Sara Hyman
University of Richmond

Pallavi Patil
University of Richmond

Follow this and additional works at: <http://scholarship.richmond.edu/ssir-presentations-2017>

Recommended Citation

Galloway, Pierre, Sara Hyman and Pallavi Patil. "The Road Ahead to Sustainable Clothing." SSIR Capstone Presentation, University of Richmond, Richmond, Virginia, April 14, 2017.

This Article is brought to you for free and open access by the SSIR 2017 at UR Scholarship Repository. It has been accepted for inclusion in SSIR Presentations 2017 by an authorized administrator of UR Scholarship Repository. For more information, please contact scholarshiprepository@richmond.edu.



The Road Ahead to Sustainable clothing

By Pal, Pierre, Sara

The Road Ahead to Sustainable clothing

By Pal, Pierre, Sara

What

Activity

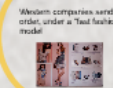
What is Sweatshop labor?



A "sweatshop" is defined by the US Department of Labor as a factory that violates 2 or more labor laws. Sweatshops often have poor working conditions, unfair wages, unreasonable hours, child labor, and a lack of benefits for workers.

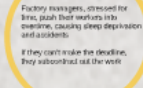
...But what does that mean?

How did we get here?



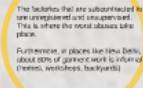
Western companies send in order, under a "fast fashion" model

-->



Factory managers, stressed for time, push their workers into overtime, causing sleep deprivation and accidents

-->



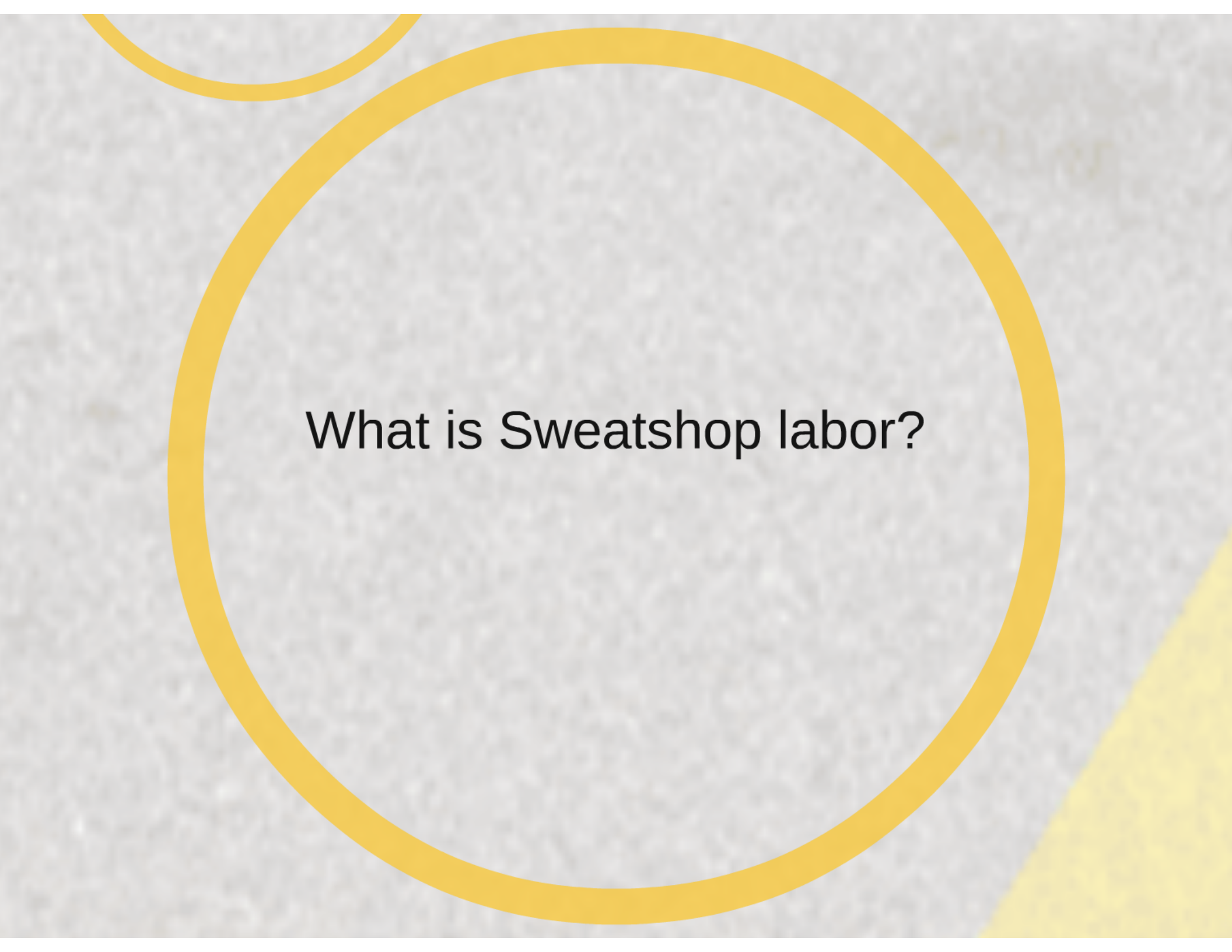
The factories that are subcontracted to are unregulated and unmonitored. This is where the most abuses take place.

