

FAST FASHION

Fast Fashion affects many things; **you**, the 'consumers' who buy cheap disposable textiles for the season only to be discarded at the back of your wardrobe when its no longer making you the envy of your friends, you're all wasting your money. **The workers**, the workers risk serious health issues, inhumane conditions, preposterously low pay and even death. **21 million** of these people are **victims of forced labour** and **26% are children**, this is on the rise. **Animals**, many are caged in tiny spaces, never learning to walk, being ridden with disease and starvation to be skinned alive or **inhumanely killed**, most of the time with exhaust fumes. **The environment** is also effected, from the pesticides that ruin the soil making the **water toxic**, to the harmful chemicals of the leather dying process doing the exact same thing. This article is not to make you feel bad for buying from large high street brands, but to inform you and give you the chance to make better choices.

Below, a list of some of the Ethical brands local to you...

New Bristol based ethical cycling clothing brand, **The Bike Spoke**, founded by a current UWE Human Geography Student, Ceri Middleton.

The Bike Spoke focuses on creating stylish and comfortable cycling clothing, which are both ethical and eco-friendly. First launching with their line of Bamboo t-shirts.

Brothers We Stand was set up in solidarity with the men and women who make their clothes. Carrying out rigorous research on every product in their collection ensuring each product meets the following three standards:

Ethical production - Manufacture respects both people and planet

Designed to please - Products look good and perform the jobs they were created to do

Created to last - Clothes are made to be enjoyed for many years

Chandni Chowk specialises in textiles, hand made in India by wonderfully skilled crafts-people to a very high quality. They are a **fair trade company** producing two main fashion collections annually, along with several satellite collections usually with something extra special about them such as their Organic cotton range.

Antiform is a forward thinking fashion company with an irregular twist, pushing the boundaries of ethical, sustainable design by using reclaimed materials and mixing fashion forward shapes with heritage craft. All of the materials and workmanship involved in the production of Antiform clothing is sourced within the UK, and local to their studio if possible.

Antiform x Bristol Weaving Mill- They also have an interesting article on their webpage now; **'Sewing in the city – how Antiform and Bristol work together'**.

Brands such as **'People Tree'**, Founded by Safia Minney, are very big in the ethical fashion industry and you can find their clothing at popular shops/sites such as **House of Fraser** and **ASOS**. As seen on the documentary 'The True Cost', Safia Minney founder of People Tree, has been working with women and men in 17 different countries to promote better working conditions. She has published the book **'Slave to Fashion'** to inform people about the serious matters of **Fast Fashion Consequences**.

Bibico, a laid-back **fair-trade fashion brand** that's simple yet stylish, and very wearable. All of Bibico's items are made from natural materials so you won't find any synthetics in their online shop, or in their bricks and mortar **shop in Bath**. They have a lovely range of organic cotton clothing. As well as their range of Fairtrade clothes, they also have some beautiful ethical jewellery brands including: Made Jewellery and A Beautiful Story.

