

Are we Doing What it Takes for Real Sustainability?

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Abstract

The Textile and fashion sector, which provides the production of products such as clothes, accessories and home textiles, which are the most important needs of people, should continue its activities by considering human and environmental health and ethics, taking into account sustainable development. In this study, basic requirements and consumer expectations for sustainability are discussed.

Keywords: sustainability requirements, consumer expectation, social responsibility, state responsibility.

Introduction

It is very important that sustainability can be applied at every stage of life in order to leave a livable world to generations to meet their own needs [1]. This fundamental definition of sustainable development offers a descriptor, which clearly is indicative of the perceptions of cause and effect, signifying that today's needs should not be fulfilled at the sacrifice of tomorrow's generations. Therefore, it is not possible to achieve sustainability if what needs to be done today is not actually done.

Some basic requirements for true sustainability

Today, consumers still prefer to buy only the product they like, but consumption responsibility should be created with sustainability awareness. In a study on German women's, a consumer map about sustainable fashion was created and the main elements are environment, recyclable material, suitability of children's clothing, good working conditions and wages, responsible production, use of natural fibers, quality, re-use. In addition, women stated that transparency is very important and that the consumer expects the whole story of the garment to be told on the label [2]. Fashion designers must have approaches that will contribute positively to ethical materials, labour and the environment [3]. It is necessary for all these to be disseminated around the world, and companies need to change their consumption patterns in a way that interferes with customers' purchasing preferences [4]. Thus, it may be possible to raise awareness of consumers about sustainability in the process of purchasing clothes. Additionally, when designing, they should consider the environmental effects of water and energy use in washing and care of clothing [5].

The increase in second-hand use, shopping in smaller and virtual markets, the use of materials from renewable sources and clothing rentals, self-generating clothing production are common suggestions of many countries to ensure sustainability [3]. The most important ones are basic and simple concepts and the first of these is education in the family. Others can be listed as non-governmental organizations and municipalities working on waste [6], teaching and applying ethical [4] and slow fashion concept [2], giving more government support to local manufacturers and increasing tailor-made model sewing [7,8], making sustainability more attractive and cheap [9].

Researchers was stressed, that the problem areas in globalized textile and clothing production are highly complex. Technological fixes aside, they claimed that modifying behaviour and practice often requires the more complicated task of working with changing the values associated with production and consumption and doing so in away sensitive to different cultural, geographic, and political contexts [10].

Conclusion

It is a fact that the role of the state and industry is very important for the realization of sustainability. Nevertheless, the important question is whether, how, and to what degree they can take on new responsibility for ensuring that textile and clothing production becomes more sustainable. In this study, basic responsibilities and consumer expectations are discussed in order to ensure sustainability.

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