

Ethical Issues in the Fashion Industry

*By:
Manjali Sharma
& Namami Rastogi*



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To Create Awareness among Youth about the Recent Ethical Issues In Fashion Industry and Design Khadi Kurtis

Abstract

The present study investigates **“To create awareness among youth about the recent Ethical issues in Fashion Industry and design khadi kurtis.”** The world today is reeling under the impact of environment degradation caused by industries and rapid population growth. Global warming is the gradual increase in temperature of the earth’s surface. More and more fashion designers and textile producers are striving to produce goods that do not harm the environment and are cruelty free ethical issue in fashion are emerging. In this, our motto of research is to aware students and teenagers about the recent ethical issues and their importance. So in this study, firstly 20 ethical logos were selected and a lecture was organized to aware students. After that, for designing purpose best 6 logos were selected, on the basis of consumer preference. After that 5 design sheets were designed on each category having same motif in five different placements. So, by that way 30 logos were developed. Now on basis of consumer preferences, One design was selected in each category and developed from coral draw and then photographic screen were prepared. After cutting of fabric screen were placed according to their selected placements, dry it and stitching of each kurti was done. These kurtis were finally evaluated by 5 point scale on the basis of aesthetic appeal, placement of the motif, cost, color combination, uniqueness and acceptability. Among all kurti no-1 (Eco Friendly kurti) score highest percentage in all categories and kurti no- 6 (Eco Chic Kurti) was least preferred by the consumer.

Introduction

Thus the old concept of ethical fashion is gaining more population in the modern time. Ethical can be define as the production of textile item with a conscience with the concept social responsibility gaining ground, corporate all over the world are recognizing the importance of environment protection & ethical business, fashion house are no exception. More and more fashion designers and textile producers are striving to produce goods that do not harm the environment are cruelty free. Different ethical issues including animal and human right activities as well as environmental protection activities have brought up in fashion industry time and time again.

Objectives:

1. To frame and design ethical motifs on ethical issues.
2. To develop outlook of motifs by using Corel Draw and screen printing.
3. To prepare youth concerning and motivational textile products with ethical motifs.
4. To aware consumers/research scholars/students about the ethical issues in fashion industries.
5. To gain sustainable competitive edge in domestic market.

6. To explore the nature of ethical issues in fashion.
7. To examine the role of ethics in today fashion market place.

Delimitation:

1. The area study particulates only in the circumference of Banasthali University.
2. The study was limited to photographic screen printing.
3. The study was limited to soft ware corel draw.

Significance of the Study:

1. The study implies the use of logos as the conceptualizing motifs for the designing of apparels.
2. This idea would aid in creating awareness regarding the ethical issues, especially among the gentry of generation-next. As these ethical issues, such as carbon footprint, green solutions, ethical treatment of animals, are the topics of concerns the youth should be aware of it to have a safe environment and atmosphere for future use.
3. The growing concept of textile sustainability, cruelty-free fashion, Eco-fashion etc. are gaining emphasis by the new fashion-makers and this study is like a baby-step that would be surely become the ladder for required concern between the human and environment.

Methodology

The methodology approach followed to carry out the study has been broadly classified under the following subheads

Locale of the study: The place where the study has been conducted is referred to as locale of the study. The present study was carried out at Banasthali University in Rajasthan state was selected purposively.

Selection of the Respondents: A Sample of 50 respondents (post graduate) students was selected for the study

Tools and procedures for data collection: To attain the specific objective, the study was conducted in single phase. Separate tools were constructed in accordance with each objective for data collection. Tool and procedures used for data collection are described below.

Collection of motifs from Ethical issues in fashion industry: Various ethical motifs were collected from different sources like books and internet.

Sketching of ethical motifs on khadi kurtis: Total 20 motifs on ethical issues were collected. In these 20 motifs, 6 best preferred motifs were taken & placed on khadi kurtis with different placements of motifs. So in each category, 5 sheets having different placements were prepared.