Companies: Nike audits: From 2001 to 2005, the paperwork audit showed that working conditions were steadily improving. When inspectors checked the qualitative audit, though, they found that nearly 80 percent of them either hadn't improved—or had gotten worse


Consumers: We accept and demand fast fashion



Activity



What is Sweatshop labor?



A "sweatshop" is defined by the US Department of Labor as a factory that violates 2 or more labor laws. Sweatshops often have poor working conditions, unfair wages, unreasonable hours, child labor, and a lack of benefits for workers.

...But what does that mean?





How did we get here?

Western companies send in order, under a "fast fashion" model



Factory managers, stressed for time, push their workers into overtime, causing sleep deprivation and accidents

If they can't make the deadline, they subcontract out the work



The factories that are subcontracted to are unregistered and unsupervised. This is where the worst abuses take place.

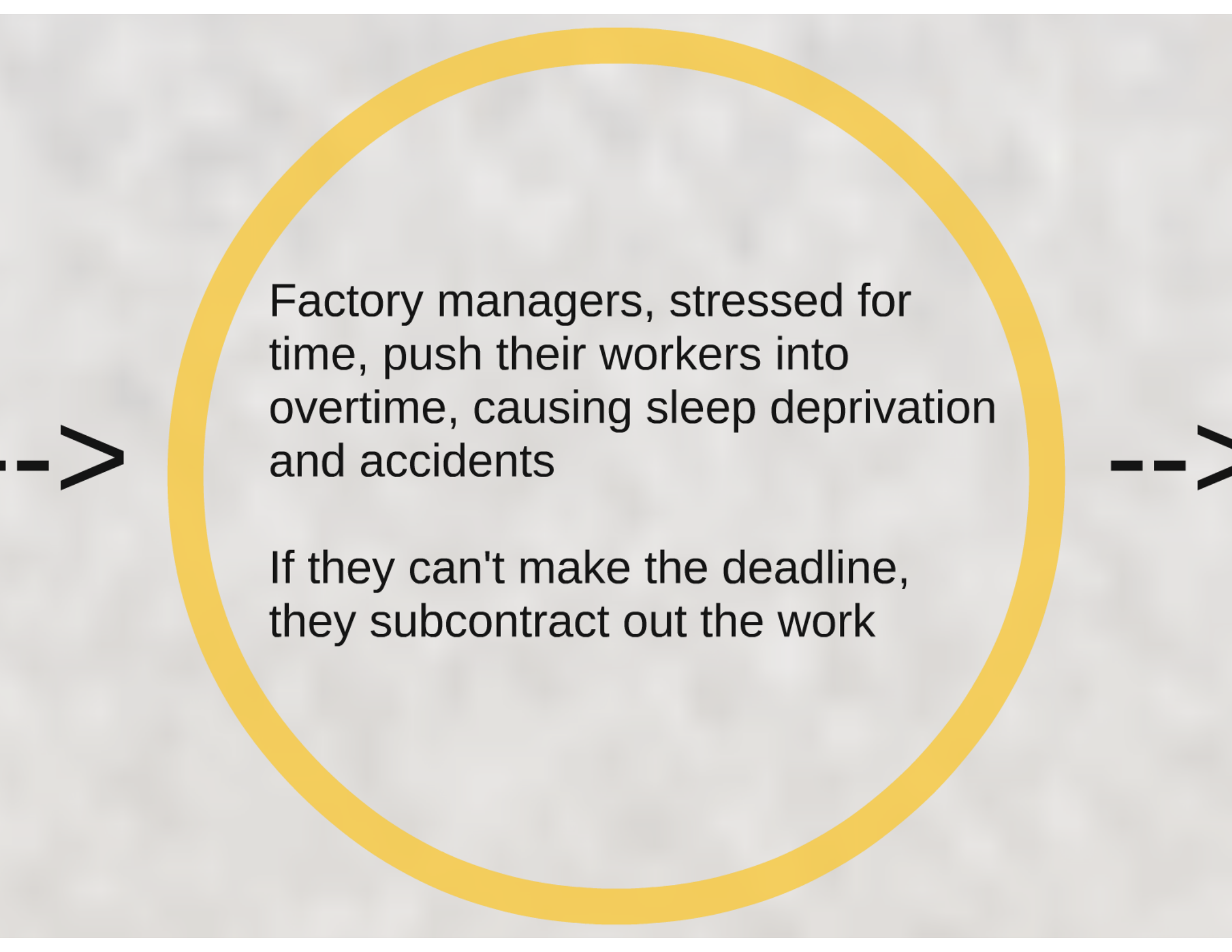
Furthermore, in places like New Delhi, about 80% of garment work is informal (homes, workshops, backyards)

Companies: Nike audits: From 2001 to 2005, the paperwork audit showed that working conditions were steadily improving. When inspectors checked the qualitative audit, though, they found that nearly 80 percent of them either hadn't improved—or had gotten worse

