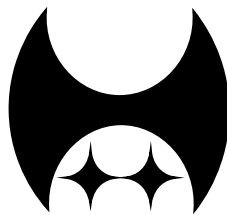


KITTY COUTURE



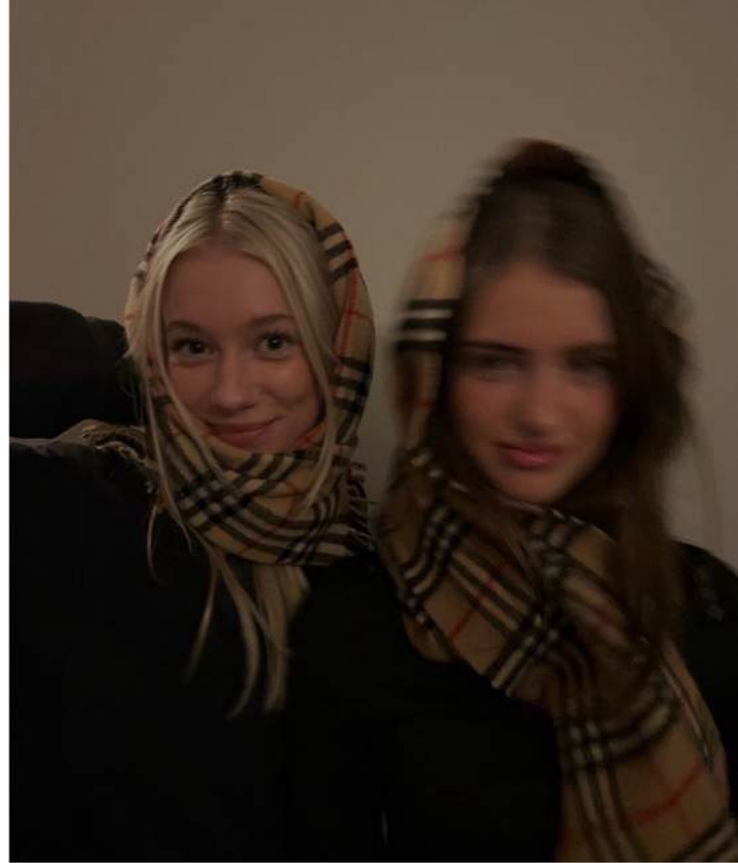
Kitty Couture (2024), a project born from the Communication and Multimedia Design study in Amsterdam, promotes the idea that high-quality fashion is better than buying clothes that are quickly made and worn out. It gathers ideas from many places and teaches people about fashion in an interesting way. It is made for young fashion lovers who are curious and eager to learn.

This project is not just about showing off fancy clothes. It is about helping people understand why fashion matters and how it reflects what is happening in the world. Kitty Couture wants to get people talking and thinking about fashion in a fun and exciting way. It is not just a magazine, but a place where people who love fashion can come together to share ideas and celebrate their passion.



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ALGO



Everywhere in the world, a lot of fast fashion is being purchased. Fast fashion may be fun for your wallet, but not for the environment and the working conditions in which employees in the fast fashion industry find themselves. It is of great importance that fewer and fewer people buy fast fashion for a better and more sustainable world. There are many great clothing brands that have nothing to do with fast fashion and are indeed sustainable.

Of course, you can also consider purchasing vintage clothing so that it remains fun for your wallet. Our goal is to minimize environmentally harmful mass production of clothing and maximize sustainable production.

Towards a better future, and you can help with that.



True Religion



Travis Westwood

WHAT IS FASHION?

Fashion encompasses so many different styles and garments. Each season, something else becomes trending. The way fashion continually evolves is truly remarkable. In 2016, hardly anyone wore baggy clothing, but suddenly in 2024, they do. People follow trends to feel like they belong somewhere. These trends are often promoted by celebrities or social media. Fashion is not just about wearing something; it is also about how people can express themselves and their identity with it.

The fashion industry is vast. It includes fashion designers, manufacturers, retailers, marketers, stylists, and fashion media, etc.

The most famous fashion cities are London, Paris, Milan, New York. These cities usually host major fashion events to showcase designed clothing. What is particularly well-known are the fashion weeks where thousands of people attend, and many celebrities can be found.

