

Sustainable Fashion as The Early Awakening of the Clothing Industry Post Corona Pandemic

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ABSTRACT

The purpose of writing is an effort to rebuild a more sustainable fashion industry after COVID-19, and to move the fashion industry to adopt a sustainable fashion. The method used was a qualitative method with a qualitative descriptive approach. The technique of collecting data was a literature study or literature study, namely by diligently studying the literature needed in writing. The results of this writing were: (1) The experience of a global pandemic will create awareness of the importance of sustainable fashion, to rebuild the fashion industry after COVID-19 with high-quality durability; (2) Sustainability will be seen as the main product priority by all stakeholders, so by adopting a sustainable fashion concept, fashion industry players are expected to be willing to work together to create innovations that are more environmentally friendly and empower the industry. This paper

concludes that the impact of the COVID-19 pandemic has brought together fashion industry players to jointly create sustainable fashion solutions for production, distribution, and consumption, and promote social change, the need for transparency and collaboration towards sustainability.

1. Introduction

Since the WHO (World Health Organization) announced that COVID-19 is a world pandemic, consumers in various business sectors have changed. The economy suddenly collapsed in an instant due to the spread of the coronavirus around the world. Since December 2019, when the coronavirus (COVID-19) outbreak emerged in the city of Wuhan and spread rapidly throughout China. Even the new coronavirus infection (2019-nCoV) is rapidly spreading to other provinces and neighboring countries (Guan et al., 2020). Indonesia is one of the countries affected by COVID-19. Concern about COVID-19, many efforts have been made by the government, including appeals to reduce mobility, not doing outside activities, and maintaining distance from one another (social distancing). The results of a study stated that with travel restrictions, the number of infected people within seven days would decrease by around 91.14% in Beijing, compared to the no travel restriction scenario (Tang et al., 2020). Therefore, it is not surprising that the health crisis has an impact on the economic crisis simultaneously. The decline in confidence in future economic growth affects the pattern of public consumption behavior. "People tend to increase consumption of basic needs and delay other consumption," Meanwhile, consumption of goods such as fashion, transportation, household goods, and leisure is estimated to be corrected.

The COVID-19 outbreak has affected the normal activities of people from all over the world. People who used to work in offices now have to work at home / Work from Home (WFH). School children also have to do online learning. Not only that, but shopping centers have also begun to limit visiting hours and the number of visitors. This is done to break the chain of spreading the coronavirus. COVID-19 has hit quite a bit in almost all sectors, including the fashion sector. Various important events related to being postponed until an undetermined time limit. One of the important events in Paris Fashion Week. The international fashion show which is always held every year must be canceled. But not so with London Fashion Week. This fashion show continues even though it is held online. In addition, clothing stores and retailers are forced to reduce production costs due to unstable conditions. Even though COVID 19 has made many clothing shops and owners of world fashion brands not just sit around waiting for this pandemic to end, a lot of creativity has been developed. Fashion brands have various campaigns that are unique and interesting by utilizing social media platforms to stay creative and productive. The world's fashion brands see the opportunities and opportunities behind this outbreak, continue to hold online fashion shows, stay at home campaigns, and raise funds. Although for the time being, they do not produce fashion items that follow trends, retailers to well-known international fashion houses have turned their businesses into "factories" or places to produce medical equipment needed during the pandemic, such as "face masks" and PPE. Some brands also campaign to stay enthusiastic, stay healthy, and stay at home through their social media platforms.

Based on this statement, it can be stated that Covid-19 has changed many orders in various fields, including in the field of clothing. many fashion events that should have been carried out in person have been changed to online forms and there are even events that were not carried out such as Seoul Fashion Week, Shanghai Fashion Week, and China Fashion Week in Beijing and other events. As a result, many fashion products that have been made have to be temporarily stored and wait for New Normal. With the new normal, it will require owners or players in the fashion industry to change their designs and products so that they can compete again and change their promotions and activities that are more virtual or online. This is supported by (Hsiao et al., 2020; Scuotto et al., 2017) who argue that the internet and social media play an important role in exploring the marketing techniques used by the fashion industry. So it can be said that in New normal, a follow-up is needed that can raise fashion in the world. This activity is known as Sustainable Fashion.

