Exploring the Sustainability in the Textile Industry

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Introduction

There is a growing concern about sustainability in the textile industry. This research is the examination of the harm that the textile industry can cause to the environment and how society will respond to the environmental policies that are in place. The Earth's natural resources are being used at a rate that the natural ecosystem cannot handle (Carp, 2020).

Findings

- *Patagonia* is known to be the one of the first companies to adopt the use of recycled materials in their clothing production (The Good Trade).
- *Nike, Amazon,* and *H&M* have been reported to be unsuccessful at keeping the (The Pretty Planteer).

- Through our survey, we found that not a lot of people knew about *Patagonia's* beneficial environmental policy. However, many people knew about *Amazon, Nike,* and *H&M's* failure to support the environment.

Method

A survey was sent out electronically to our target population. In total, we had 10 responses. Survey questions asked respondents their opinions regarding knowledge of environmental sustainability policies and consumer response. Our results suggested an even 50% split between consumers who had knowledge of and cared about environmental policies and those who did not.

50%

- On our survey, our last question was "In summary, do eco-friendly textile (clothing) companies make you want to buy their products any more than a company that is less sustainable?" This question got five yes answers and five no answers.

Conclusion

Textile's sustainability is quickly growing to be one of the major hits against the environment. We have found there is a gap in knowledge surrounding how companies decide to respond to consumers and their concerns. In our research we looked at companies that have tried to implement more sustainability practices, and others that do not have any behind the scenes.

In the long run for the environment, it seems sustainable companies are the way to go. We support the idea that more research needs to be conducted to see if companies like Amazon, Nike, and H&M would be liked more if they were more sustainable.

Resources

Carp, B. (2020). Textiles sustainability and communications. *Textile and Leather Review, 3*(1), 40-42.

The Pretty Planteer. (2020) *30+ Fast fashion brands to avoid for a more sustainable future.* https://theprettyplaneteer.com/fast-fashion-brands-to-avoid/

The Good Trade. (2020). *35 Ethical and sustainable clothing brands betting against fast fashion.* https://www.thegoodtrade.com/features/fair-trade-clothing