

Conscious consumption is the trend of the future

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products, products that they will use for months and years into the future.

Cheap and trendy fashion got us into the idea that a garment should be worn only once, as if wearing an outfit more than once is a fashion crime. We are moving away from that idea; it is now trendy to wear an article of clothing or a pair of shoes over and over. When you wear an outfit more than once, it shows that you 'own' it, it also shows that it is long-lasting enough to be worn over and over. After all, only poorly made things break after one or two uses.

There are other consequences of swimming in the sea of fast fashion. Fast fashion is cheap, yes. However, there are costs associated with fast fashion. Be it a t-shirt or a salwar suit, companies in fast fashion copy the looks and design elements of top fashion houses to make cheap clothes. These clothes are not meant to last



and hence, they look faded or fall apart after one wash or a couple of wears. What happens next is that these clothes end up in landfills, polluting the environment.

Remember, there are environmental costs associated with producing anything.

Not just environmental costs, cheap products are cheap because they use cheap materials and cheap labour. When companies use good quality materials and pay fair wages to their workers, prices naturally go up. But would you not feel better about using a product when you know that the people who produced it were not cheated out of their fair wages? This is where comes the importance of ethical buying. Educated consumers want to know if a company's workers are paid fair wages.

Conscious consumers check company profiles to find out how businesses spend their money. Is a company socially accountable? Does it invest a portion of its profit in social or community projects? Does it pay and treat its employees fairly? Has it breached any law of the state? Does it pay taxes? Are its products and services as good as they claim to be?

Companies that do business to bring

changes to the society fare well in the long run. I have recently bought some face masks from two renowned American fashion houses. I could have bought face masks for much less from elsewhere, but I chose these companies despite their steep prices because, one — their masks are made from high quality materials, and two — these two companies donate their profits from selling face masks to big causes.

This is an ever-changing world. In today's world, consumers are more powerful and educated than ever. They are ready to boycott companies that violate human rights, avoid taxes, and have detrimental effects on the environment. In the future, the number of these conscious consumers will increase further and we will witness a rise in conscious consumption.

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