

## **CHANGE THE THOUGHTS OF FASHION USING TO BRING A MORE ENVIRONMENTALLY FRIENDLY FASHION MODE**

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Many do not know about the dangers posed by waste that comes from fashion styles that have been developing so far to create a new problem that is now a challenge for all of us, the 2019 UN Conference of Trade and Development (UNCTD) revealed, fashion is an industry. the second most polluting industry in the world after the oil industry. Ten percent of the carbon emissions that affect the climate crisis come from the fashion industry. Not only that, the amount of carbon emissions from the fashion industry is also greater than the total emissions generated from the combined shipping and aviation service industries. This means that the fashion industry plays a major role in driving climate change. At least fashion contributes 3 environmental pollution problems as follows:

- (1) fashion as producing hazardous waste water, fashion does consist of various forms, one of which is liquid waste. It is estimated that textile dyeing is the second largest water pollutant in the world, because the residual water from the dyeing process is often discharged into sewers and rivers. In fact, this waste contains synthetic chemical dye residues that are harmful to the environment. Currently, 25 percent of the world's liquid waste comes from the fashion industry. In addition, as is well known, fashion waste can also be in the form of leftover fabric from clothing production in small and large scale factories, as well as unused clothes that we throw away. This clothing waste is dangerous for the environment because some of the materials are not easily biodegradable. Polyester and nylon take between 20-200 years to decompose. Even so, there are also clothes made from naturally biodegradable fabrics, such as cotton, especially those that are 100 percent. Cotton can decompose in a matter of weeks to five months, while linen can decompose in two weeks. To overcome this we can start from ourselves by using fashion made from cotton, linen or even made from bamboo fiber to reduce pollution to the environment around us.
- (2) Polluting marine ecosystems and reducing the supply of clean water. Not only liquid waste, fashion can also produce very dangerous microplastic waste. The largest source of microplastics comes from textile fibers. The danger again, this microplastic can not decompose naturally. Currently 63 percent of clothing is made of synthetic or blended fabrics. The results of washing clothes from synthetic materials can produce more than seven hundred thousand microplastic fibers which will directly flow into the sewers and end up in the sea. On the other hand, the fashion industry also absorbs so many water resources. As an illustration, the production of one piece of jeans requires 7500 liters of water. This is equivalent to the average amount of drinking water we

consume for seven years. Meanwhile, the production of a cotton T-shirt requires 700 gallons of water, which is equivalent to one person's drinking water needs per day (eight glasses) for 3.5 years. So it is not surprising that the fashion industry is the second largest consumer in the use of the world's water supply.

- (3) The trend of fast fashion is increasingly worsening the environmental situation. The two dangerous factors of fashion waste above are supported by the increasing number of brands that rely on the concept of fast fashion. This fast fashion trend produces various models of clothing in a very short time, and uses poor and cheap raw materials. This concept is very popular because the price is cheaper and the fashion models offered are trending so that it attracts buyers. Because the prices are cheap and the models are trending, many young people are interested in buying clothes from these fast fashion brands, whereas in the past most fashion brands only released collections twice a year, namely in summer and winter. However, now the frequency can be much higher. There are global brands that release up to a dozen to dozens of collections per year. Then how do we reduce the impact of various damages caused by fashion? One way that is trending to be developed is by using hemp fiber as a textile raw material to replace textile materials that are not environmentally friendly, maybe many of us don't know about hemp fiber. Hemp is a variety of *Cannabis sativa*. As a plant, it has industrial potential. outstanding. Hemp can be useful for making textiles, oils, foods, construction materials, and more. It can grow tall. The stems are fibrous and have insignificant levels of THC or additives (less than 0.3%). It is a very sustainable plant that does not require much treatments such as air, chemical fertilizers, insecticides or pesticides. Hemp grows like weed. It grows fast and naturally repels insects. Unlike cotton which drains the soil, the hemp plant fertilizes the soil. Hemp is also claimed to be able to remove pollutants from the soil (such as cadmium) in the phytoremediation process. It is a soil decontamination process by using plants to absorb heavy metals or other pollutants.

