

THE SOCIAL COST TO WOMEN IN THE FAST FASHION INDUSTRY

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The logo for the Rutgers Institute for Women's Leadership. The word "RUTGERS" is written in a large, red, serif font. Below it, the words "Institute for Women's Leadership" are written in a smaller, grey, sans-serif font.

Institute for Women's Leadership

The Leadership Scholars Certificate Program is a two-year selective, interdisciplinary certificate program that prepares Rutgers undergraduate women to be informed, innovative, and socially responsible leaders.

Leadership Scholars design and implement social action projects to expand their understanding of issues and problems and to develop leadership skills.

This project gives Scholars the opportunity to apply the theoretical knowledge they have gained about leadership, advocacy, and social change with the practical and experiential knowledge they have developed about a particular policy issue or problem through the field site placement. It also further develops leadership skills by giving undergraduates the opportunity to practice leadership through action.

To find out more please visit the Institute for Women's Leadership's website at <http://iwl.rutgers.edu>.

EVERYTHING I AM WEARING HAS
COME FROM AN ETHICAL SOURCE*

SHOES



MATERIALS

\$32.59



LABOR

\$33.60



DUTIES

\$6.72



TRANSPORT

\$2.00



ITALY

Brescia

EMPLOYEES

60

ESTABLISHED

1974

PANTS



MATERIALS
\$8.82



HARDWARE
\$2.20



LABOR
\$5.80



DUTIES
\$2.79



TRANSPORT
\$.38



SOUTHERN CHINA
Jiangmen

EMPLOYEES
500

ESTABLISHED
1984

SWEEATER



MATERIALS

\$26.65



HARDWARE

\$1.60



LABOR

\$12.00



DUTIES

\$1.61



TRANSPORT

\$.60



TRADITIONAL
RETAIL
~\$150-\$200

FAST FASHION

THE HISTORY OF FAST FASHION



IMAGE: HARPER'S
BAZAR, 2016



2015
MAKING MACHINERY
SUPPORTING BUSINESS

IMAGE: FASHION
REVOLUTION, 2015



IMAGE: FASHION
REVOLUTION, 2015



IMAGE: WIKIPEDIA, 2013

1,134

WHY ETHICAL FASHION MATTERS

WORKER RIGHT VIOLATIONS

- WOMEN WORKERS IN BANGLADESH ONLY MAKE \$0.22 AN HOUR
- IN BANGLADESH AND CAMBODIA OVER 2/3 OF THE WORKFORCE ARE WOMEN
- GENDER WAGE GAP – MEN CAN MAKE 2,500 MORE RIELS THAN WOMEN

(SOURCE: BERIK & RODGERS, 2008).



WORKER RIGHT VIOLATIONS

- “LONG WORKING HOURS, FORCED AND EXCESSIVE OVERTIME, ILLEGAL PAY DEDUCTIONS, LACK OF SAFE AND SANITARY WORKING CONDITIONS, AND DENIAL OF THE FREEDOM TO ASSOCIATE AND BARGAIN COLLECTIVELY” (BERIK & RODGERS, 2008).



SHIMA AKHTER

- GARMENT WORKER IN DHAKA, BANGLADESH
- WANTED TO FORM A UNION AT HER FACTORY
- MANAGERS BEAT HER AND OTHER WOMEN WORKERS DUE TO THEIR LIST OF DEMANDS

(Source: The True Cost, 2015)



IMAGE: THE TRUE COST,
2015

OTHER ISSUES

IMPACT ON OUR ENVIRONMENT

- THE FASHION INDUSTRY IS THE SECOND LARGEST POLLUTER, AFTER THE OIL INDUSTRY.
- WATER CONSUMPTION, WATER POLLUTION, THE USE OF TOXIC CHEMICALS, AND INCREASING LEVELS OF TEXTILE WASTE

(Gibbens, 2018)



