

A CRITICAL REVIEW ON THE NEED FOR SUSTAINABLE DESIGN SOLUTIONS IN GLOBAL GARMENT INDUSTRY

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ABSTRACT

Environmental health has seen a consistent downtrend over the last few centuries with severe implications on people's health and overall societal welfare. While the apparel industry has made large developmental strides in the years gone by, it has come at the cost of many environmental and social effects. The mountain of waste left behind by the apparel industry after each production cycle, as well as the use of dangerous chemicals and non-renewable resources, are just a few of the significant issues that require immediate attention. One of the key reasons why these challenges have become even more pronounced now is the rising consumption of garments owing to higher disposable income which in turn has created massive production demand. So, while we look at how the production process can be made cleaner, it is equally important to understand how these garments are getting discarded once they reach the end of utility for the buyer.

Recycling and reusing garments is definitely a low hanging fruit owing to the increased awareness of environmental concerns in customers and their willingness to take steps to address it given the impacts it can have on their health. This is evident from the changing consumption patterns that are being recorded. There have been studies analyzing the impact of fashion on consumers, mainly focusing on disposal of clothes to study the waste generated by this industry. But not much research has been done to understand consumers' approach towards apparels and their choice of disposal methods. This study aims to review the existing design movement towards sustainability and longevity.

KEYWORDS: *Sustainable Design, Garment Life Span & Product Longevity*

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