Selection of motifs: Out of these, six kurtis having six unique motifs on different ethical issues were selected on the basis of consumer preference.

Development of motifs by using Coral Draw: These six motifs were now developed by using coral draw.

Preparation of screen: - After design development, these six motifs were traced on nylon cloth & preparation of screen was done by using photographic screen printing.

Cutting and stitching of khadi kurtis: Cutting of khadi kurtis were takes place, than screen were placed on each kurtis according to selected placements & printing were done, after printing was dry stitching of each kurti was done.

Selection of khadi kurtis: To get on accurate evaluation, 50 respondents were selected from Banasthali University. The analysis was based on different parameters that are aesthetic appearance, placement of the motif, color combination, uniqueness, and acceptability.

A five point scale was used for rating as given below

Grade/ Rating	Score
Excellent	5
Very good	4
Good	3
Fair	2
Average	1

The marks allocated to each design were added and 6 design highest were enriched with screen printing to see the ready effect.

Results and Discussion

Results of the study has been discussed as under following

Result of consumer preference and awareness survey.

Consumer survey was conducted to collect information regarding their preference for Khadi Kurtis. Result obtained was an under graph, shows that 90% respondents have no knowledge about the Ethical Issues in Fashion Industries.

Interest in designing of khadi kurties having Eco Friendly Motif

Graph 4.2, show that on conducting survey 75% people were found very much intrested in khadi kurties having eco friendly motifs and 25% moderately intrested. Graph 4.4, shows that most 75% consumer prefered ethical motifs developed with corel draw. Graph 4.5, shows that the 75% consumer prefered the printing technique and 25% not prefered the another technique. Graph 4.6, show that the most 100% consumer prefered the screen printing, 80% Consumer prefered the stencil printing and 20% people prefered other techniques. Graph 4.7, show that 100% consumer prefered the photo graphic sreen printing and 60% consumer prefered enamel printing.

4.2 Result of Assessment of Design Sheet:

The prelimiinay survey was conducted to determined respondents attitude towards placement of single motif (eg ecofriendly) in different arrangements over kurtis. Each sheet was given score from 1-5. After that the percentage was calculated. In the rating scale 5 point was given for excellent and 1 point for average. So, that sheet was selected for prototype developed which obtained highest percentage. Graph 4.8 was show that sheet no.1.a had maximum acceptability for prototype development, followed by sheet no-1.e . Consumer minimum acceptance for sheet no-1.d. In this study that sheet was selected for prototype development which had highest score because in the rating scale 5 point was given for excellent designing sheet and 1 point for average design sheet. Graph

4.9; show that sheet no.2.a had highest acceptability for prototype development, followed by sheet no-2.e. Consumer minimum acceptance for sheet no-2.d. Graph 4.10; show that sheet no.3.c had highest acceptability for prototype development, followed by sheet no-3.e. Consumer minimum acceptance for sheet no-3.a. Graph 4.11; show that sheet no.4.a had highest acceptability for prototype development, followed by sheet no-4.c, Consumer minimum acceptance for sheet no-4.d. Graph 4.12; show that sheet no.4.b had highest acceptability for prototype development, followed by sheet no-4.c, Consumer minimum acceptance for sheet no-4.d. Graph 4.12; show that sheet no.4.b had highest acceptability for prototype development, followed by sheet no-4.c, Consumer minimum acceptance for sheet no-4.a.