A piece of clothing has to be designed somewhere. This is done by fashion designers. Fashion designers play a very significant role in the fashion industry because without them, no original designs are created, and no trends are set that arise from the fashion shows. They constantly come up with new fashion designs, leading to ever-evolving styles, and the world does not stick to one style. Fashion designers have a very important role in the fashion industry due to their creativity and cultural influence.

Everyone knows vintage shops. In these stores, you can find so much clothing at a low price. It's also good for the environment because clothing is reused instead of being reproduced. Vintage shopping is also fun because you never know what you are going to come across, as each piece of clothing is different.

Clothing comes in various price ranges. There are very expensive brands like Gucci or Prada, but also cheaper brands like H&M or Bershka. More expensive clothing brands owe their price tag to craftsmanship and luxury materials such as fine wool, silk, or leather. This increases the price tag because the quality is much better. When you look at the prices of different clothing stores, the price is based on the popularity or demand for different styles or designs.



HIGH FASHION.

High Fashion, also known as 'Haute Couture' (high dressmaking), is recognized for creating exclusive, custom-made garments with unique designs. Traditionally, it aimed to tailor high fashion designs for specific individuals, often using handmade materials and crafting final garments.

The term 'Haute Couture' is officially designated and linked to a fashion designer by the Chambre Syndicale de La Couture in Paris. They grant this status when designers meet certain criteria:

- Garments must be presented in their own workshops.
- There must be at least 12 workers in the workshops.
- Their collection must be showcased twice a year on the runway, with at least 50 different new garments per model.
- A special space must be available for showing clothes to regular clients.

Haute Couture traces back to old Paris, particularly in 1945, and its rules or conditions gradually eased into the 21st century. Today, renowned high fashion brands such as Louis Vuitton, Dior, Chanel, Hermes, Fendi, etc., represent this tradition.

The main difference between high fashion and fast fashion lies in exclusivity. High fashion is genuinely scarce and exclusive, with meticulously crafted garments produced in smaller quantities compared to fast fashion.

High fashion brands often use textiles such as silk and wool, materials that are harder to obtain and have a more limited production.

(Wiki, 2024)



Fast fashion is rapidly produced clothing. This clothing is often very cheap and is based on the latest fashion trends. The goal is actually to keep up with as many new fashion trends as possible. This must, of course, happen at a high pace. Within these companies, it usually only takes a few days or weeks to turn a design concept into a product. The reason these garments sell for such a low price is that labor and materials are cheap, allowing them to be sold for much less. Companies also ensure that all items are restocked as quickly as possible when they run out, so that more revenue can be generated.

‘Each year, we throw away 92 million tons of waste related to clothing.’

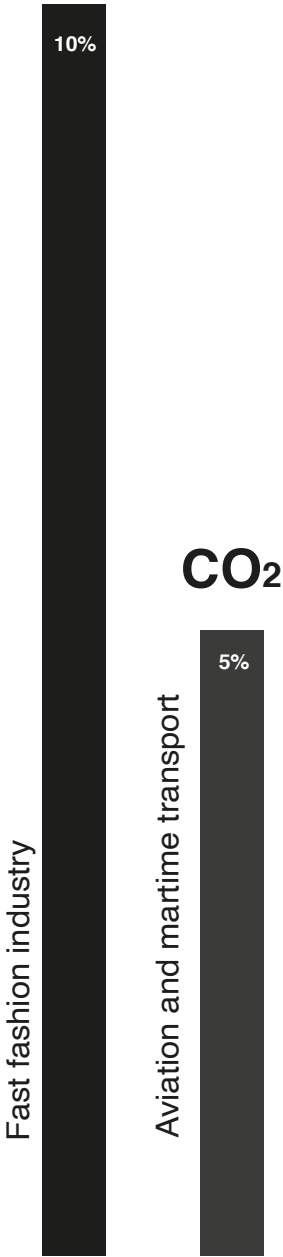
Environmental pollution is another downside of the fast-fashion industry. The rapid production of clothing leads to increased CO2 emissions, microplastic pollution, and unnecessary pollution of soil and water. This is detrimental to the environment and contributes to the ongoing pollution of our planet. These negative effects of the fast-fashion industry cause damage to the world socially, economically, and ecologically.

(Mulhern, 2024)

This method of clothing production is very harmful to the environment. We have to minimize this kind of production.