IMPACT ON OUR HEALTH

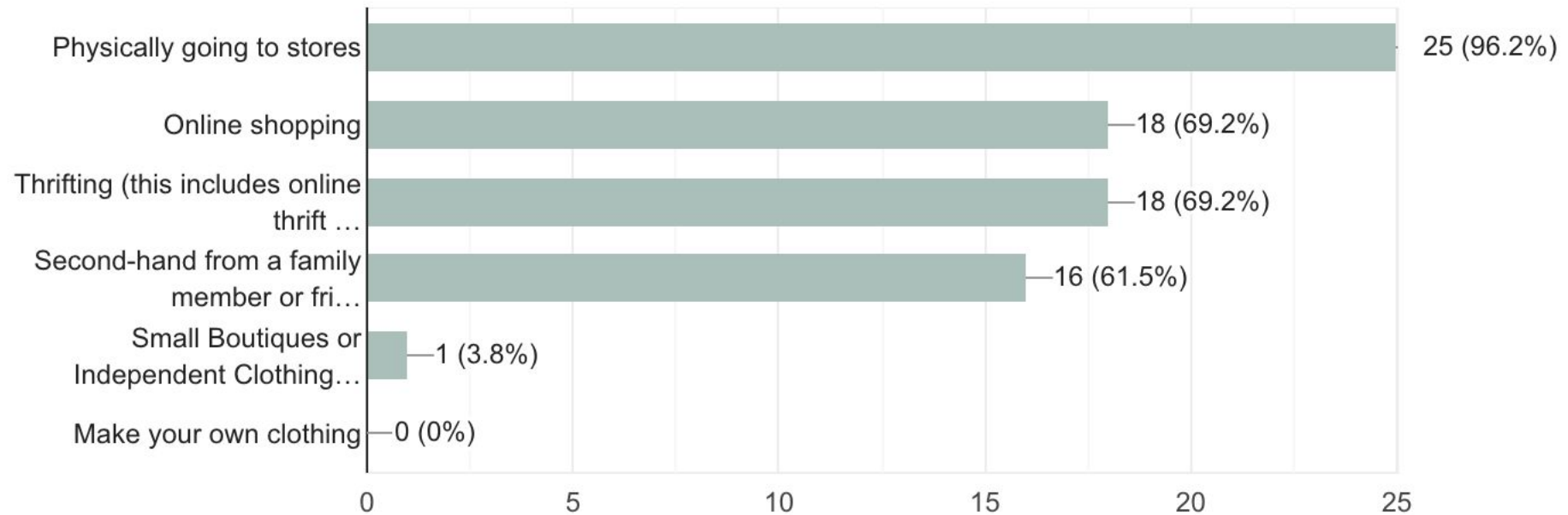
- USE OF PESTICIDES HAS CAUSED CANCER IN FARMERS AND MENTAL DISABILITIES AND DEFORMITIES IN CHILDREN (PERRY, 2018).
- CHEMICALS FROM DYES OR PESTICIDES CAN RUN OFF INTO WATER SOURCES
- MENTAL HEALTH ISSUES DUE TO FASHION (BAIN, 2015)



THE SURVEY

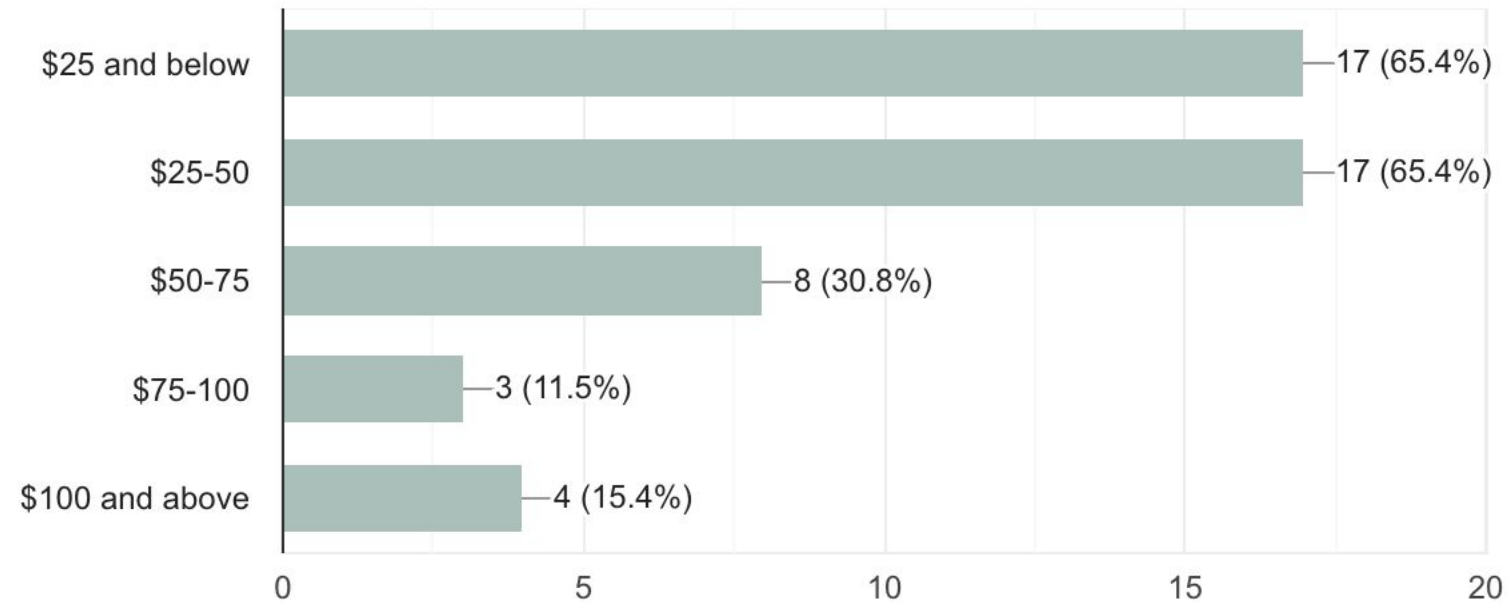
Where do you purchase/receive your clothing from? (Select all that apply)