Sustainable fashion is a practice in a fashion that emphasizes the values of the various parties involved, especially the environment and humanity. How to make fashion (whatever it takes from a personal lifestyle to the realm of business) should be prosperous and leave minimal losses as possible. The goal of sustainable fashion is to unite various groups in the fashion industry: fashion designers, producers, distributors, to consumers (buyers) to work together to change the way a fashion item is produced and consumed in a better direction. As stated by (Boström & Micheletti, 2016) in his article analyzing the challenges of sustainability by focusing on the role of responsibility among various actors and institutions involved in the production and consumption of textiles and clothing. Sustainable fashion is also based on a global production system that has major environmental and social impacts. Like producing clothing with attention to the impact on the environment and humanity, the main goal is that in

the production process the resulting carbon footprint can be reduced to a minimum. Fashion lovers or not, it is time for the concept of sustainable fashion to be implemented in every layer of life. Research conducted by (Bly et al., 2015) shows consumer sustainability as much as reducing measurable environmental and social impacts to achieve pro-environmental or ethical goals. Seeing this condition, the sustainable fashion movement or sustainable fashion was born. Sustainable fashion exists to protect the environment from the bad impacts generated by the fashion industry. Sustainable fashion, a fashion industry that is supported by ethics to protect the environment, is promoted to save the earth from the dangers of waste that do not decompose. The negative externalities of fast fashion have created a global environmental justice dilemma, support and human resources are needed to develop and enforce environmental and occupational protection to protect human health (Bick et al., 2018). The role of the fashion industry, policymakers, consumers, and scientists in promoting sustainable production and ethical consumption fairly. The year 2020 is nicknamed "the Year of Sustainability", four months into the new decade and the impact of COVID-19 will determine 2020. One trend that is predicted to be popular this decade is "Sustainable Fashion" which is environmentally friendly. This movement has a mission to make the fashion industry more ethical towards the environment from the amount of waste generated by the fashion industry on earth.

Several studies on sustainable fashion have been conducted. Such as research conducted by (Lee et al., 2020) which states that the sustainable mode campaign sends a simple message about "why" we have to change, which aims to make people aware of the imminent environmental threats facing all species, including humans if still using non-environmentally friendly products. Then the research conducted by (Wang et al., 2019) states that managers of fashion companies must accurately calculate how customers perceive each sustainable fashion behavior so that fashion companies can develop their detailed strategies on how to develop sustainability to affect profits.

Based on the previous explanation about Sustainable Fashion, the objectives and focus of this research can be formulated as an effort to analyze Sustainable Fashion Post COVID-19. In this study, a descriptive method was used in which this study further describes how Sustainable Fashion is post-pandemic.

2. Methods

The method used was qualitative. Qualitative method is a method used to examine the condition of natural objects and emphasize meaning more than generalization (Sugiyono, 2016). In this writing using a qualitative descriptive approach. The descriptive method was chosen because what is done is related to ongoing events and is related to current conditions. The goal is to make descriptions, systematic descriptions, and relationships between the phenomena being investigated.

The data collection technique used was a literature study. Namely a method by finding and collecting several sources of research results and other supporting sources. The method of using a literature study was by diligently studying the literature needed in writing. Methods or literature studies, although initially rarely considered in qualitative methods, are now an important and inseparable part of qualitative methods. So that extracting data sources through literature studies is a complement to the qualitative method process. It is stated that the credibility of a result using qualitative methods is more or less determined by the use and utilization of existing literature

3. Results and Discussions

The COVID-19 pandemic has also had an impact on the global economic sector, including the fashion industry. The fashion industry has experienced a significant decline as a result of the fashion industry that has stopped operating, shopping malls are closed, and international fashion events such as Fashion Week are canceled. Moreover, currently, large-scale social restrictions (PSBB) are being implemented, which have resulted in a shift in people's lifestyles. The impact of COVID 19 on clothing sales in 2020 This condition is illustrated in Figure 1 below.