Consumers: We accept and demand fast fashion

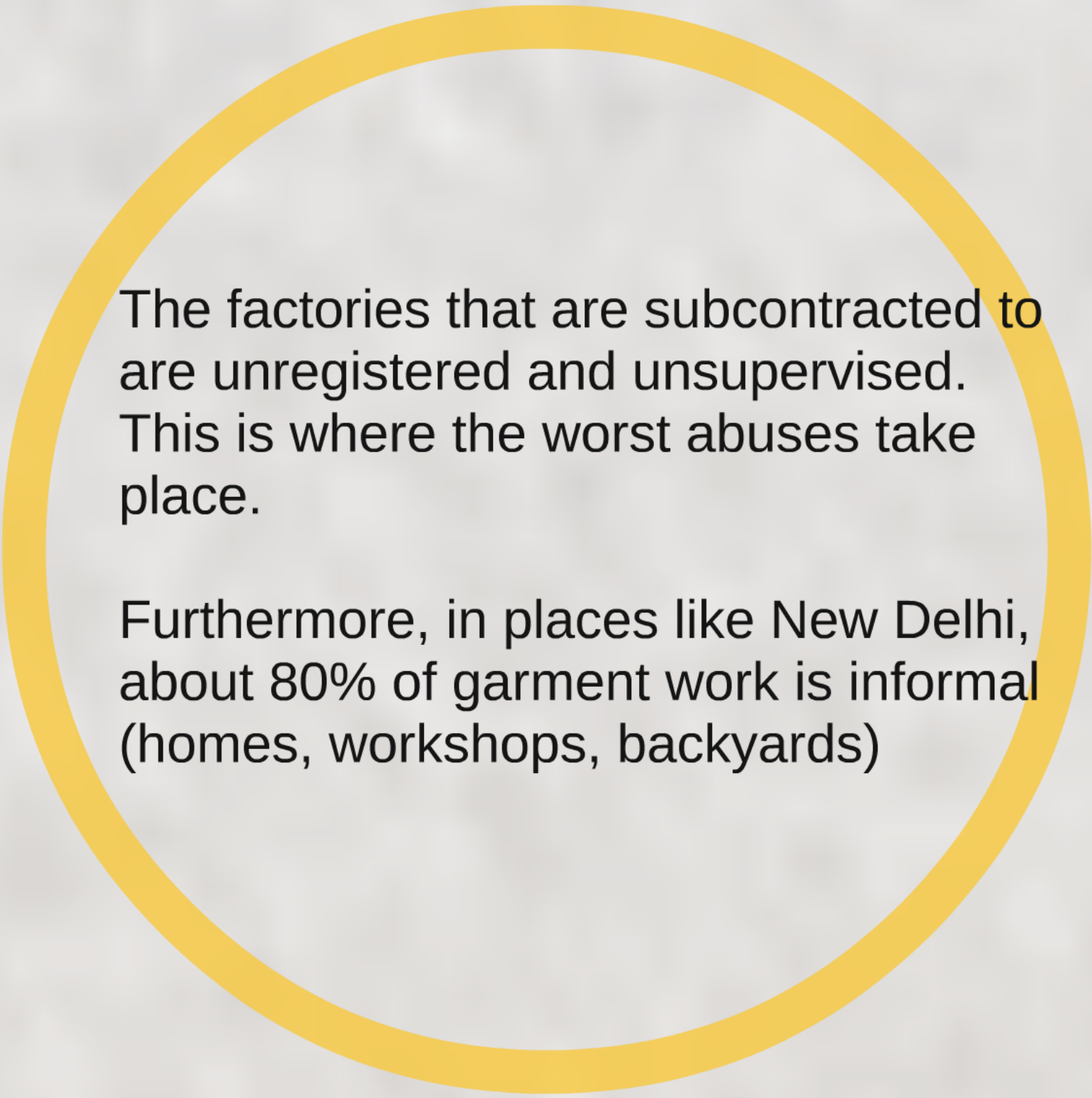
Western companies send in order, under a "fast fashion" model





Factory managers, stressed for time, push their workers into overtime, causing sleep deprivation and accidents

If they can't make the deadline, they subcontract out the work



The factories that are subcontracted to are unregistered and unsupervised. This is where the worst abuses take place.

Furthermore, in places like New Delhi, about 80% of garment work is informal (homes, workshops, backyards)



How did we get here?

Western companies send in order, under a "fast fashion" model



Factory managers, stressed for time, push their workers into overtime, causing sleep deprivation and accidents

If they can't make the deadline, they subcontract out the work