‘The fast fashion industry ranks as the second-largest industrial polluter, contributing approximately 10% to global pollution.’

The combined CO2 emissions from the fast fashion industry surpass those of both aviation and maritime sectors.

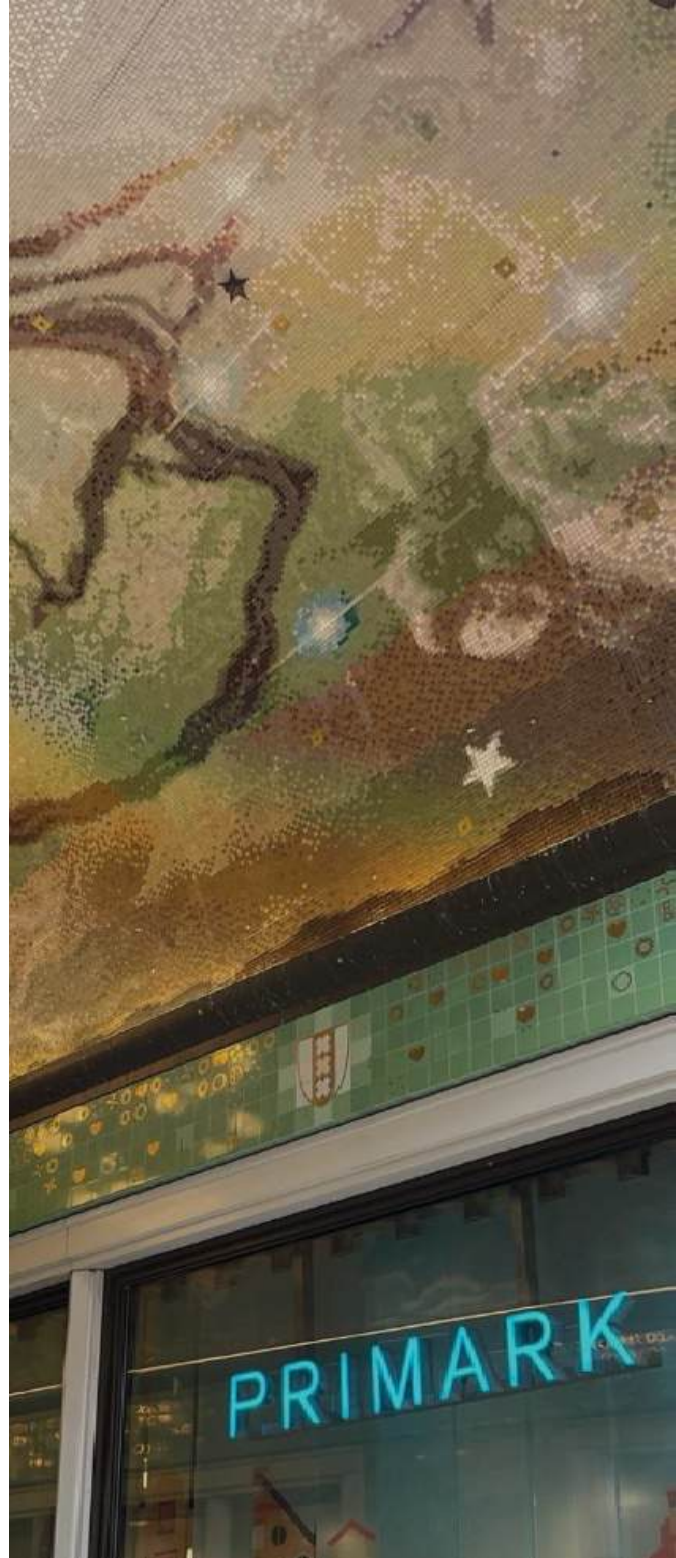


Fast fashion has many bad sides. Workers are sometimes treated very badly, the making of clothes can cause pollution, and people often throw away clothes quickly. This is because they see new trends on social media and want to buy them. Then lots of these clothes are made and sold. But when the trend is over, or there are too many clothes, people throw them away instead of using them again. It is important to reuse clothes so we don't have to make new ones all the time.

'Throwing away clothes too soon instead of recycling them creates a lot of waste, which costs about \$500 billion every year.'