Result of acceptability of khadi kurtis

Khadi kurties were evaluated by the consumer on the basis of aesthetic appeal, placement of the motif, color combination, cost, uniqueness and acceptability. Fifty respondents were selected for the evaluation. Each of the prepared khadi was displayed towards the respondents and they gave rate to each one on the bases of aesthetic appearance, placement of the motif, color combination, cost, uniqueness and acceptability. Five points scale was used and percentage was calculated. As the graph 4.14 shows that on the basis of aesthetic appearance among all six kurties the kurti having eco friendly motif was got highest (74%) consumer preference, the kurti having save earth and environment sustainability motif got (64%) consumer preferences. Kurti having carbon footprint logo got (60%) consumer preference while the kurti having PeTA motif (54%) and Eco Chic (38%) were least preferred by consumer. Graph 4.15, shows that on the base of placement of the motif among all six kurties the kurti having eco friendly motif was got highest (84%) consumer preference, and Eco Chic (18%) were least preferred by consumer. Graph 4.16, shows that on the bases of color combination among among all six kurties the kurti having eco friendly motif was got highest (80%) consumer preference, and Eco Chic (44%) were least preferred by consumer. Graph 4.17, shows that on the bases of cost among all six kurties the kurti having eco friendly motif was got highest (82%) consumer preference, and Eco Chic (20%) were least preferred by consumer. Graph 4.18, shows that on the bases of uniqueness among all six kurties the kurti having eco friendly motif was got highest (86%) consumer preference, and environmental sustainability (18%) were least preferred by consumer. Graph 4.19, shows that on the bases of acceptability among all six kurties the kurti having eco friendly motif was got highest (88%) consumer preference, and Eco Chic (26%) were least preferred by consumer.

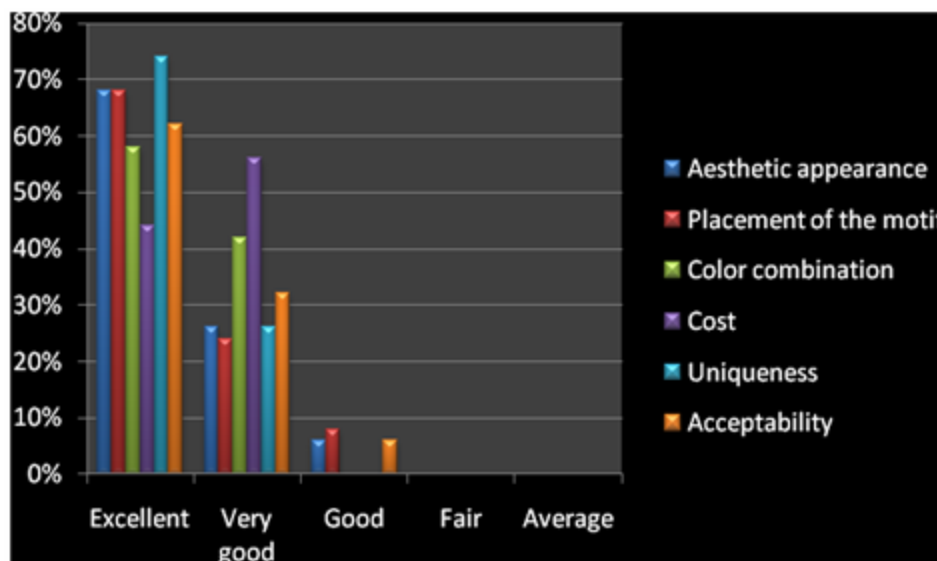
Result of evaluation in different parameters

In this each kurties was singly evaluated on the basis of aesthetic appearance, placement of the motif, color combination, cost, uniqueness and acceptability. Graph 4.20, show that in kurti no-1 (eco friendly). It got highest percentage in Excellent category on the bases of (aesthetic appearance, placement of the motif, color combination, cost, uniqueness and acceptability.)



