



# How Sustainable Fashion Helps the Environment in 2022?



Environment-friendly fashion has become prevalent in recent years, with the dynamicity of the evolving apparel trends. But, it is still a long way from countering the harm committed to the environment by unsustainable fashion industry practices.

If one takes UN's COP26 mandates seriously, businesses must immediately adopt or update their [sustainable fashion](#) practices.

## How is Sustainable Fashion Helping the Environment?

Sustainable fashion is a step towards achieving the right balance between production and sustainability. Here are some ways in which [sustainable fabrics](#) helps the environment.

## Lowering Carbon-Intensive Practices

Businesses must set net-zero emissions as their target. Nature-based processing techniques and fabrics and digital innovation to replace carbon-intensive production operations are a few alternatives that can help fight ecological harm, rising conventional fabric (cotton) prices, and the impact of animal agriculture on people and resources.

## Ecological Logistics Practices

The fashion industry is making significant strides in [sustainable clothing](#) protocols within production and logistical practices. The UN urges fashion businesses to re-evaluate their carbon-intensive sourcing and shipping practices.

The macro shifts in retailer practices can cumulatively help lower the industry's contribution to global warming. Councils have pressurized COP26 to incentivize regenerative sources and penalize fossil fuel dependence.

Firms like Marks & Spencers are already collaborating with suppliers for improved carbon literacy in buying, sourcing, and operations. Businesses should follow their example and aspire for net-zero delivery.

## Sustainable Fashion Material

A single cotton mill reportedly uses 200 tons of freshwater per ton of dyed fabric. Cotton textile production produce a lot of greenhouse gas emissions. Businesses must shift to using plant-based fibers (besides cotton).

## Authentic Sustainability

Given the eCommerce boom during the pandemic, there's been an upward trend in counterfeit brands selling goods with 'sustainable fashion' tags.

These brands don't provide their sources or manufacturing details. The UK-based authority, CMA, found in a survey that nearly 40% of 'green fashion' claims made by brands online are fake.

Hence, governments are cracking down on brands selling 'sustainable clothing' without substantiating their claims. Consumers need to stop buying from retailers who cannot back up the origin information of their goods.

## Slow Fashion

Slow fashion practices by businesses help reduce overproduction and wastage of resources. Brands can produce based on pre-orders to reduce such wastage and help cut costs.

## Conclusion

Given market intelligence, environmental science, awareness of natural clothing industry processes, and climate reports, brands like VCI Exports are leading the sustainable fashion ethic in the Indian subcontinent.