Companies naturally want to offer consumers as much as possible and therefore invest a lot of money in new products. The fabrics and labor are cheap, so that the rest of the money can be reinvested in new products. What is often overlooked, however, are the workers who do the job. Unfortunately, they are only paid a small portion despite their hard work. They deserve to be rewarded much more for the work they do.

'Textile dyeing accounts for 20% of the world's wastewater.'



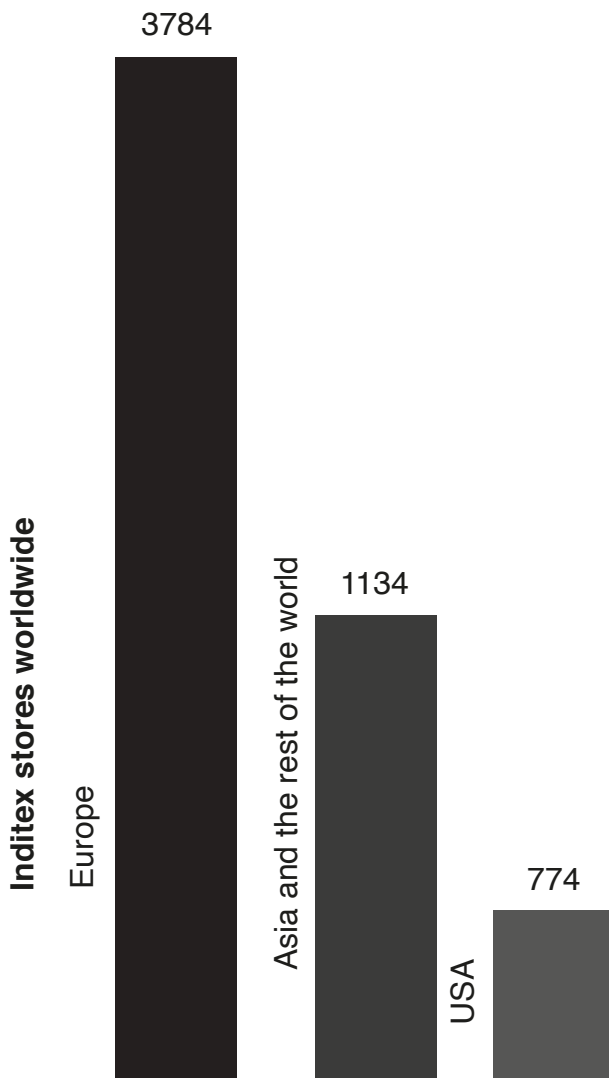
INDITEX.

Many people are aware that Zara, Pull&Bear, Bershka, and Stradivarius fall under the category of fast-fashion, where clothing is produced and sold at a rapid pace. What people may not know is that 'Inditex' is the company behind all these brands. This is a very large fashion company that produces all the clothing for these fast-fashion brands. The owner of this company is Amancio Ortega, who has been active in Inditex since 1963.

Inditex has a very large fortune, mainly generated by the 'Zara' brand, which has accounted for three-quarters of Inditex's revenue. Inditex's factories are mainly located in Spain, Portugal, Morocco, and Turkey, with 15% of the products coming from China.

The Zara brand is one of the biggest contributors to Inditex's revenue. This is because Zara has become very popular among young people in recent years. The clothing looks well-groomed and the prices are not too high. The clothing is mainly produced in Spain, which makes production cheaper and faster, leading to higher profits.

However, we should not view Inditex positively, as it remains fast-fashion. According to statistics, there are more Inditex stores in Europe than in other continents. This should not be seen as something positive, as it indicates that many fast-fashion brands are popular in Europe and that a lot of fast-fashion is produced in an unsustainable manner.





ZARA store in Amsterdam

INTERVIEW.

In this interview, we speak with a teacher who teaches at the Amsterdam Fashion Institute (AMFI).

His specialties include teaching knitting, weaving, and he is also a textile designer.

We highlight the impact of fast fashion and how it can be improved.

What is fast fashion all about?

"It changes a lot and has loads of new stuff all the time. They bring out new collections several times a year, all based on what is trendy."

What impact does fast fashion have on the environment according to you?

"Firstly, it is about the massive overproduction. A lot is produced for all seasons. I think there is even too much produced for what we actually need. What you then get is an exhaustion of natural resources."