26 responses



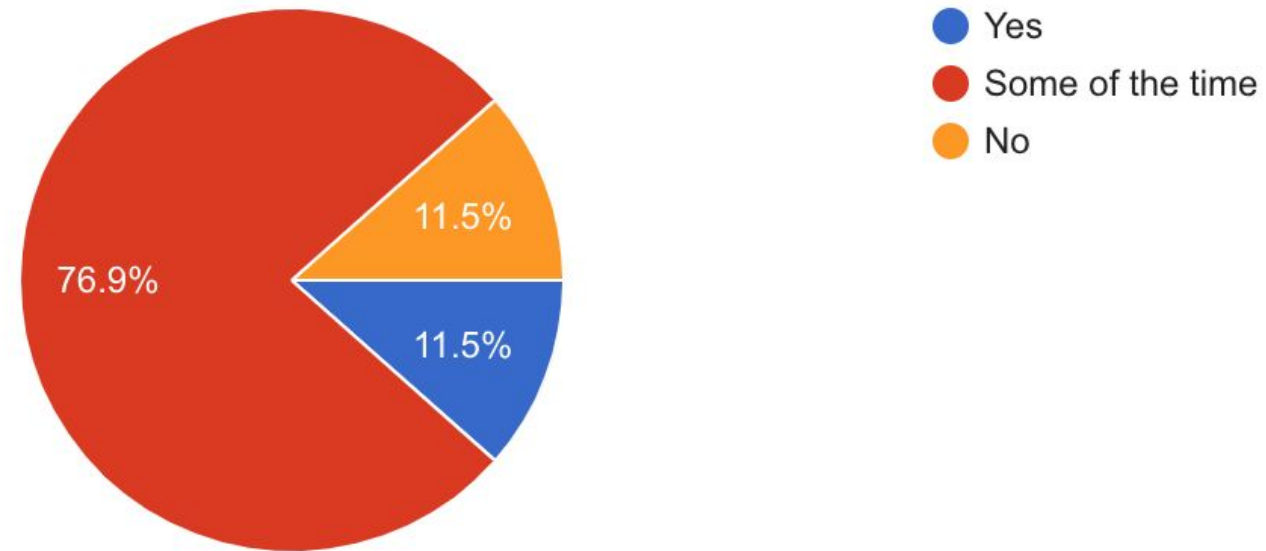
How much are you willing to spend on an item of clothing? (Select all that apply)

