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# EDITORS' CHOICE

## Generation Z takes on environmentally-friendly fashion

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A huge part of what defines a decade is fashion. Fashion is a constantly changing part of pop culture that everyone participates in whether they are “in with the trends” or not. Generation Z is known to have popularized thrifting and vintage-inspired outfits.

Social media is a large factor in pop culture. Several growing social media influencers have become fashion models, simply by snapping photos on their phones of their outfits and uploading them to Instagram.

Senior Jenna Madgar claims to get a lot of inspiration from social media. She is known by many for her original style and her love for fashion.

“I follow artists, models and other creatives to see how they style their clothes, and it usually sparks for ideas for my style,” Madgar stated.

Madgar has been using her style to express her confidence for a few years now. She keeps her outfit simple but likes to experiment with textures and detail.

“I got into fashion when I started having financial freedom to buy my own clothes. My mom

**“I have always liked to be different and ahead of the trends. I use my clothes to show that I’m not afraid of other people’s opinions of me,” White said.**



Photo courtesy of Isaac White

bought most of my clothes until I was around 15, so I was a little restricted,” Madgar explained.

Senior Issac White is also into fashion, calling his style “vintage streetwear, but always changing.” He likes the Generation Z trend of neutral colors because he believes someone can do much more with blacks, whites, grays, etc.

“I have always liked to be different and ahead of the ‘trends.’ I use my clothes to show that I’m not afraid of other people’s opinions of me,” White explains.

Both Madgar and White love this generations’ trend of thrifting clothing. Madgar believes thrifting is a great way to get vintage pieces and stay sustainable. She also tends to rework clothes to make them her own, so buying second-hand is cheaper, and she does not feel as bad as if she were to rip-up a brand new shirt.

“It’s extremely important to buy sustainable clothes because fast fashion is one of the biggest contributions to pollution. Everyone should be conscious of where their clothes are coming from and if they are feeding the problem. There are also so many brands you can buy from that use sustainability sourced or recycled fabrics,” Madgar stated.

White loves the aspect of thrifting that you can get interesting, unique pieces no one else has. Like Madgar, he also opposes fast fashion.

Fast fashion has become a huge problem in this day and age, especially because of certain trends. Some of the trends one might be familiar with would be the neon trend from this past summer or the animal print trend that overtook many brands.

One reason fast fashion is so detrimental, especially to Generation Z, is because it is creating a huge mass of textile waste.

Fast fashion producers are making and selling cheap, extremely inexpensive clothes at the highest frequency they can, with no concern towards the actually quality of the pieces they are selling.

Young consumers end up buying these clothes because they are so cheap rather than investing in long lasting pieces. Sooner rather than later they then end up throwing them away before they could have gotten any good

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Photo courtesy of Jenna Madgar

use out of them.

“Having worked in retail, I know how much waste is involved in it. I do still participate in buying clothes from retail stores but I definitely do it less than others and much less than I used to,” White explained.

Sustainable clothing has been recently popularized due to people trying to reduce their carbon footprint. According to bigthink.com, the fashion industry makes up around 10% of the world’s carbon emission, which is five times more than airfares. Eighty-five percent of textiles are trashed every year, and most of that ends up in landfills.

While fashion statements are an iconic part of every generation, Generation Z has certainly left their mark on fashion trends of the decade, and has paved the way for more sustainable clothing for decades to come. Generation Z has brought about many new waves of trends through, thrifting and vintage shopping, trends that are both fashionable and good for the environment.

### Generation Z Trends



Source: Flickr

Vans

Vans is a shoe brand that has become widely popular throughout Generation Z. There are many different styles and colors for people to choose from, so it is easy for someone to find a pair they love.

Iced Coffee

While coffee is a staple item of many generations, Generation Z has taken it to a different level. Iced coffee is extremely popular and is often infused with sugary flavors that take the place of the typical coffee flavor.



Source: Flickr



Source: theverge.com

TikTok

TikTok has picked up major popularity over the past six months. Members of Generation Z spend their time making funny videos and sharing them with friends.

Birkenstocks



Source: myrealdomain.com

Birkenstocks are another major shoe brand of Generation Z. They can be worn with many different outfits and members of Generation Z enjoy how easy and accessible they are.

Hydroflasks



Source: hydroflask.com

Hydroflasks are a specific example of the reusable water bottle trend created by generation Z. This generation has started the trend of using reusable items to sustain the Earth’s environment.



Source: twitter.com

Snapchat

Snapchat is the most popular form of social media of Generation Z. A major trend on Snapchat is “streaks” and almost every teen has many streaks with people who they do not usually talk to.