The factories that are subcontracted to are unregistered and unsupervised. This is where the worst abuses take place.

Furthermore, in places like New Delhi, about 80% of garment work is informal (homes, workshops, backyards)

Companies: Nike audits: From 2001 to 2005, the paperwork audit showed that working conditions were steadily improving. When inspectors checked the qualitative audit, though, they found that nearly 80 percent of them either hadn't improved—or had gotten worse

Consumers: We accept and demand fast fashion

When



ALTA GRACIA

ENTRADA DEL PERSONAL

UNIVERSITY OF RICHMOND
CLASS OF 2024



Why

"I changed the way I shop"

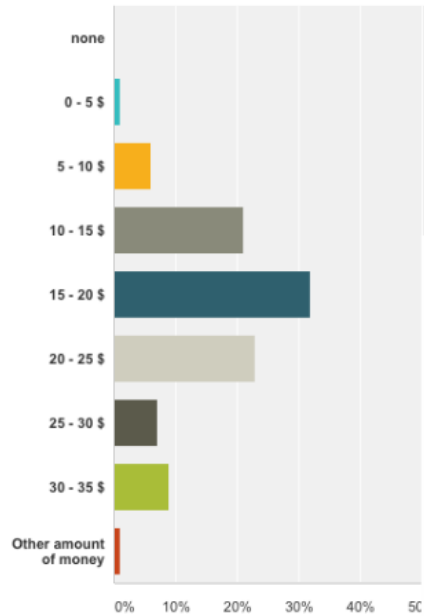


36-year-old Sobeida Fortuna, who has worked in free-trade-zone garment factories for about 18 years, said she's finally being treated with "respect" and "dignity" after getting her job at Alta Gracia.

