

Study the case materials and answer the questions to each task in order to be aware of the situation with fashion issues.

Task 1/5 Do you follow ethical fashion?

Watch a video and choose factors that considered to be ethical fashion.

Choose all possible factors

- in clothing production process the work done by designers is only well-paid
- garment workers have all the necessary labour conditions like regular working hours, safe working place, etc.
- white business executives are exploiting labour from poor African countries
- fast fashion industry
- eco-friendly clothing industry
- fashion industry runs charity shops or upcycling campaigns

Task 2/5 The most popular fast fashion brands ranked for conscious consumers.

No fast fashion brand is truly eco-friendly, but there's a ranking to provide conscious consumers with the information they need to shop as responsibly and sustainably as possible. That way, if you decide to consume fast fashion, you'll know which brands are taking steps in the right direction—and which have mastered the art of well-curated greenwashing.

fast fashion brands	Production rate	Efforts to reduce waste	Use of sustainable fabrics	Ethical labour practices	Commitments to a sustainable future
Uniqlo	2/5	4/5	4/5	2/5	3/5
H&M	1/5	3/5	3/5	1/5	3/5
Boohoo	2/5	2/5	2/5	1/5	3/5
ZARA	1/5	3/5	2/5	1/5	2/5
Forever 21	1/5	2/5	2/5	1/5	2/5
Shein	1/5	2/5	1/5	1/5	1/5
Fashion Nova	1/5	1/5	1/5	1/5	1/5

The Brightly team compared seven popular fast fashion brands to see how they ranked from a consumer perspective. That includes researching everything from a brand's production rate (how often do they release new pieces?) to its sustainability initiatives (and if any progress has been made on these goals).

Each category is scored from 1 to 5, with 1 being the least eco-friendly and 5 being the most eco-friendly.

Using information given in the table make a ranking of issues fast fashion brands ought to cope with (starting from 1 - the most urgent to 5 the least urgent):

- ☐ growing landfills of unwanted clothing;
- ☐ awful conditions and low payments for garment workers;
- ☐ clothes made of non-recyclable materials;
- ☐ the brands' plans are not transparent enough about its progress in meeting its sustainable and ethical goals;
- ☐ production focused on responding to ever-changing consumer tastes as quickly as possible.

The task: demonstrate the results of your research in the form of pie/bar chart.

Task 3/5 Ethical fashion: a rising trend or empty rhetoric?

Ethical fashion issues are widely discussed and observed in media. Read the quotation to the newspaper article by fashion journalist and lecturer. What ideas does Olivia convey in her article?

“Driven by the awareness of a growing number of consumers, the fashion industry is trying, with varying degrees of sincerity, to be more virtuous and more sustainable. But in spite of initiatives to improve recycling, promote exchanges, and the range of rental options on offer, progress to make this highly polluting sector go green remains modest” Olivia Pinnock

Identify true or false

- fashion brands are doing their best in developing ethical fashion industry;
- fashion industry still remains highly polluting;
- the initiatives that can help fashion industry go green are not well improved;
- it is consumers who motivate fashion brands to become more eco-friendly.

The task: show the results of your research making infographics.

Task 4/5 How fashion brands can become ethical?

While recycling textiles is a well-known scheme of ethical fashion initiatives, the infrastructure to collect old clothes and transform them into new clothes needs to be improved. Nevertheless, there are brands who use recycled materials are running their own take-back schemes for clothes and accessories.

What are these brands and what initiatives they implement? Study the material of the article and think over other upcycling initiatives brands have to improve to reduce the amount of unwanted clothing.



The task: organize the ideas you've found in mind-map.

Task 5/5 Consumer Survey

In August 2020, a survey was carried out in 5 largest European countries – Germany, France, Italy, Spain and the UK - to learn about their shopping behaviour in the last twelve months and current views on some of fashion's most pressing social and environmental issues.

Study the key findings and share your ideas what the situation is like in Russia? Does the situation need to be improved and how?

The majority of people (86%) wear their clothes for at least a few years and pass on unwanted clothes to others to use, but fewer (14%) people try to purchase second-hand clothing instead of new.