26 responses



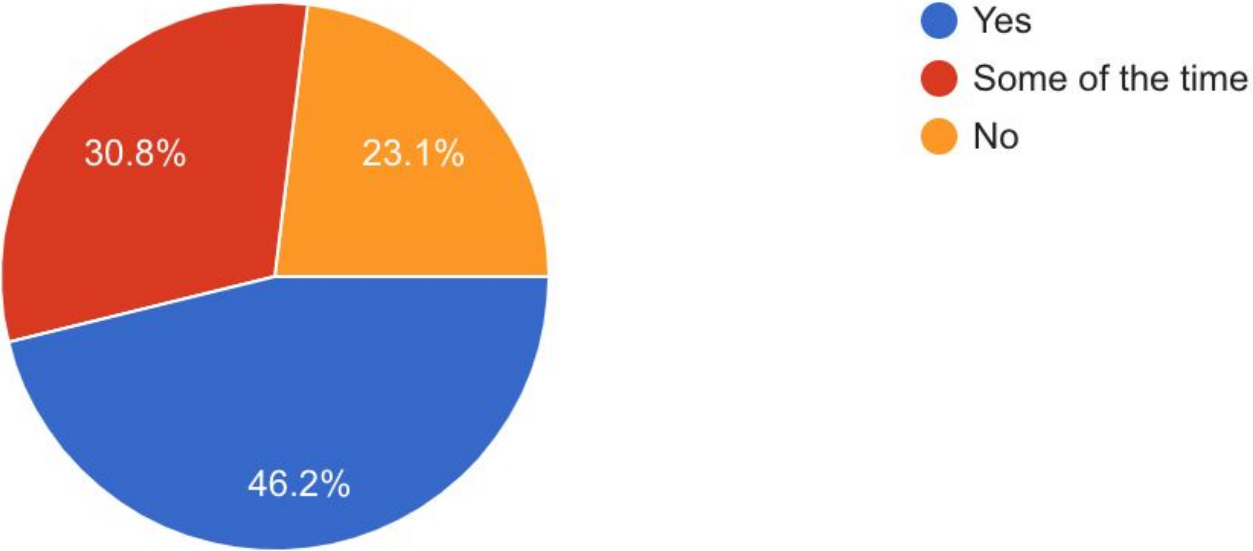
Do you check to see where your clothing was made?

26 responses



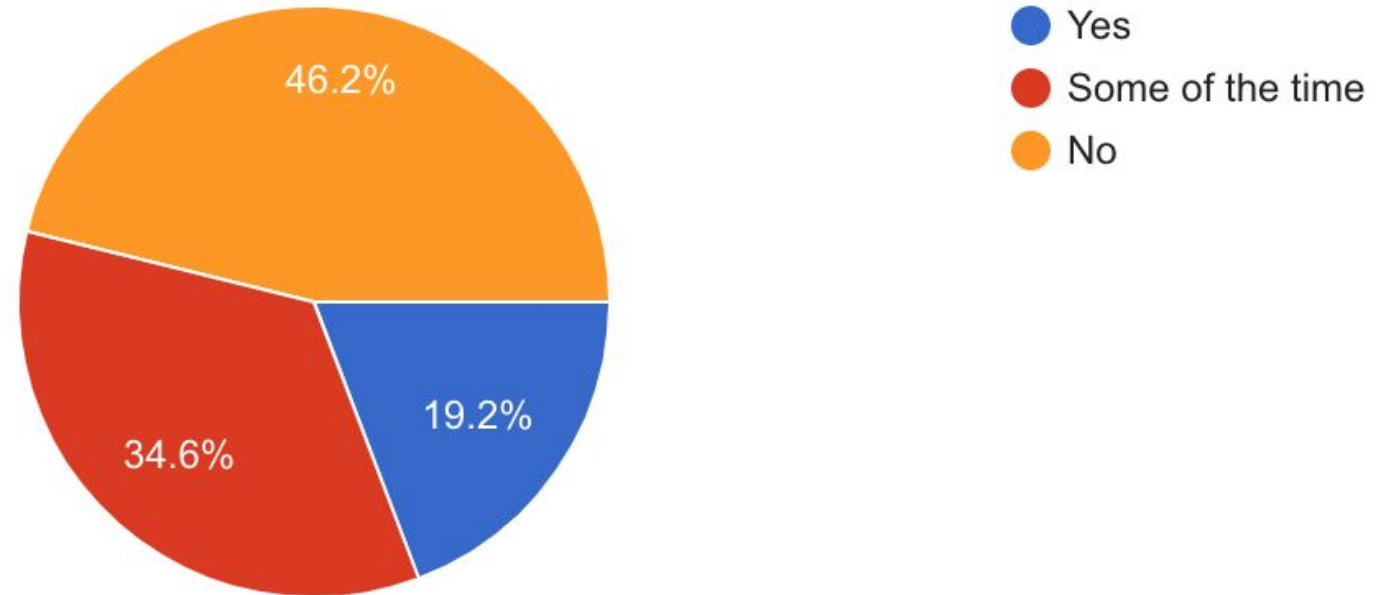
Do you care about where/who is making your clothing?