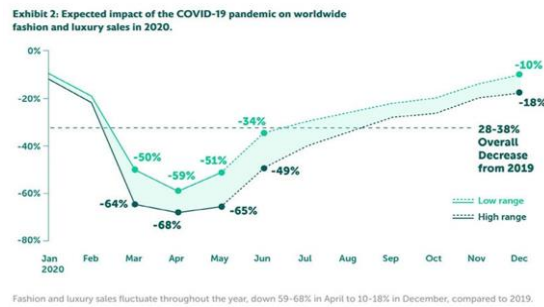


Figure 1. Fashion sales and fashion luxury goods

Based on Figure 1, it can be said that sales of fashion and luxury fashion goods fluctuated throughout the year, decreasing 59 - 68% in April to 10 - 18% in December, compared to 2019. This directly affected the fashion industry. The fashion industry continues to roll rapidly, produces clothes quickly, also makes a person continue to be thirsty for the latest clothing that will only be used one or two times without realizing it. This has a lot of impact on those who work in the garment by creating beautiful clothes, even for the environment. The price of raw materials for production continues to increase to make factories reduce production costs by reducing labor wages and the feasibility of space. But the low wages are not comparable to the cheap and low-quality products, as well as the chemicals that pollute the environment.

Seeing this condition, the pressure for transparency is aimed at fashion brands, both cheap and expensive fashion brands. As a report released by Know the Chain, a non-profit fashion industry supply chain assessment agency shows that cheap and expensive fashion brands have the same responsibility to provide accurate information about the origin of their clothing, where it is made, wages, and health insurance for its workers, etc. So that consumers can judge whether a piece of clothing that they are interested in is made ethically, does not contain harmful social and environmental problems, or vice versa. To fulfill their promise, they carry out price transparency on every item of clothing they sell. This includes providing adequate information about the industry where the clothes are made, as well as the parties involved in the production process.

But suddenly the fashion industry players were slapped by the collapse of the Rana Plaza in Bangladesh in 2013 which claimed the lives of more than 1000 people and 2500 injured workers of famous label garment workers. This condition triggers fashion knights to emerge and practice sustainable fashion, ethical fashion, or what is known as "Sustainable Fashion". This concept is a behavior that is responsible for protecting humanity and the environment when producing a fashion product. And of course, Indonesia is no less behind to practice it. Indeed, since the time of our ancestors, Indonesia has been accustomed to working together in the manufacture of fabrics using natural fibers and colors. But modernization approaches and erodes that purity. Now several Indonesian fashion designers are starting to promote sustainable fashion again, giving awareness to their users to start participating in humanitarian and environmental missions.

Sustainable Fashion

Sustainability has become a hot topic in the fashion industry, with more and more brands being aware and more and more talk around the impact of fashion today. Yet there are plenty of opportunities to share lessons learned, to inform and encourage consumers to take a more thoughtful approach to consumption. Fashion means appearance which includes accessories, bags, shoes, make-up, hairstyles, and most importantly clothing. Returning to the function of clothing as a primary human need in the category of clothes. It does not matter whether a *fashionista* or not, clothing will always be the main requirement. Sustainable fashion is the responsibility of all of us, not just environmentalists, fashion designers, but all of humanity.

Sustainable fashion is a practice in a fashion that emphasizes the values of the various parties involved, especially the environment and humanity. How to make fashion (whatever it takes from a personal lifestyle to the realm of business) should be prosperous and leave minimal losses as possible. The goal of sustainable fashion is to unite various groups in the fashion industry: fashion designers, producers, distributors, to consumers (buyers) to work together to change the way a fashion item is produced and consumed in a better direction. As stated by (Boström & Micheletti, 2016) in his article analyzing the challenges of sustainability by focusing on the role of responsibility among various actors and institutions involved in the production and consumption of textiles and clothing.