Fig 4.21 -Evaluation on different parameters of Kurti no-2- (Save Earth)

	Aesthetic appearance	Placement of the motif	Color combination	Cost	Uniqueness	Acceptability
Excellent	68%	68%	58%	44%	74%	62%
Very good	26%	24%	42%	56%	26%	32%
Good	6%	8%				6%
Fair						
Average						

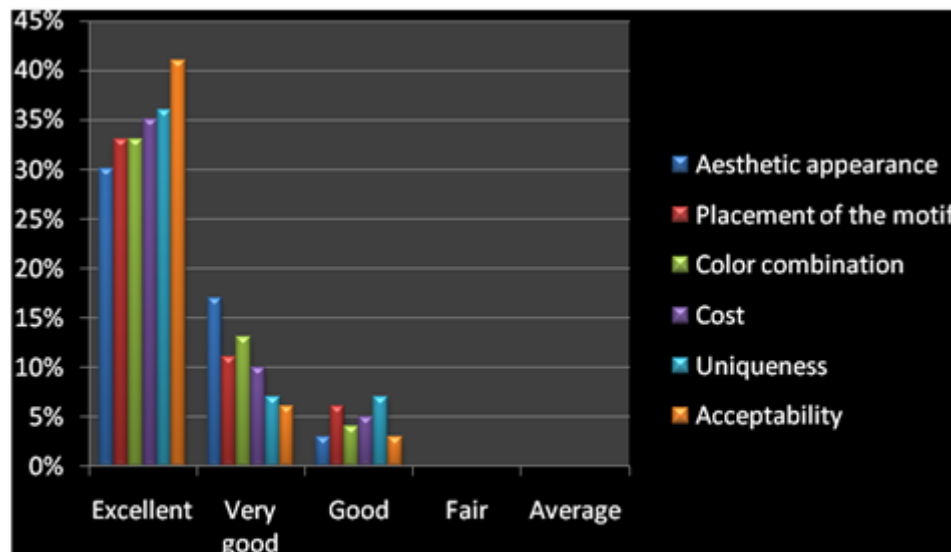


Graph 4.21: show that in kurti no-2 (Save Earth). It got highest percentage in Excellent category (aesthetic appearance, placement of the motif, color combination, cost, uniqueness and acceptability.)



Fig 4.22 -Evaluation on different parameters of kurta no-3 (Carbon footprint)

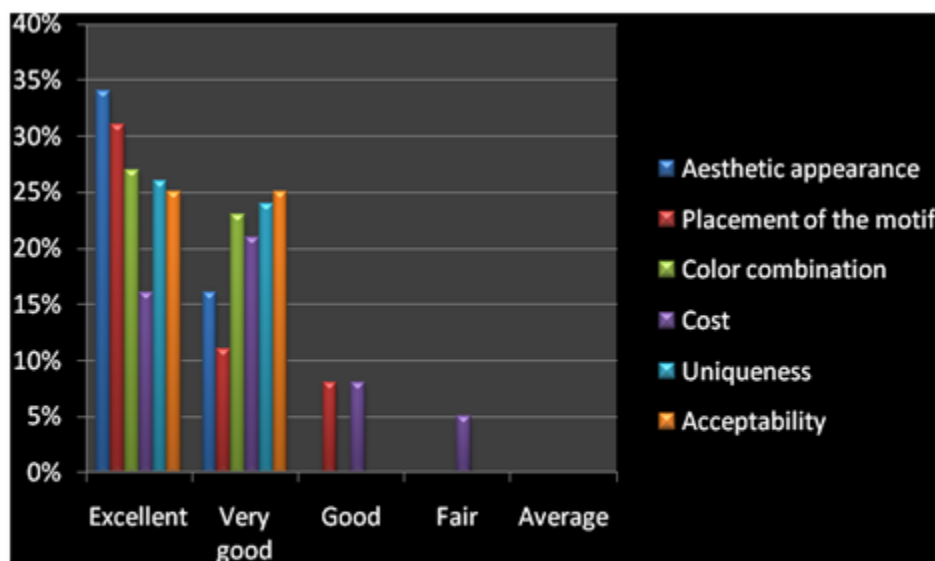
	Aesthetic appearance	Placement of the motif	Color combination	Cost	Uniqueness	Acceptability
Excellent	30%	33%	33%	35%	36%	41%
Very good	17%	11%	13%	10%	7%	6%
Good	3%	6%	4%	5%	7%	3%
Fair						
Average						



Graph 4.22; show that in kurta no-3 (Carbon footprint). It got highest percentage in Excellent category (aesthetic appearance, placement of the motif, color combination, cost, uniqueness and acceptability.)



