

TRENDS

LIVEN UP LINEN

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Denim is a no go in SS19. Bury your jackets and jeans and instead discover softer linens. The planet needs saving and who knew linen would be the way to do it?

TRENDS

SEEYA COMMON COTTON

You haven't heard? Cotton is killing us. It's time to join the 'go green' trend and start saving this planet. Environmental experts such as Lucy Siegle (featured most recently on Stacey Dooley's "Fashion's Dirty Secrets" documentary) have warned us that cotton uses more water than any other fibre. In fact, it uses so much water and chemicals that it has become one of the most UNSustainable crops out there. So, we need to stop using this common thread and start using linen. A much more longer lasting material.

HOT HOT HOT

'But doesn't linen crease easily?' I hear you ask. Well, typically, yes. But in Eastern European countries, the heat in summer naturally irons out all those crumples. And with global warming making London hotter by the year, it won't be long until we, also, can wear linen without any worries.

CHARITABLE CAUSES

Charities, such as Fashion Futures 2025, are making sure our planet stays green while we stay on trend. "We created four vivid scenarios exploring how climate change, resource shortages, population growth and other factors will shape the world of 2025 and the future of the fashion industry within it." By following their advice from within these four scenarios, we might just save the planet in time.

SEA-RIOUSLY SICK

Let's not forget about what is left of the Aral Sea (between Kazakhstan and Uzbekistan). What was once 68 million sq/km wide and over 5 metres deep, now hardly exists. The shrinking of this sea has caused an entire fishing industry to be wiped out. Surrounding countries' climates have completely changed causing sandstorms, containing poisonous fertilisers from cotton farms, to now sweep across Kazakhstan, making TB and cancer to be common occurrences. All this just for you to own a new pair of jeans.



Fig.1

HUMAN HARM

And what about the Citarum River in Indonesia? A vital source of drinking water is polluted by toxic chemicals from OUR fashion factories. Mercury, cadmium, lead and arsenic are all found here. Something that we take as a human right in Western countries, is now so lethal that it is risking young children's lives. It is unjust that because we demand fast fashion, others are having a lower quality of life. This is why we need to look into new ways to produce these quickly consumed clothes.



Fig. 2

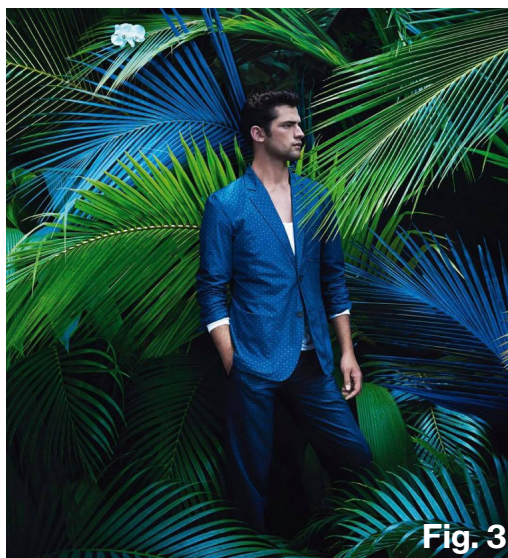
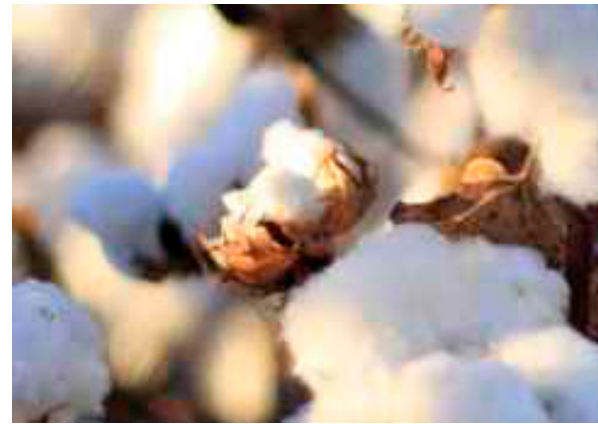


Fig. 3

DYES TO DIE FOR

These chemicals are a result of factories creating bright, vibrant clothes made from synthetic dyes. Although these are cheaper and easier to apply to cotton than natural dyes are – they cause horrendous diseases. Natural dyes are just as effective and, luckily, apply to linen much more easily. Created from plants and insects they have less of an environmental impact. Don't let your flamboyant, red, cotton coat put lives at risk. Let's take more care when purchasing clothes.

TRENDS



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Fig. 5



Fig. 6

TRENDS

THE BOLDER THE BETTER

Mediterranean's often adorn themselves in natural linen and don't add much colour to these outfits. But don't let this fool you. You can still dress as boldly, while using a more sustainable material. Linen can take to dye just as successfully. In fact, as linen is such a natural fibre, it works much better with natural dyes. So, don't worry about not being to follow next season's colour trends – you still can.

SPICE FLAVOURED WARDROBE

Being both fashion conscious and environmentally friendly is made possible through the use of fragrant spices, such as paprika, turmeric and bay leaves – all of which create a variety of yellow hues. Don't just use these pungent seasonings on your food, wear them too. With these easy alternatives to synthetic dyes, it won't be hard to follow this new, eco-friendly trend next spring/summer.

OVERHAUL YOUR FASHION DIET

For many, changing your diet to avoid meat was an easy task. So why can't cleaning up your fashion diet be easy too? By reducing your consumption of cheaply made cotton, and investing in longer lasting linen, you will be able to have a much more environmentally friendly wardrobe. Knowing that you are saving the planet with each sustainable purchase you make is surely the best benefit to gain from a fashion diet.

IMPORTANT TREND ALERT

A fashion trend that helps to save the earth has never been so important. Cutting back on fashion consumption and purchasing more sustainable fabrics will ensure our planet gets saved on time. If you're going to follow any trend next spring/summer then this is the one to choose. It's time to stop being so selfish and start being more environmentally aware. Care for your planet as well as your dress sense.



Fig. 7