"You end up with a lot of excess clothing, so what do you do with that?"

What do you think will happen with fast fashion in the future?

"I hope we will make less of it. It is not good for now or later. Small brands are doing good stuff, so I hope they get more popular. And maybe people will talk more about eco-friendly stuff on social media, because that is where things are going."

What fast fashion brands do you know?

"There are the big ones like Primark, Shein, Aliexpress, Gap, Mango, ASOS, Urban Outfitters. But there are loads more, some you might not think of as fast fashion."

What impact does fast fashion have on the fashion industry?

"It encourages people to keep on buying. Fast fashion perpetuates the traditional method of working. With fast fashion, you can obviously make a lot of money, so that means there is less room for smaller brands, but also for people who want to buy clothes at lower prices. As long as that supply remains, there would be less chance that consumers shift to smaller, individual brands that are a bit more expensive but try to produce sustainably."

Are there any good things about fast fashion?

"Yes, even though it is not great for the planet, fast fashion makes a lot of money for the companies. And people can get clothes cheaper and quicker than if they bought from fancy brands."

Can you explain the concept of disposable fashion?

"Producing according to consumer desire. Lean production, so that you can quickly respond to changes in the market or to which product you need more of, resulting in more of that product being produced, meaning you are constantly chasing trends."

How does fast fashion add to the throwaway culture?

"When we see ads or stuff on social media, we want to dress like that too or have what they are showing off. Fast fashion brands keep on making us think we need new stuff. The quality is often not so great, so we wear something a few times and then buy something new. And it is often not made to last."

What solutions are there to reduce the negative impact of fast fashion?

"Of course, producing less and raising awareness among consumers. So not just putting it all on the producers, but also on the consumers. We can say that they cater to our desires, but we can also think 'okay, that is all very nice, but as consumers, we are going to decide differently.' Regulation/ taxation. The government will have to establish and enforce certain rules, so no Shein, Aliexpress. There is a nice initiative in France where consumers have to pay 10 euros per disposable clothing item. A sort of fast fashion tax for consumers. Maybe even a ban, although that is almost impossible, but there should be a certain intention to be able to produce sustainably."

What role does social media play in popularizing fast fashion among consumers?

"As consumers, we see a lot of advertisements and videos/ photos from influencers. I think many young people are quickly influenced by that."

Can you name some brands that make eco-friendly clothes?

"There are lots of small brands that care about this stuff. Like *BYBORRE* in Amsterdam. They make their stuff close by, so they know what is going on. They tell you where everything is from and what they are made of. They work with other small brands but also big ones like Nike and Adidas."

"It gets into our heads. It is all about keeping up with what's cool."

How can you inform consumers about the impact of fast fashion?

"That is interesting because we also had that question in the first year of the study. But informing about the impact of fast fashion is difficult. You could, for example, give certain labels to clothing items. Maybe give color codes in stores so consumers can see 'oh, this corner, yes' and 'that corner, no'. But I do not know if that would influence choice. More transparency about the information on labels. What is it made of? Where was it produced? Maybe that should be indicated more prominently on clothing labels because it is often cut off, for example, because the label can irritate. Maybe it should be integrated into the clothing so it can not be removed."

(AMFI teacher, 2024)

FAST FASHION.

Bershka store in amsterdam



over to the gate-tee





DID YOU

There are many speculations and opinions about the fast fashion industry, especially nowadays on social media platforms such as TiktTok and Instagram, as well as there are many blogs with articles about how bad fast fashion is.

But what do people actually know and what are their opinions about the industry?



KNOW?

 Unknown
@unknown

"The clothing industry is the most polluting industry in the world."

(myslowworld, 2020)

9:54 PM · 10/04/24 ·

60K Retweets **5,321** Comments **53K** Likes

 Unknown
@unknown

"There are tons and tons of used clothing that ultimately end up in the desert, and the local governments don't have the resources to take ownership of all this waste either."

(Ocasio, 2023) -Pablo Oroz

9:54 PM · 10/04/24 ·

54K Retweets **5,673** Comments **67K** Likes

 Unknown
@unknown


We need 32.000 Olympic size swimming pools of water to produce fast fashion clothing.

