

10 Minutes for the Planet

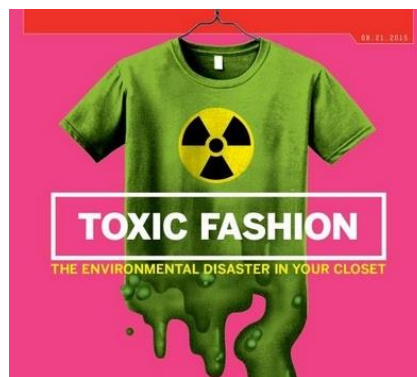
Toxic Fashion©

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Retrouvez la traduction de certains mots à droite du texte

Les syllabes accentuées sont en gras et soulignées*



Hello everyone and welcome to this week's episode of 10 Minutes for the Planet. A few days ago, I tried to go shopping. And **failed**.

Every year or so I try **revamping** the **wardrobe** from my teenage years. But every year it gets **harder** and harder. Being aware of the **social** and environmental impact of a 3-euro "Made in Bangladesh" t-shirt **catches up** with me sooner or later. Sometimes, a flash of **consumerism** hits me, and hushes my **conscience**, but **even so**, the **cheap**, ultra-thin, **synthetic** garments I find on the shelves, **immediately** cut my craving. They will get smelly quite quickly and distort, if not rip, after only a **handful** of laundries. Buying these garments will only lead me to extra chores and having to buy more to **replace** them.

When I **come across** an old Lacoste polo, Petit Bateau knickers, Levi jeans or Uniqlo sweater in a **vintage** shop or the family attic, I'm **impressed** by how **sturdy** they are, despite the decades. If I stored a t-shirt today, my children would most **likely** find a rag!

Today, in order to increase **revenues** and because of the highly **competitive** industry, brands cut costs by using thinner fabrics. You can buy cheaper pieces but this creates more **waste**, **especially** as most garments are non-recyclable, as synthetic mixes cannot be **salvaged**. Another problem is that **mainstream** clothes today are not only of cheaper **quality** but are also toxic. Mostly because of cancerogenic chemical dyes or unwanted chemical residues from the **manufacturing process**, which **penetrate** through our skin and pollute our waters. According to Greenpeace, this concerns two-thirds of the clothing industry today.

Apart from a few linen **exceptions**, finding 100% **natural** textiles is now close to **impossible** in mainstream stores. But at least in Europe the **composition** must be on the label. You know, the tiny one **stitched** on the inside.

to fail (vb.) échouer

wardrobe (n.) garde-robe

to catch up (phrasal vb.)
rattraper

even so (adv.) malgré tout

cheap (adj.) bon marché,
peu cher

to come across (phrasal vb.)
trouver par hasard, tomber sur

sturdy (adj.) solide, résistant

waste (n.) déchets

to salvage (vb.) récupérer

to stitch (vb.) coudre

No need to mention the **production** country either, and even if it does, it doesn't take into account that the garment could have travelled through many **different** countries before being **assembled**. And of course, nothing is mentioned about the working **conditions** of the staff. In 2013, in Bangladesh, the **collapse** of a large building with clothing industry workers inside, left over a thousand dead, and over two thousand wounded, most with heavy **lifelong disabilities**. The event was a **worldwide** media scandal, as the **collapse** of the building was caused by poor health, safety regulations, and **maintenance**. It **shed light on** the **substandard** working conditions of clothing industry workers, who face poor **infrastructure**, insufficient pay, repression, etc. Another **similar** fire in early June, injuring many, shows that the **problem remains**. In an **alarming** number of countries in South East Asia, but also in Eastern Europe, International Labour **Organisation** **minimum** rights are often **disregarded**.

So what are the **options**? If we buy from them, **international brands** will **continue** to exploit workers, pollute the earth, and **compromise** our health, while increasing revenue for a handful of **investors**. Every euro that we withhold from them will take a stand against **global** fashion **victimization**. I know how hard it is! It's so easy to **consume** cheap **disposable** clothing, but fashion shouldn't cost us the earth or other people's lives.

A few **initiatives** such as the Clean Clothes Campaign or the Greenpeace Detox Campaign, are trying to **raise awareness** and **negotiate** commitments for international brands to clean up their **supply chain**. Following their **recommendations** can be a way to accelerate the dismantlement of the global chain of toxic **pollution** and social **exploitation**.

A **number** of new brands are also setting up based on better social and environmental practices, **selecting environmentally friendly** materials that are **transformed** close to their source, choosing non-toxic chemicals and dyes, and **durable** designs. Look for them **instead**!

See you next for a new episode of 10 Minutes for the Planet.

collapse (n.) éffondrement

lifelong (adj.) à vie

worldwide (adj.) mondial

to shed light on (phrasal vb.)
apporter un éclairage sur

to remain (vb.) demeurer

to disregard (vb.) ignorer, ne pas respecter

brand (n.) marque

disposable (adj.) jetable

to raise awareness (v. expr.)
sensibiliser

supply chain (n.) chaîne
logistique

environmentally friendly
(adj.) écologique

instead (adv.) plutôt, à la place

* Aide à la prononciation

Dans les mots se terminant par *-ic* *-sion* et *-tion*, l'accent est généralement sur l'avant-dernière syllabe :

Ecstatic, **geographic**, **extension**, **retribution**