How - Data Collection

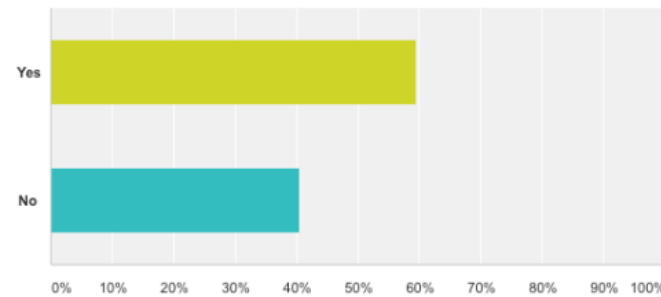
How much are you willing to spend for a good quality long-sleeve t-shirt?

Answered: 100 Skipped: 0



Do you know what fair-trade clothing is?

Answered: 99 Skipped: 1



Answer Choices	Responses
Yes	59.60% 59
No	40.40% 40
Total	99

Focus Group:

Demographic -
6 students: 5 female, 1 male
5 Greek
1 Freshman, 5 sophomores

"I wish a list of this stuff was more available"

"In places like Target, how are we supposed to know which of the brands are sustainable and which of them aren't?"

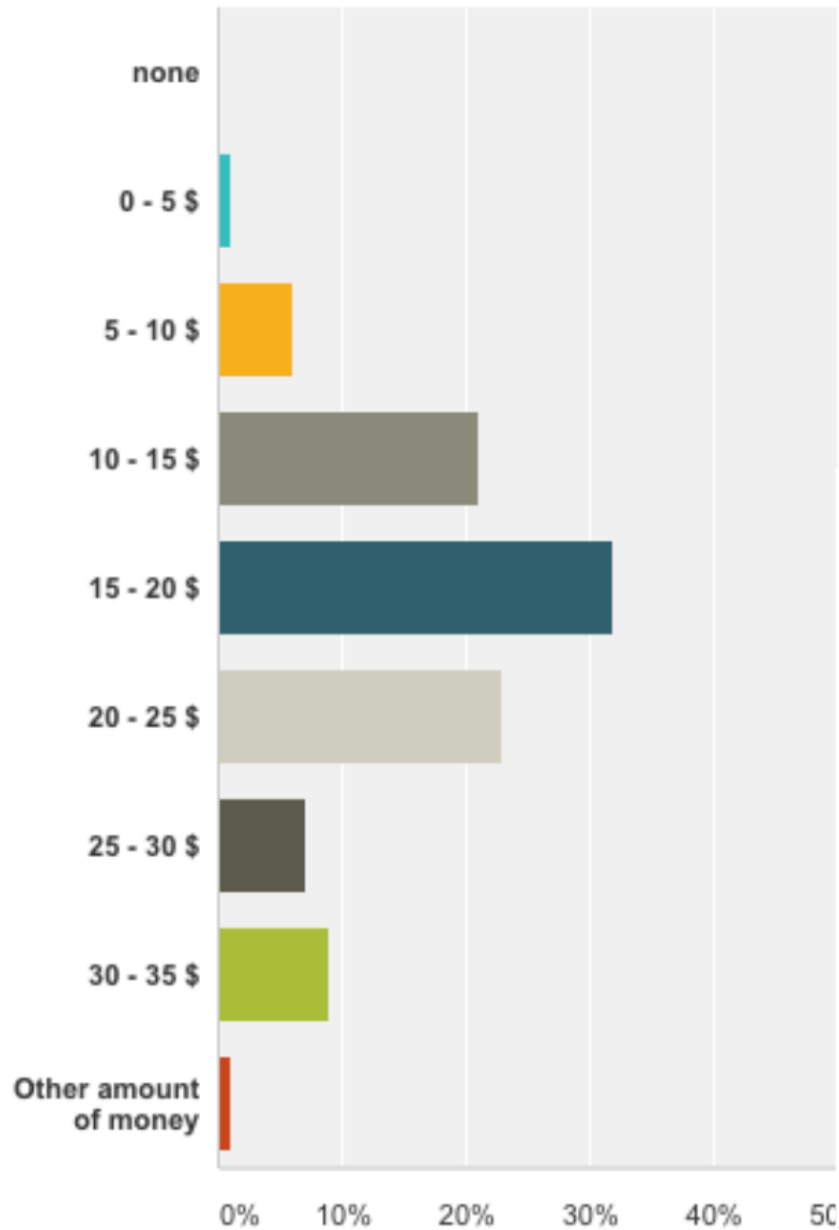
"We need a mass group of consumers to threaten to switch"