(myslowworld, 2020)

9:54 PM · 10/04/24 ·

43K Retweets **4,760** Comments **42K** Likes




 Unknown
@unknown

85% of our clothing ends up on a junk pile, without being recycled.

(myslowworld, 2020)

9:54 PM · 10/04/24 ·

9K Retweets **3,404** Comments **11K** Likes

 Unknown
@unknown

Clothing gets imported to Chile, where traders take what they want and dump on a pile what they don't want.

Officials say the pile is in the Atacama Desert located in the Pacific coast of South America and its still piling up every day.

(TikTok - Make Your Day, z.d.-d)

9:54 PM · 10/04/24 ·

89K Retweets **4,123** Comments **24K** Likes

 Unknown
@unknown

Fast fashion is a huge industry, that is producing 150 billion garments annually. 150 BILLION??

(myslowworld, 2020)

9:54 PM · 10/04/24 ·

70K Retweets **2,654** Comments **20K** Likes



PANTS - BILLIONAIRE BOYS CLUB
JACKET - VICINITY



PANTS - VINTAGE
SUNGLASSES - OFF-WHITE
BAG - PATTI



SWEATPANTS - CORTEIZ



PANTS - STUSSY X NIKE
SHOES - SALOMON



JACKET - ARC'TERYX
PANTS - STUSSY
BAG - THE NORTH FACE



HOODIE - BILLIONAIRE BOYS CLUB
SHOES - TIMBERLAND



SHIRT - CORTEIZ

PANTS - EVISU



SHOES - A BATHING APE

PANTS - BILLIONAIRE BOYS CLUB

BAG - PATTI



SHOES - SALOMON

PANTS - POLAR 'BIG BOY'

HOODIE - STUSSY



BLOUSE - VINTAGE

BAG - PRADA

SHOES - SALOMON

JEWELRY - EN ROUTE



JACKET - ARC'TERYX

PANTS - POLAR 'BIG BOY'



JACKET - MONCLER

BEANIE- ARC'TERYX

BAG - VINTAGE

Wool textiles in Milan vintage shop



Resale and vintage culture have always existed in different forms, and even in the vintage community, there are trends. It went from reselling streetwear to Y2K, to now archive aesthetics. The size of big corporate companies like Vestiaire [Collective], Grailed and Depop show that this industry is growing tremendously.

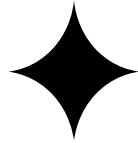
High fashion is different from everyday fashion seen in magazines and worn daily. It focuses on being new and unique, sometimes using extravagant designs or unusual materials like silk, rare furs, vinyl, metal, or paper. These collections are like art in a museum, more about creativity than practical clothing changes.



Rick Owens & Michele Lamy are examples of professional high-end fashion designers of this century.

Rick Owens aims to be a leader in avant-garde fashion by creating unique shapes and mostly using black and white colors with a hint of darkness. He is famous worldwide for always changing up his style while keeping true to what he is known for. His clothes are meant to be gender-neutral.



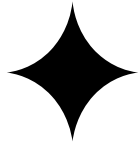


“What you wear is how you present yourself to the world, especially today, when human contacts are so quick. Fashion is instant language.”