26 responses



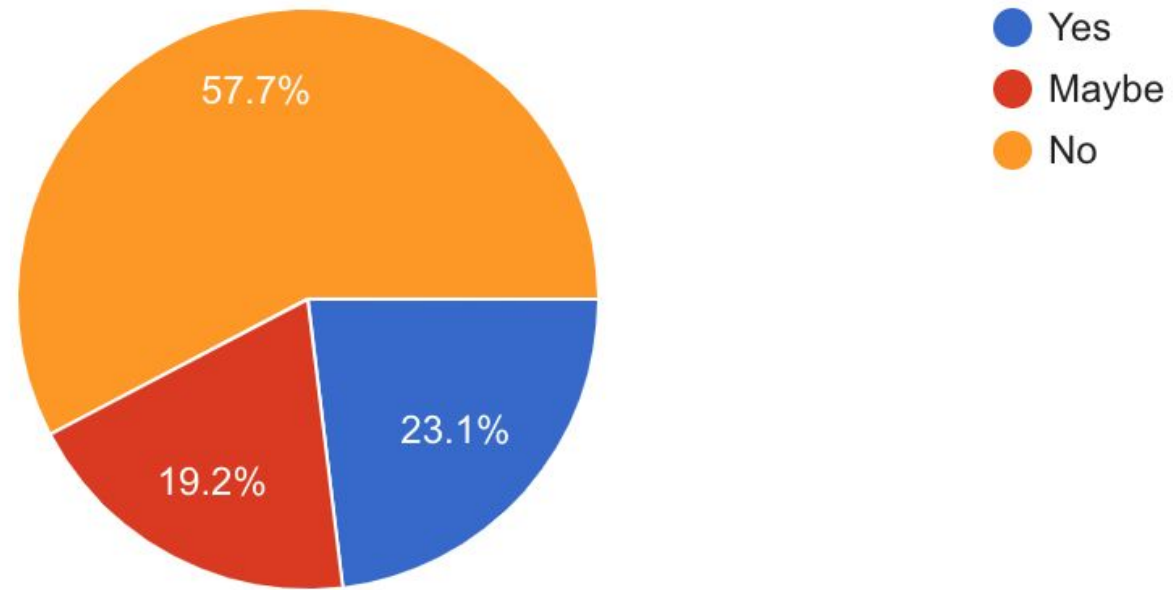
Do you seek out ethically made clothing?

26 responses



Can you name any ethical clothing brands?

26 responses





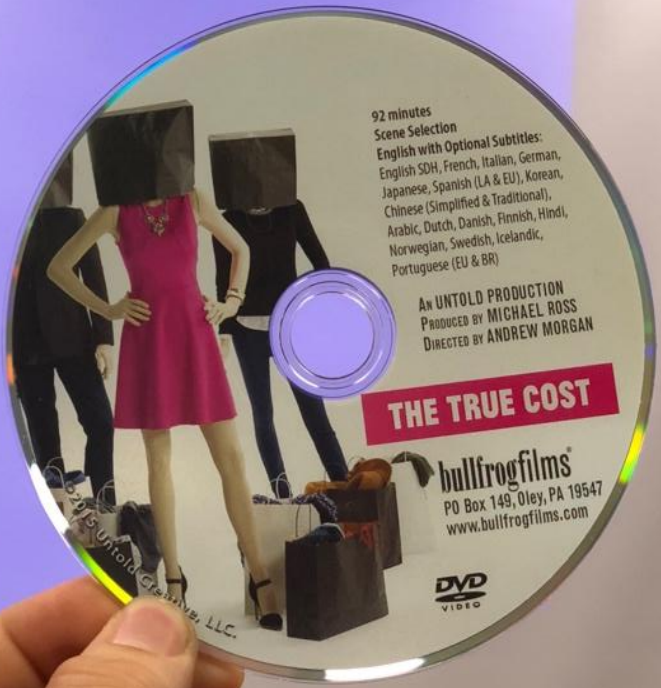
WHO MADE YOUR CLOTHES?

