

## THE DELUSION OF OUR TIMES : SECOND-HAND CONSUMPTION (THRIFT SHOP) CAN NEVER SAVE THE ENVIRONMENTAL PROBLEMS

Dika Novi Trianjoko

Law Faculty, Universitas 17 Agustus Surabaya

info.dikanovit@gmail.com

For a decades, clothing is a primary need that must be fill in order to support human life. Inevitably, the industry that supports these needs is gloriously loved and has become one of the largest industries in the world. the fashion industry represents a business with a global turnover of 1.3 trillion dollars and it employs more than 300 million people worldwide. [1] In the last few decades, the issue Second-Hand clothing trade has emerged for various reasons. Circulation of Second-Hand clothing in the world can be in the form of grants for victims of natural disasters or ordinary trade such as auctions of used artist clothes or just looking for cheap profits. However, in recent years there has been a shift in meaning regarding this habit of shopping for Second-Hand clothes. The issue of the Second-Hand clothing trade has spread in various countries in the world, both in developed and developing countries. However, The author understands that there are many kinds of textile waste but reducing it is one of the concrete efforts that must be done. This waste needs to be managed and needs attention. Managing Trash means eliminating Trash; waste; and reuse materials that can become Waste. [2] The emerging issues have a negative impact on developing countries which seem to be a reservoir for Second-Hand clothes that are no longer used in developed countries. Research by Sally Baden and Catherine Barber (2005) states that the contribution of the Second-Hand clothing trade is very small (less than 0.5%), but for some African countries, the secondhand clothing trade contributes quite a lot (more than 30% of the apparel trade). It also noted that imports of Second-Hand clothes could undermine the performance of the textile industry in West Africa, resulting in a significant drop in sales in the 1980s and 1990s. The decline was due to the price of imported Second-Hand clothes being much cheaper than domestically produced apparel, so that domestic products became less competitive.

According to research by Ingo and Rahman (2015) students who buy Second-Hand clothes are caused by several factors including, because they want to buy clothes that describe themselves, want to buy clothes that show their organizational identity, the influence of advertising, the influence of western culture, and the influence of campus culture. [3] According to the environmental aspect, this way of sustainable shopping has become common in recent years. Sustainable consumption is defined as a decision-making process taking the consumer's social responsibility into consideration in addition to individual preferences concerning a product's attributes [4]together by a campaign to save the environment, Sustainable Fashion: Apparel that has been produced, sold, and distributed in such a way as to minimize, as much as possible, any damaging social and environmental impact. To be classified as sustainable, a company must reduce negative impacts at multiple stages of the supply chain and of the product's lifecycle. Examples include Reformation, Allbirds, Eileen Fisher, Patagonia. [5] Sustainable consumption and production (SCP) is defined as a "holistic approach to minimizing the negative environmental impacts from consumption and production systems while promoting quality of life for all" [6]

We need to see that in the wasting problem of the fashion industry, there is something called the Fast Fashion industry. Second-hand fashion certainly cannot be separated from the production of the fast fashion industry because basically they rely on the production of the parent industry instead we switch in to a model who can play a role in the process of equalization and increase in community income, promote economic growth, and play a role in realizing national stability. [7] In addition, the author feels that to link when talking about second-hand culture with the fast fashion industry, which Author feel, of course, the two things cannot be separated. In recent years, the fashion industry has received a lot of criticism for what they do and the impact on social and environmental problems. The environmental impact of the fashion industry is widespread and substantial. There are several problems in the world's fashion production, the first is the wastage of water. The fashion industry consumes copious amounts of water and generates huge amounts of wastewater. As a result, the fashion industry is responsible for the consumption of 79 trillion litres of water annually, contributing to about 20% of industrial wastewater. [8] For a larger scale this industry is very dependent on water wastages. The fashion industry uses large amounts of water, totalling 79 billion cubic metres in 2015[9] and averaging an estimated 200 tonnes of water usage during the production of one tonne of textile. [10] They also responsible for ~20% of industrial water pollution from textile treatment and dyeing [9], contributes ~35% (190,000 tonnes per year) of oceanic primary microplastic pollution [11] and produces vast quantities of textile waste. [12] The industry, which is getting worse every year in producing massive environmental damage, if author might be able to assume, this is a problem that needs to be solved together. Meanwhile, when talking about second-hand fashion, the author feels that he will not change anything regarding environmental issues, while the upstream industry will not make any changes. Second-Hand fashion Fashion consumption data shows that this trend will increase over the next few years. In biggest fashion consuming countries like USA, estimated as 92 million tons of post-consumer textile wastes are end up in landfill sites each year. These numbers will keeps increasing as the world population grows in numbers. So therefore post-consumer waste accumulation will be the next biggest problem which occurs environmental destruction by landfilling and other circumstances in a larger scale. [13] The author argues that promotion by shifting shopping habits to Second-Hand Consumption will not solve the problem because it will only lead to massive fashion production in the textile industry. This problem will lead to a new chapter in the next few years after other people's consumption habits are wrapped up with efforts to save the environment. Although in any aspect, this could lead to research on consumer behavior and will lead to the bad habit we all call a big consumerism. Instead of forcing ourselves to control ourselves, why don't we introduce a new way of how these clothes should be produced and change the pattern of our industry after years.

What is really mean by sustainable is: friendly to the environment, recycle, reduce and reuse. "Sustainable textiles and fashion design take a journey together for the first time with information about the life of our cycle, the impact of sustainability in fashion and specially in textiles. It challenges existing ideas about the scope and potential of thinking about our needs, local products, slow fashion, and knowledge of materials. ." Sustainable fashion is also referred to as eco fashion which is an element of an emerging design philosophy and sustainability trend instead of a campaign tucked into Second-Hand Consumption. Recently,

sustainability is important for the uniqueness of fashion products. The textile and fashion industry today is more focused on sustainability. Ecologically, human is part of the environment humans always interfere with environment to meet needs his life. [14]

Recently, many textile products have started to replace with more friendly materials, the author thinks maybe this is one way to really reduce environmental problems, especially those generated by the textile industry. First is, natural fiber clothing. Natural Fibers grow naturally they did not damage or spoil environment and not harmful for the human skin. Due to rapid production of synthetic fibers which involves many chemicals that is not favorable for environment and society people. [15] There is a study from Dr. Ankita Singh Rao that there are several natural substitutes that will change the production materials of the textile industry in the next few decades. hemp fiber, this plant is easy to grow and only needs a little water, no herbicides, pesticides, synthetic fertilizers needed. Nettle fiber, is a widely used plant that is trouble free and very easy to grow. For fiber production, nettles are generally harvested in the summer. Coffee grounds fibre, a technology of Taiwanese textile company Singtex combines post-patently processed coffee grounds with polymers to create a master batch before spinning them into yarn. Then the last and not least is organic cotton, which has been proven to be able to be produced and mass-produced for industrial needs teknis. Global production of organic cotton has increased in the last few years, with a 56% growth between 2016/17 and in 2017/18, reaching 831,193 bales (Textile Exchange, 2019). In 2019, the number of Global Organic Textile Standard (GOTS)-certified facilities grew globally by 35% across 70 countries (OTA, 2020). In the USA, organic production increased by 12% over the previous year's production in 2017, totaling about 23,341 bales of organic cotton fiber harvested over 26,302 acres (10,644 hectares) (Textile Exchange, 2019). [16] For a selection of climate-friendly and sustainable materials, low-carbon for the transport, improved consumer dialogue and awareness will lead us To supporting the goals of the Paris Agreement, with the organic cotton industry aiming for achieving net zero emissions by 2050.

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