The philosophy of sustainable fashion, which has a mission to make the fashion industry more ethical towards the environment, is a form of action on the amount of waste generated by the fashion industry on planet earth. Fashion is widely considered to be the second industry only after oil, which is damaging to the environment (Woodside & Fine, 2019). Textile waste that ends up in landfills has become a major concern globally. The rapid growth of the fashion industry contributes as much as 92 million tons of waste in the world each year, 10% of global carbon dioxide emissions are produced by the fashion industry. The amount of garbage found on planet earth is caused by the fashion industry. Sustainable fashion is also based on a global production system that has major environmental and social impacts. Like producing clothing with attention to the impact on the environment and humanity, the main goal is that in the production process the resulting carbon footprint can be reduced to a minimum. Fashion lovers or not, it is time for the concept of sustainable fashion to be implemented in every layer of life. Research conducted by (Bly et al., 2015) shows consumer sustainability as much as reducing measurable environmental and social impacts to achieve pro-environmental or ethical goals.

Seeing this condition, the sustainable fashion movement or sustainable fashion was born. Sustainable fashion exists to protect the environment from the bad impacts generated by the fashion industry. Sustainable fashion, a fashion industry that is supported by ethics to protect the environment, is promoted to save the earth from the dangers of waste that do not decompose. The negative externalities of fast fashion have created a global environmental justice dilemma, support and human resources are needed to develop and enforce environmental and occupational protection to protect human health (Bick et al., 2018). The role of the fashion industry, policymakers, consumers, and scientists in promoting sustainable production and ethical consumption fairly.

The year 2019 is dubbed the "Year of Sustainability", four months into the new decade, and the impact of COVID-19 will determine 2020. One of the trends predicted to be popular this decade is "Sustainable Fashion" which is environmentally friendly. This movement has a mission to make the fashion industry more ethical towards the environment from the amount of waste generated by the fashion industry on earth. This waste is formed through the use of cheap cloth dyes that contain chemicals that are harmful to the environment, to the use of polyester or nylon which is made from materials that are difficult to decompose. Although this movement has a good aim in keeping the earth alive a little longer, there are still many challenges to be overcome so that sustainable fashion will truly have an impact. The sustainable fashion movement that is being promoted is welcomed by the fashion industry, including industry players in Indonesia. Currently, the trend of implementing sustainable fashion is growing along with the world movement. They demand industry players including textiles to be more environmentally friendly (eco-friendly) amid high awareness of the need for sustainable products. With this fact, we are very optimistic that Indonesia can become a big player in the sustainable fashion market segment by utilizing textile raw material sources that we can produce ourselves domestically.

Sustainable fashion is the concept of clothing as a whole, not only prioritizing the fabric or textile material. Sustainable fashion has a broad meaning that can increase the sustainability and welfare of its workers. So that the fashion industry will continue to survive by producing good quality. This sustainability is also very broad in scope. There is sustainability in it, there is social responsibility, economy, raw materials, and processes, and there is no waste (Choi & Luo, 2019). Even the application of an economical business also makes the fashion business a sustainable fashion. For fashion, sustainable fashion starts from the use of raw materials for fabrics, knick-knacks, tailors, production of production rooms, to marketing and distribution, and buying materials as needed so as not to waste. The assumption that fashion that uses materials from nature is automatically called sustainable fashion. It's not like that. It must be noted first, for example, that fashion products use natural dyes, but are the natural dyes taken from nature just like that without any cultivation? Otherwise, this could lead to scarcity in nature and make it unsustainable.

The concept of sustainable fashion with responsible behavior for protecting humanity and the environment by fashion actors can be demonstrated by caring for the environment to make use of waste in a more environmentally friendly manner (Todeschini et al., 2020; Woodside & Fine, 2019). For example, by using waste threads to become ornaments. Clothing from patchwork waste, planning a second life for fashion products, slowing down fashion, and so on. This is supported by (Wagner et al., 2019; Cimatti et al., 2017) who explain the strategies and principles of eco-fashion, to increase awareness of the importance and potential of eco-friendly design to create new, sustainable business models in the fashion industry.

Sustainable fashion also has a timeless meaning that can be passed on to the next generation. By using recycled materials to minimize fashion waste. Besides that, making embroidery uses manual embroidery so that it can empower workers. Research conducted by c states that social implications assure consumers that sustainable fashion is produced by considering social aspects, such as providing

fair wages for workers, as well as good working conditions. By adopting a sustainable fashion concept, fashion producers are expected to be willing to work together to create innovations that are more environmentally friendly and empower the industry. Fashion sustainability has become a major concern for the fashion industry in the last decade, especially for millennials who believe in spending their money on sustainable products, who strongly identify with socially and environmentally conscious companies (Todeschini et al., 2020; Woodside & Fine, 2019).