	Aesthetic appearance	Placement of the motif	Color combination	Cost	Uniqueness	Acceptability
Excellent	34%	31%	27%	16%	26%	25%
Very good	16%	11%	23%	21%	24%	25%
Good		8%		8%		
Fair				5%		
Average						

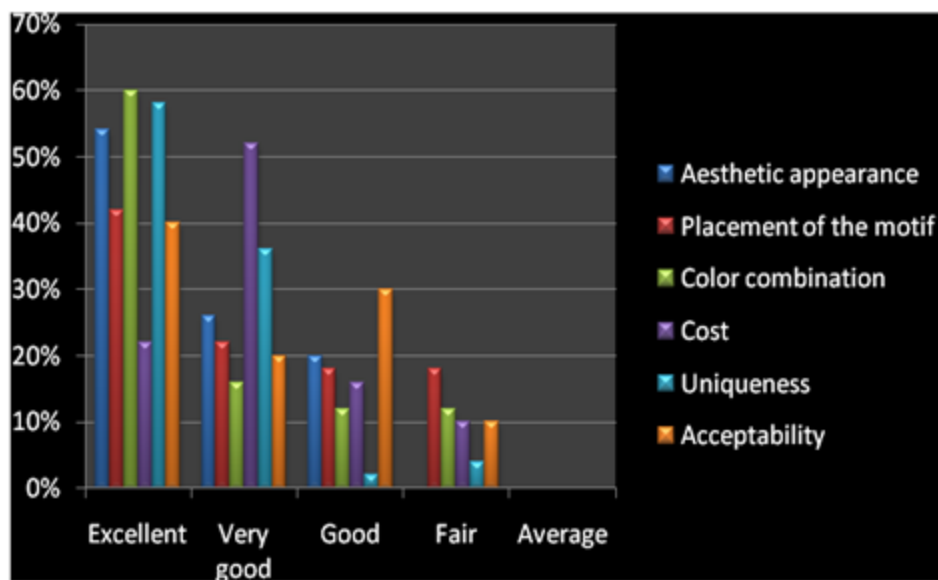


Graph 4.23; show that kurti no-4 (Textile Sustainability) got highest percentage in Excellent category (aesthetic appearance, placement of the motif, color combination, cost, uniqueness and acceptability.)



Fig 4.24 -Evaluation on different parameters of Kurti no-5 (PeTA)

	Aesthetic appearance	Placement of the motif	Color combination	Cost	Uniqueness	Acceptability
Excellent	54%	42%	60%	22%	58%	40%
Very good	26%	22%	16%	52%	36%	20%
Good	20%	18%	12%	16%	2%	30%
Fair		18%	12%	10%	4%	10%
Average						