"Hard to say that we are never going to shop there again, we're all college students so things like this is not on our minds 100% of the time"

147 students participated

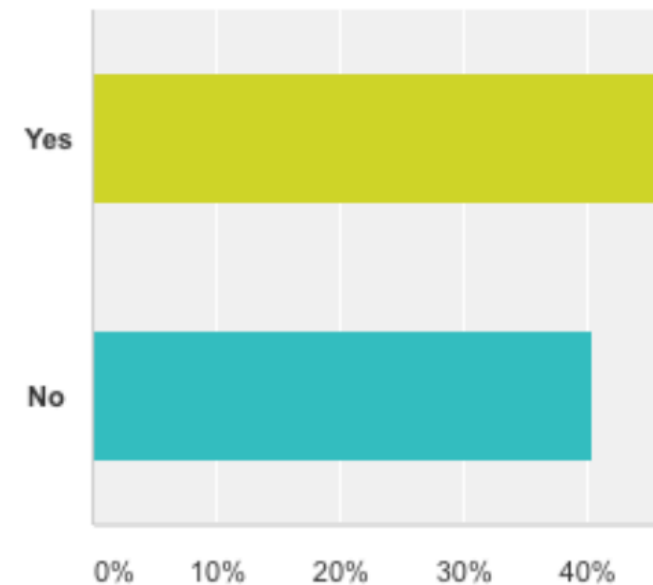
How much are you willing to spend for a good quality long-sleeve t-shirt?