- Miuccia Prada



c.p. company

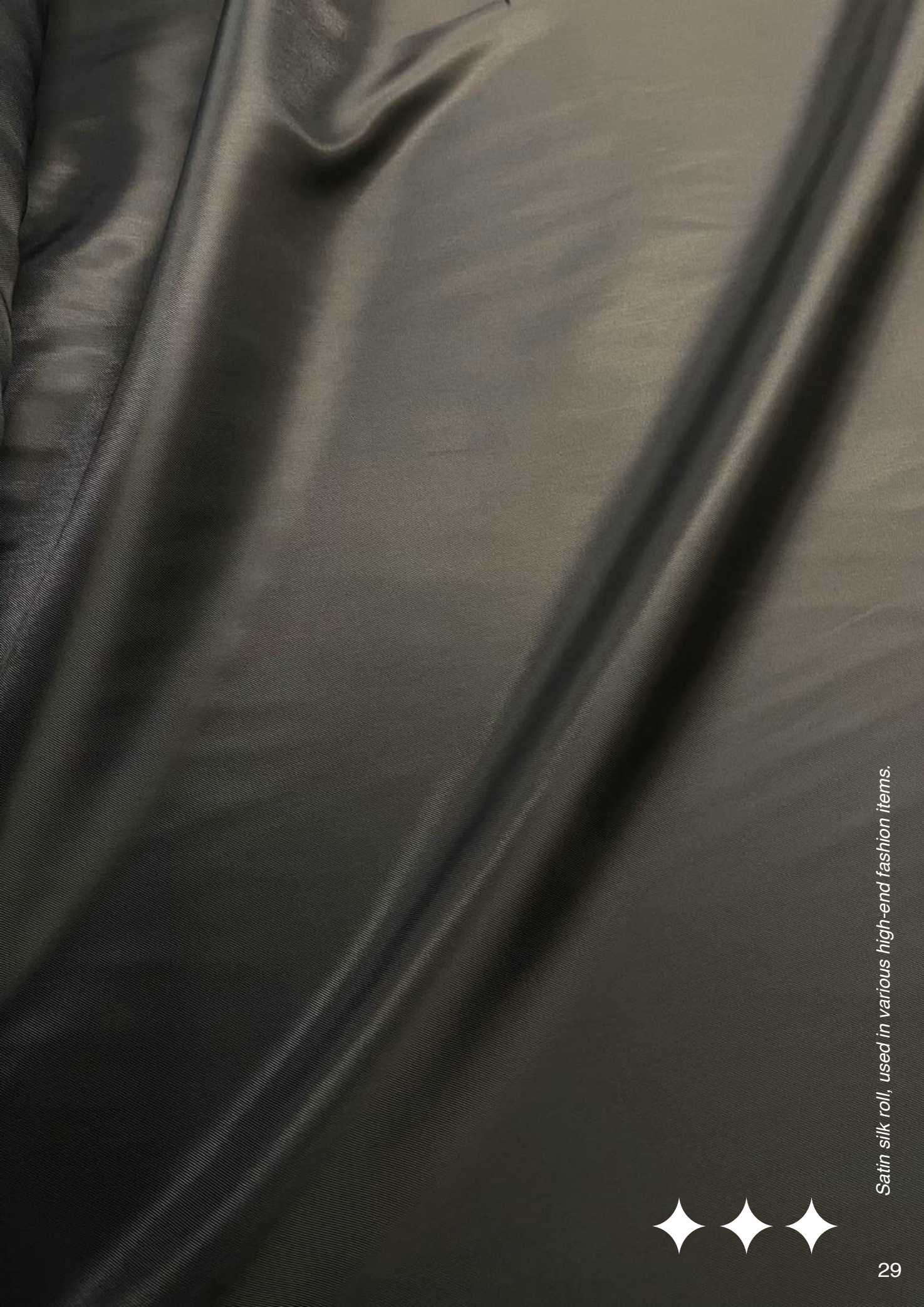


There is so much opportunity and accessibility. It's like Virgil [Abloh] said: "This decade, we'll end up blending and mixing everything together. It feels like trend cycles are speeding up to a point where there's no hype anymore and anything goes. You can truly be who you are, and express that in the way you present yourself to the outside world."

TEXTILES.

AMFI textiles Amsterdam





Satin silk roll, used in various high-end fashion items.



Michele Lamy and some Rick Owens garments in vintage shop Barcelona



FEATURES OF HIGH FASHION FABRICS.

Cost-intensive.

The cost linked with production stretches far beyond the finished product. Each meter of haute couture fabric bears the imprint of its entire creation journey. Producers invest in acquiring and upkeeping cutting-edge machinery, utilizing advanced technologies, and supporting extensive design and technology teams.

Organic.

High-fashion fabrics primarily comprise 100% silk, pure cotton, and merino wool. Renowned manufacturers, experts in natural fibers, seamlessly blend centuries-old craftsmanship with cutting-edge technology.

Cutting-edge.

Some brands pride themselves on having specialized research institutes focused on fabric innovation. Take, for example, Jakob Schlaepfer, a Swiss partner known for pioneering advancements. They present premium silk fabrics with exclusive prints, 3D and holographic effects, and intricate laser-cut cotton, among other ground-breaking innovations.

Artisanal.

This feature is usually seen in items that cost over €500 and are decorated with appliqués, rhinestones, beads, and embroidery. You can feel the careful work put into making these pieces.



Diverse.