#### The Benefits of Hemp Fiber Clothing for Sustainable Fashion Trends

1. help the environment by reducing carbon Every industry must be aware of its carbon footprint and its global impact on the entire process both during production and use. Fast fashion or fast fashion today has created a culture of production and disposal of clothes that are not good for the earth. clothing from the hemp plant helps to solve this problem because, as a plant, it absorbs absorbents from the atmosphere. Many other conventional crops including cotton are destroying the earth. Hemp can help fight a climate like this.
2. Hemp fiber clothing uses less water. Plants such as cotton are usually used for clothing that requires a lot of water and heavy irrigation. It is a water resource, Jute is a type of plant that can thrive without the need for heavy irrigation. The

need for water consumption is much less than other plants. That's why switching to hemp clothing is a great way to save water. The use of minimal chemicals can avoid soil erosion that occurs due to printing. This inadvertently helps the lake and avoids pollution.

3. Supports soil health You can grow hemp in almost any type of soil without depriving the soil of nutrients. Instead, these plants help find some important nutrients that may have been missing before. Hemp is resistant to pests. It also doesn't need fertilizer because its fallen leaves fertilize the soil naturally. Hemp is also biodegradable.
4. Clothing from hemp fiber is more durable Jute as a fabric has excellent resistance. Also comfortable for the skin because it has good air circulation. The material also absorbs sweat and is easy for you to color. It's also hard to fade. Hemp clothes are not easily damaged, the material retains its shape. The fabric doesn't fade even after washing it a few times
5. Hemp has antimicrobial properties in addition to being durable, hemp fabric can also fight microbes. If your body emits an unpleasant odor, hemp prevents the growth of odor-causing bacteria. Hemp fabric is naturally antibacterial which also fights mold and mildew, making it perfect for clothing for more humid parts of the body such as the feet, underarms and other easy-to-reach areas. Unlike many antibacterial fabrics that are synthetic with a mixture of chemicals, hemp is completely natural and organic. It is suitable for those of you who have sensitive skin. The material contains excellent antimicrobial properties, lasts longer than other textile fibers such as cotton, polyester, and others. Clothes are not distorted even after several washes and uses.
6. The more you wash, the softer the hemp garment which is very comfortable for you to wear. What's even more interesting is that after washing, you will feel the fabric become softer (but not weakened).
7. Clothing made of hemp fiber is UV resistant. Sunlight can damage the skin. However, the high number of strands in hemp clothing means that the weave is tight. This is what causes sunlight is not able to penetrate the material. Therefore, hemp fabric protects you from the harmful effects of UV rays. You can ward off sunburn and avoid skin damage and cancer. Its high durability , UV protection , and flame retardant qualities make it an ideal fabric for you to wear when you go outside . Hiking, hiking, biking, or other outdoor activities are good times to put on your hemp outfit. No more worrying about fabric wear, or continuing to sew your favorite clothes.
8. Clothes made of hemp fiber are slow fashion. After harvesting, the flax plant will go through a process of retting or separating the fibers from the components that bind them in plant cells. This process can take up to five weeks to soften the fiber and make it easier to extract from the plant. This results in a durable hemp fabric, making it eco-friendly due to slow mode.

9. Zero waste Hemp is a plant material without waste thanks to a super efficient multi-purpose farming process. During crop rotation, the flax stems are used as fiber, and the leaves and tubers can be replanted into the soil as natural fertilizer. This waste-free process increases soil fertility to help grow the next hemp crop.
10. Grown hemp maintains ethical standards for workers Unlike many other fibers, organic hemp can be picked and processed without toxic chemicals. This makes hemp completely safe for workers along the supply chain. Most of today's hemp textiles originate in China. The country leads the world in hemp production, controlling more than a third of the world's hemp industry. As well as being ethical for workers, growing hemp is 100 percent natural and free of crime or violence so it doesn't harm people or animals. This makes hemp better. for the environment. Every life on this planet can avoid the chemicals that are often used in the manufacturing process of clothing.

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