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Audience Reflection

- “Depression. Sad. Injustice. I will shop at H&M due to their cheap clothing but I feel bad about it. I will still tell my friends about the negative ethics of shopping this way. There are bad labor practices that go on in this world. We should do our best to keep from endorsing these cruel malpractices.” - Katie
- “SHOP. WITH. PURPOSE! We should not buy to fit in with the latest trends or fit in with other groups. We should only buy when we absolutely need. And even then, we should purchase from thrift stores or from resource centers that recycle items and clothing-wear like furniture or t-shirts and jackets. I’m going to tell people about stores I’ve learned about in this film and how them shopping their supports what they do. ” - Roger
- “Never buy clothes again. I really think once you grow up, there can’t possibly be that many reasons to continue buying clothing items unless they’re worn out torn or broken. And even then, you should take steps to repair them.” - Aidan
- “Disappointing. Unethical. Capitalist. It’s sad that we exist in a society where cost is valued over quality. It’s too bad that we have such easy access to cheap fashion and that our culture encourages us to buy more and more.” - Zoe
- “My three words? We. Need. Change. I can’t believe how many new clothing items people can buy in a year.” - Maggie

Audience Response

From what my friends have stated in (in a few words or less,) I found that they all took a similar stand to what I felt. Clothing isn’t something that needs to be continually bought. By purchasing we are promoting this detrimental system. I enjoyed seeing that my friends acknowledged that they themselves are part of the problem, even I am. And that is the first step of this process. Acknowledging that there is an issue comes first, and addressing it is next. Overall, change is the theme that comes up in everyone’s responses. From the ground level of our shopping and spending habits to a global level of our ability to spread awareness about this topic, there is work to be done.

My Response

Change. Alarming. Injustice.

I am currently a film major in college at the moment and watching films like *The True Cost* are what inspire me to do the work I’m involved in. So many techniques are used in the film to

inform the audience in a creative and engaging way about the environment, laborers in developing countries, how we fit into this overarching picture. These tools are also used to make the audience feel like a part of the film and remind them that this is an issue that needs to be discussed and reflected upon.

My main takeaway from watching this film we as consumers have to change our lifestyles to better the environment. I feel empowered as a consumer after watching the film. We have the power to promote our beliefs through the flow of our capital. I can't emphasize enough how important using our money is in today's society. As I stated in my economics submission, businesses "follow the money." If we use our power to put money towards businesses that follow fair labor practices, that will go a long way. But we do need to do more. I realized with our growing population, that the consumer population grows, and not the educated consumers. With social media and the power of celebrities, consumers are influenced by what they see. They need to find the power within themselves to realize the effects of their actions and what they are indirectly promoting. I have watched this film a few years ago for an *Introduction to Film* class and it was very different for me watching it this second time around while doing Project Green Challenge. Now before I leave the house to go shopping I will make sure I do research about the companies I am shopping from. I will also make sure to check in with thrift stores too! Nine times out of ten, thrift stores have much better options too! Shopping for clothes should also not be a regular thing. If you really can't resist the urge, keep yourself restrained to companies who support fair and ethical practices in and out of the country. I want more people to watch this documentary and learn about their part in this vicious cycle of fast fashion. I have posted the trailer to the documentary on my personal social media on twitter (because I feel it is the best way to reach the broadest possible audience.) In doing so, I hope people will understand the significance of their spending.

Almost halfway through the documentary, there was a quote I wrote down "In consumptionism, there are two kinds of products. There are the kinds that you use like washing machines, cars, and so on. Things that you use one time. And then there are the things that you use up. Like chewing gum other perishables. Consumptionism is all about getting people to treat the things they use as the things they use up." I thought this was a super important quote that brought together the central theme of the film. We as a consumer populace need to open our eyes and realize what we are doing, how we are affecting human populations around the world, and how we are affecting the environment. We need to make changes in the way we operate in terms of fashion and spending. We have the power to change these businesses and in effect, change lives.

Below is my social media post on twitter sharing the documentary! It's just so good!

Alex Carter IV @alexcartertheiv · 4s

This documentary is one of the best and very underrated. Learn about how consumers impact the world of fashion around the world!

#PGC2018

The True Cost

This is a story about clothing. It's about the clothes we wear, the people who make those clothes and the impact it's having on our world. The price of cloth...

[youtube.com](https://www.youtube.com)

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