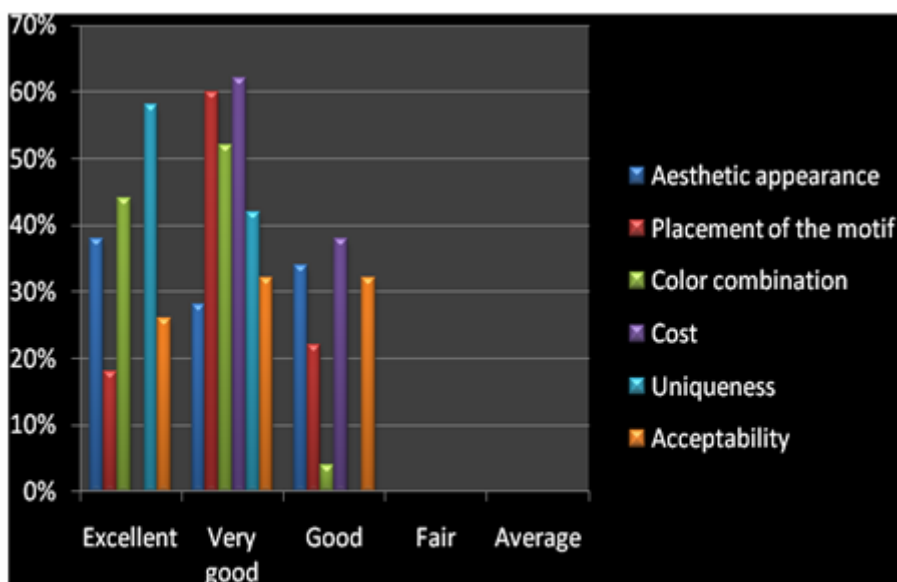


Graph 4.24; show that in kurti no-5 (PeTA). It got highest Percentage in Excellent category (aesthetic appearance, placement of the motif, color combination, cost, uniqueness and acceptability.)



Fig 4.25 -Evaluation on different parameters of Kurti no-6 (Eco chic)

	Aesthetic appearance	Placement of the motif	Color combination	Cost	Uniqueness	Acceptability
Excellent	38%	18%	44%		58%	26%
Very good	28%	60%	52%	62%	42%	32%
Good	34%	22%	4%	38%		32%
Fair						
Average						



Graph 4.25; show that in kurti no-6 (Eco chic). It got highest percentage in very good category (aesthetic appearance, placement of the motifs, color combination, cost, uniqueness and acceptability.)

Summary and Conclusion

The world today is reeling under the impact of environment degradation caused by industries and rapid population growth. Global warming is the gradual increase in temperature of the earth's surface. More and more fashion designers and textile producers are striving to produce goods that do not harm the environment and are cruelty free ethical issue in fashion are emerging. This study was conducted to develop knowledge of the every student of Banasthali University towards the ethical issues in fashion industry. By designing khadi kurtis havinethical motifs develop from coral draw and photographic screen printing, so to create awareness.

The present study was carried out at Banasthali University in Rajasthan state was selected purposively. A Sample of 50 respondents (post graduate) students was selected for the study to attain the specific objectives; the study was conducted in single phase. Separated tools were constructed in accordance with each objective for data collection. Tool and procedures used for data collection are described below. Various ethical motifs were collected from different sources like books and internet. Total 20 motifs on ethical issues were collected. IN these 20 motifs, 6 best preferred motifs were taken & placed on khadi kurtis with different placements of motifs. So in each category, 5 sheets having different placements were prepared. Out of these, six kurtis having six unique motifs on different ethical issues were selected on the basis of consumer preference. These six motifs were now developed by using coral draw. After design development, these six motifs were traced on screen printing, simultaneously cutting of khadi kurtis were takes place, than screen were placed on each kurtis according to selected placements and printing were done, after printing was dry stitching of each kurti was done. To get on accurate evaluation, 50respondents were selected from Banasthali University. The analysis was based on different parameters that are aesthetic appearance, placement of the motif, color combination, uniqueness, and acceptability. After the post analysis of developed prototype on the basis of aesthetic appearance, placement of the motif, color combination, cost, uniqueness, acceptability it was found that highest percentage of acceptability were given to all the developed prototypes. Thus it can be said that, khadi kurti had very good potential of marketability and create awareness among youth regarding cruelty free fashion PeTA (people eating tasty animal, eco chic, carbon footprint, eco friendly, environmental sustainability & save earth).

Suggestions:-

As the present study has the potent customer in market, it may be modified in the other context to widen the area of Designing of Clothing and Textile. Here the investigator suggest some other related studies would be avail the market in futures. Instead of khadi kurtis, T-Shirts can be designed by using same motif with different printing technique like stencil, block , patch work, and hand printing. These selected motifs can be used to develop in a new range of T-Shirts, Jackets and Shirts.