Documentary Viewing + Clothing Swap

11.08.18 | 7-10 PM | COOK STUDENT
CENTER ROOM 202 ABC

THE TRUE COST





Resources & Brands to Check Out!

Wear No Evil: How to Change the World with Your Wardrobe by Greta Eagan - an all-in-one style guide with ethics built in

Fashion Revolution (<https://www.fashionrevolution.org/>) a non-profit organization that puts out a yearly fashion transparency index so you can see how ethical your favorite brands really are. They will also give you a pre-written blurb to send to brands and policymakers that you know can be doing more!

Everlane - an ethical clothing brand that has prices that range from \$15-\$200 for various items of clothing. They are great about showing you photos of factories and also telling you how much it cost to make your clothes.

PACT - the shop for all your basics that are super soft and long-lasting! All clothing is very affordable and is organic and fair trade certified.

Ways To Help

A closet full of clothes but nothing to wear - to be successful, you need to know yourself and your style, this way you can stop buying clothing you know you will never wear

You gotta be thrifty! Before spending money at ethical clothing brands, check out your local thrift stores, they even have online ones! (tredup.com) Also, you can host clothing swaps with friends or family an easy and free way to get some new style!

Research, Research, Research! Look for brands that are ethical/transparent and spend your money at these places, rather than big name brands!

Call, E-mail, Write, or Smoke Signal brands that you know could be doing more! As a consumer your voice matters, so make sure it is heard!

Recycle! Use that old t-shirt as a cloth for cleaning! Have an old sweater? Make it into a scarf! There are a lot of other DIY type recycling projects that you can do with old clothing. Youtube is a great/free service to get some ideas!



RESPONSE TO EVENT

Hi Anastasia!!! Thank you so much for your documentary showing the other night. it was really great and I really liked how the doc was laid out. did you have to get copyrights to show it or stuff bc ive been telling people about it and they all wanna watch it but couldn't come to your specific event the other day



hope youre doing well and thanks again for showing it! how did you hear of it??

Thank you for hosting such a great event!!!



I answered the survey , and will attend. I have everything I want clothing wise but will try and find something to offer for the clothing swap. Thank you and Im looking forward to becoming aware of this issue



SOCIAL ACTION PROJECT IMPACT

- AN EYE OPENING EXPERIENCE FOR PEOPLE
 - THE HUMAN RIGHTS IMPACT
 - THE ENVIRONMENTAL AND HEALTH IMPACT
- SHOWED PEOPLE WHAT THEY CAN BE DOING TO HELP

LESSONS LEARNED

- HOW TO PLAN AN EVENT
 - BUDGETING
 - NETWORKING
- HOW TO BECOME AN ACTIVIST
 - CONFIDENCE

WHAT CAN WE DO?

- **RESALE CLOTHING STORES**
 - The fashion resale market is currently worth \$18 billion and is expected to grow to \$33 billion by 2021 (Friedman, 2017).
- **PURCHASE FROM ETHICAL CLOTHING BRANDS (EVERLANE, PACT, PATAGONIA)**
- **CLOTHING SWAPS**
- **CURB YOUR SPENDING**
- **RECYCLE**



SOURCES

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IMAGE CITATIONS

- [Image 1– 5 and 11: Everane.com](#)
- [Image 7, 8, and 10:](#)
<https://www.fashionrevolution.org/wp-content/uploads/2015/11/Informal-Garment-Industry-2015-22A.jpg>
- Image 6: <http://bazaarvietnam.vn/thoi-trang/lich-su/su-hinh-thanh-cua-nganh-thoi-trang-fast-fashion-trong-2-the-ky-qua/>
- Image 9: https://en.wikipedia.org/wiki/2013_Savar_building_collapse
- Image 12: The True Cost, 2015
- [Image 13: https://giveme-5.org/index.php/2016/08/22/fast-fashion-a-disappearing-trend/](https://giveme-5.org/index.php/2016/08/22/fast-fashion-a-disappearing-trend/)