Answered: 100 Skipped: 0



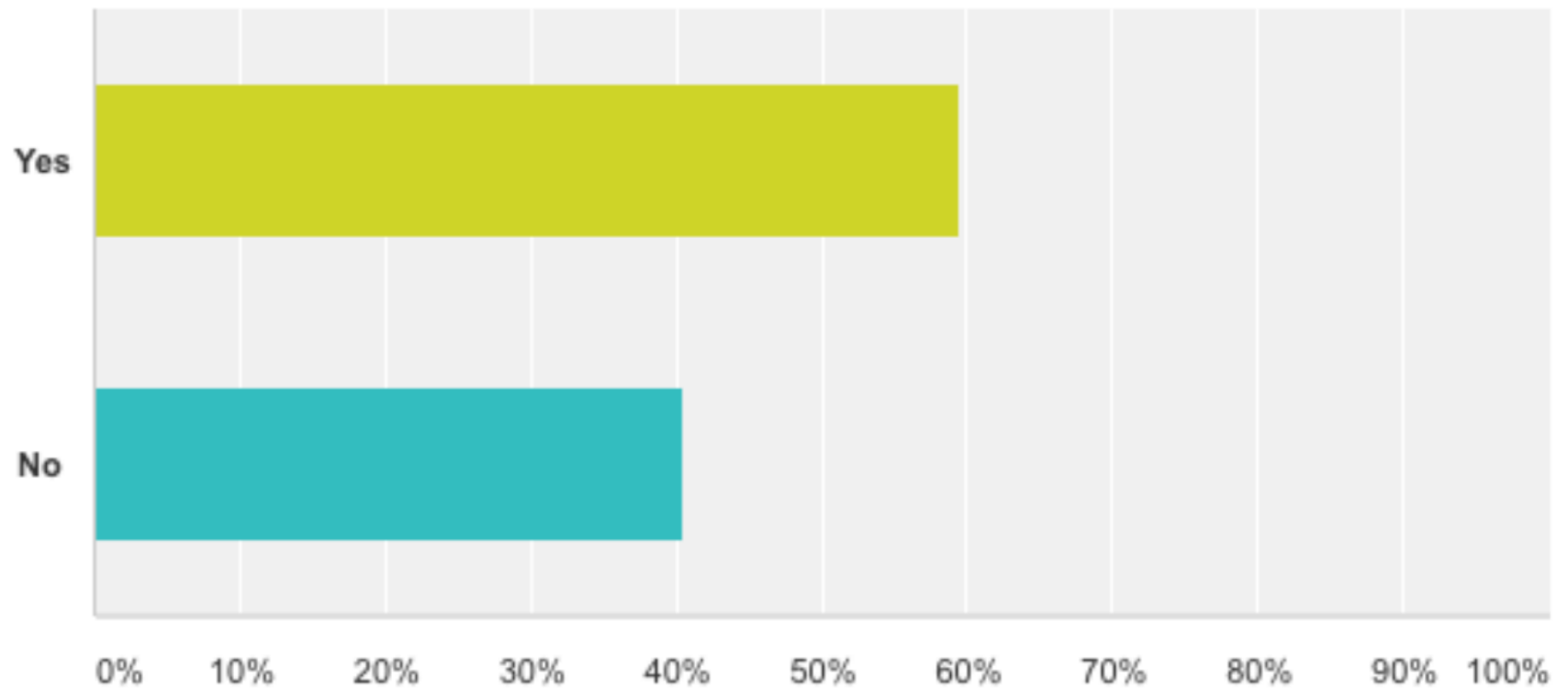
Do you know what fair-t...

Answered: 99 Skipped: 0



Do you know what fair-trade clothing is?

Answered: 99 Skipped: 1



Answer Choices	Responses	
▼ Yes	59.60%	59
▼ No	40.40%	40
Total		99

Focus Group:

Demographic -

6 students: 5 female, 1 male

5 Greek

1 Freshman, 5 sophomores

"I wish a list of this stuff was more available"

"In places like Target, how are we supposed to know which of the brands are sustainable and which of them aren't?"

" We need a mass group of consumers to threaten to switch"

"Hard to say that we are never going to shop there again, we're all college students so things like this is not on our minds 100% of the time"

Where









Who can help?

"As an industry as a whole, fashion exists as a system for social regulation and social pressure" (Lipovetsky 1994)



You!

Who

Sustainable clothing stores



Stores that use sweatshop labor



Who can help?

"As an industry as a whole, fashion exists as a system for social regulation and social pressure" (Lipovetsky 1994)



You!



HO

Stores that use sweatshop labor

American
Apparel

VICTORIA'S
SECRET

FOREVER 21



Hanes



ZARA

H&M

Sears

URBAN OUTFITTERS

GAP

Calvin Klein
CK

Abercrombie & Fitch

MARKS
SPENCER

GYMBOREE

Sustainable clothing stores



*Stormie
& Dreams*

PACT

LA RELAXED



ALTERNATIVE

HOPE
Made in the

AEON ROW EVERLANE



KK
intl.
krochet kids

Blaintree

thredUP





Would cost ~
\$22

AWARENESS

- Publish the Collegian article
- Awareness of Alta Gracia in the book store

EXPANSION

- Persuade greek life and athletics

PERSONAL

GOAL!



When

ALTA GRACIA

What

Activity

What is Sustainable? What?

How do we get here?

The Road Ahead to Sustainable clothing

By Pal, Pierre, Sara