High-fashion fabrics come in a variety of styles, from rich tweed to delicate silk, and from fancy embroidered tulle to glossy lace. There is something to suit everyone's taste.

Distinctive.

Every design stands out as one-of-a-kind, displaying an exceptional level of skill. From incredibly lifelike floral prints to a wide range of dreamy fabrics, each has its own special personality.

Opulent.

These fabrics are popular with top designers and fashion icons, often seen on TV, on the red carpet, and on fashion runways. You do not have to walk a runway to embrace them—just effortlessly show off your style and chicness.

Tissura, luxury & exclusive fabrics (2024)



VINTAGE.

Vintage clothing refers to “old” clothing items, shoes or accessories that once again become trendy over time. These pieces are originally from specific eras like the 1960s, 70s or 80s. Nowadays, more and more people (especially 18+) are interested in vintage clothing because of its retro, unique and antique style. Trends from the past, like baggy jeans, low rise jeans, platform sneakers, large gold jewelry, or denim on denim, are making

(Vedette, 2022)



Episode Vintage store at Waterlooplein.

(Wiki, 2023)



Many people confuse vintage clothing with second- hand clothing, but there is a difference. Vintage items are often of good quality. While second-hand clothing on the other hand shows more wear and tear signs. Second- hand clothing is not necessarily from a specific era, unlike vintage pieces. Which are from the past and have been “rediscovered”. Both vintage and second- hand clothing offer sustainable alternatives to fast fashion, reducing waste and environmental impact. They also provide more of a ‘budget-friendly’ option compared to high fashion.

But how sustainable is vintage clothing, really?

Instead of throwing clothing away because it does not fit or you do not like it anymore, offering it for resale gives it a new, extending life and it reduces waste. Buying second- hand clothing keeps it from being thrown away. Burning clothes is bad for the environment because it lets out harmful chemicals.

FIND VINTAGE IN AMSTERDAM.

Vintage clothing is undeniably trending right now, but where can you buy nice, budget proof and quality vintage clothing in Amsterdam? Here are some popular places with great vintage clothing to visit in Amsterdam.

Waterlooplein is definitely worth a visit to score authentic, unique, affordable and sustainable items.

The square originated in 1882 and was named after 'Waterlooplein' in 1883, is a well known name among Amsterdammers.

It contains around 300 stalls with all sorts of things. There are also vintage shops where you can find truly unique pieces such as Episode, Kilostore, and Candy Store.

Waterlooplein in Amsterdam.



People who already wear a lot of vintage and second-hand pieces largely choose this because it is a cheaper alternative than, for example, high fashion. High fashion consists of brands like Balenciaga, Celine, and Acne Studios. This, of course, is not very accessible to people on a lower budget. Hence, vintage and second-hand clothing are much better options. This way, you save a lot of money and contribute to reducing environmental pollution.



SUSTAINABLE HIGH FASHION IN AMSTERDAM.

We understand that young people, particularly students like you, might have limited funds or a tight fashion budget. Therefore, we have considered places in Amsterdam where you can find high-quality vintage fashion pieces that are in good condition and reasonably priced.



FASHIAN vintage store in Amsterdam



NHỎ GIRL



NHỎ GIRL vintage shop in Amsterdam



Finding designer pieces for a good price is probably the easiest thing to do on the internet. It's less about the brand and more about the piece itself: the cut, the fit and the "wow" factor. Look for items that are weird and unexpected. When an item surprises me, it's a "yes."

Nhỏ Girl, with sharp sense of style and branding, has created a distinct and easily identifiable appearance for their customers. It's a unique aesthetic usually associated with top fashion brands. Although it's always changing (*"I don't want to be tied to one style,"* says the founder), the Nhỏ Girl style is modern, urban, and influenced by the founder's hometown of Berlin.

AVC



AMSTERDAM VINTAGE CLOTHING shop in Amsterdam



Established in January 2020, AVC is the ultimate stop for sustainable fashion, whether you're browsing online or in-store. AVC's expertise lies in presenting a carefully chosen range of vintage clothing and accessories from renowned designer brands around the world.

When shopped at Amsterdam Vintage Clothing, it's more than just discovering one-of-a-kind items. It's also about embracing sustainability. By giving pre-loved products a fresh start, you're playing your part in promoting an eco-conscious fashion sector.