

(2024 September 27) The Green Washing Machine - Donald and Kassatly (Planet Critical)

<https://www.planetcritical.com/p/the-green-washing-machine-veronica>

My comments to this edition of Planet: Critical:

Granted that we cannot doubt the use of plastics in our textiles must be curtailed, as someone who lives in a state (Arizona, USA) where aquifer levels are regularly dropping by several feet per year and small-farmer wells are going dry by the hundreds due to generally unregulated use of groundwater to grow high water-use crops like cotton and alfalfa, I have to wonder at how little this dialogue looked at the basic idea of fashion as a contributor to the climate catastrophe. Why was the topic not "fabrics", "textiles" or "clothing" rather than "fashion", sustainable and otherwise?

Although some attention was given to the question of how much wear a given item of clothing will have, how many times it will be worn, I should think one of the major issues in addressing the annual tons of fabric waste is exactly the prevalence of throw-away fashion -- not just in terms of cheap prices but of trendiness, style, and advertising determinations of what's in and what's out. The notion of "fashion" goes well beyond the idea of apparel, and is a major driver in consumer society, a major factor in the acquisitive mindset of capitalist society.

And I suggest that a podcast focusing on the notion of "IN fashion" might be of more interest, and more to the point, than one that suggests the industry should increase efforts to bring more clothing considered fashionable in the consumerist Euro-American bloc clothing to the producer countries.

.- MG