COVID-19 Putting the Concept of Sustainable Fashion in the Clothing Industry

"Sewing a Better Future: Rebuilding a More Sustainable Fashion Industry After COVID-19" highlights how sustainability is in fashion in a post-crisis world and lays out a framework for incremental rebuilding that enhances the role of social and environmental commitments in business-minded strategies. front. Sustainable Fashion, also known as "Eco-Friendly Fashion" is part of a growing philosophy and trend towards environmental care and social responsibility (Woodside & Fine, 2019). The topic of sustainability that requires the most attention from the fashion industry, including sustainable fashion, achieves responsible ethical production so that the goal of sustainable fashion increases. The advantages of the Sustainable Fashion concept include: (1) Maintain a Worker Economy. By empowering workers and craftsmen, making their fortunes last. Not only in terms of embroidery, for example in applying sequin ornaments, but it can also help housewives to generate an economy for their families, (2) Pay attention to craftsmen. Each local craftsman has his characteristics that must be maintained. Their taste in weaving or batik can be educated to better protect the environment. The collaboration of crafters and fashion designers will result in better quality clothing, (3) More Eco Friendly. The fashion industry is now starting to care about things related to nature. Industrial natural dyes will indeed require higher costs. However, the spirit of Sustainable Fashion can be applied. This research is in line with research conducted by (Todeschini et al., 2020) which states that fashion represents one of the most economically relevant contemporary industrial activities, but is full of sustainability issues. As a solution, the fashion industry should make innovations, namely by implementing sustainable fashion to be friendly and pay attention to the environment. Then research conducted by (Wagner et al., 2019) states that fashion products that are designed to be environmentally friendly can have a distinctive style in terms of appearance.

Some of the actions that must be taken to progress and actively prepare for a changing industry are (1) Protect important assets to survive the economic crisis. The fashion industry must protect workers, employees, capital, value chain partnerships, channels, customer trust, and support; (2) Solve inventory directly in partnership with suppliers. Leaders will recognize the importance of open communication/dialogue and constructive partnerships throughout the value chain to find common solutions to protect workers and maintain trust; (3) Integrate sustainability through a business recovery strategy. Sustainability will become imperative for strong companies after the crisis. Leaders will make sustainability central to post-pandemic decision making; (4) Accelerate transparency while increasing sustainability ambitions. Companies must take advantage of innovative business models with transparency to assess and demonstrate positive environmental and social impacts to stakeholders. Research conducted by (Woodside & Fine, 2019) states that sustainable fashion is part of the developing philosophy of design, manufacture, and consumption, and the trend towards system maintenance so that it will create order concerning human impacts on the environment and social responsibility. The severe environmental damage inflicted by fashion industry companies and consumers today is the main reason for embracing sustainable fashion - following the petroleum industry, the fashion industry is the second biggest polluter worldwide.

The pandemic has forced us to take a step back and reset our priorities. This pandemic shows us to recognize that the economy, the environment, and human health are all intertwined. Meaningful solutions will only be possible if integration, collaboration, and transparency are at the forefront of the new industry paradigm, the fashion industry. As a form of preparation for the industry to make changes by protecting important assets from the economic crisis, the industry is also preparing to handle social needs with health and safety requirements. To survive the pandemic and maintain strong business relationships, companies need to lead with the values of sustainability and compassion for the health, safety, and well-being of workers around the world, especially the most vulnerable. They will emerge stronger from this crisis than companies that have not prioritized sustainability.

4. Conclusion

Sustainable fashion is very important to rebuild the fashion industry after COVID-19. This metric is used to measure the health of our business as well as the health of our planet. We all have to multiply

sustainability, reduce environmental impact, and promote social justice. The experience of a global pandemic will create awareness of the importance of sustainable fashion. The impact of the COVID-19 pandemic brings together the fashion industry: producers, brands, young fashion designers, retailers, consumers to jointly create sustainable fashion solutions for production, distribution, and consumption, and together drive social and environmental change.

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