

Diana Mazhari – Greener

Day 6: Fashion

Instagram: @dianam_pgc

One of my favorite T-shirts I have is from brand called Machinist, originated in Turkey. They have stated on their website

“Our brand's vision is to create a difference in every product we design with a creative and independent approach. We challenge traditional fashion norms while setting our own trends. We continually create innovative and inspiring designs to capture the dynamism of street fashion.

While using environmentally responsible production processes and sustainable materials, we aim to offer long-lasting products. We act responsibly not only in our designs but also towards the world around us.”

I checked my T-shirt's product details and figured these out:

100% COTTONRELAXED30/1 SUPREM

Let's decode:

1. This shirt is made from 100% cotton, with no blends like polyester. Why is this good?

Cotton is biodegradable and breathable, *however* conventionally grown cotton is resource-intensive due to its high-water usage, heavy pesticide and fertilizer use, and soil depletion.

2. It was made in Turkey, which has a large, skilled textile sector. Turkey's factories generally offer better labor protections than some low-cost Asian markets—but wages are still low, and labor violations can exist.

3. The use of decent fabric (30/1 cotton), Turkish manufacturing, and a design-driven brand puts it above the cheapest fast fashion. But: no visible transparency on sourcing, certifications, or long-term environmental commitments.

4. 30/1 cotton is usually decent in quality. With proper care (gentle wash, line dry), it should last well. Better than ultra-thin or polyester-heavy fast fashion pieces.

5. No mention of organic, Fair Trade, OEKO-TEX, GOTS, or BCI — so likely *not* certified sustainable or ethical, unless the brand makes claims elsewhere not printed on the label.

Why would I wear the T-shirt inside out?

First of all, it sparks conversation. People aren't used to seeing that so it makes them ask "why?". Secondly, fast fashion encourages appearance over awareness and accountability—people quickly buy, wear it a couple times, and throw it out without a second thought about the harm they caused, or the money they wasted.

After wearing to my driving lesson, I had a conversation with my instructor about why I was wearing it. She didn't understand at first, because education around climate change in our city is only limited to the water and electricity we directly use. No one talks about the behind-the-scenes, before-it-got-shipped part.

It ended up sparking a conversation about buying from local / indie brands, because there are tons of young people online who make high quality items with their own two hands, however people don't buy them because they price their labor appropriately. We talked about how higher prices aren't necessarily a bad thing if the workers are getting paid fairly. And how would we know that? By being conscious about what we buy, what we wear. By doing research before we buy them.

Through this challenge, I understood the importance of my 30-day pledge even more, because even though brands may claim they're environmentally friendly, without certification, you can't be sure. I now understand the importance of our small businesses and why higher prices aren't necessarily a bad thing, if the workers are being paid fairly.

Instagram link: <https://www.instagram.com/p/DPfjUl4AGvT/?igsh=a21uMGdteDBnMWVo>

