

DÉCOUVERT

MAY 2022

sustainable
ALTERNATIVES

new
Looks
made from
PLASTIC

**ARTUR
BORDALO**
"trash artist"
from **LISBON**

FAST FASHION

*FIRST LOOK AT
ALTERNATIVES TO
FAST FASHION*

SAUVAGE

Dior



The luxury of freedom.

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This month's DÉCHET had two different cover concepts, however, I chose the left one since I believe it is more fashionable and artistic. In addition, the image appears to be far more interesting, as the right one feels a bit bland. Though, I still used the picture in the zine.



PRADA

FASHION FOR GOOD

Fast Fashion made the Fashion Industry to one of the biggest Polluters...

The fashion industry needs to change its course. Cloths became very cheap in the last 20 years, which is an issue. Online shops doubtlessly helped with that. Fast fashion. Get the newest trends out there as fast as possible. That is the reality. Every year countless collections are getting released just to be worn until the next one comes out. What we do not see is where the old collections end up. Pollution is getting worse every minute. But we do not see it. And we do not care about issues we do not see. Fast fashion rocketed the fashion industry to one of the top polluters in the world. The seas alone consist of 5.25 trillion pieces of rubbish. That is the sad truth about today's fashion.

But the pollution of the fashion industry does not only include the clothes that are thrown away, but the production process is also even more polluting. Cheap fashion means cheap production and the use of cheap materials. So, fashion manufacturers

often use toxic textile dyes. But polyesters too the most popular fabric obtained from fossil fuels and thus contributing to climate change. However, it does not stop there. Polyester can shed microfibre when washed and contributes to marine pollution.



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Stop Fast Fashion: That's what this month's *DÉCHET* proclaims. Models Jana, Tom, Klara, and Lauren try to shift the view from which fashion is seen. By wearing fashion accessories made from rubbish from the new collection *Deadly Jewellery*, they embody a new era of fashion and join the movement away from Fast Fashion toward sustainable and mindful fashion. They may all be ordinary young people, but pollution will have a huge impact on their life's in the future. By contributing to this project, they give *Deadly Jewellery* a face when raising awareness of this issue.



©Adobe Stock

I am grateful to work on this project and create something to contribute to the issue of pollution, as I will be affected by it as well in the future. It also helped me understand the problem more and how severe it is. You do not get in touch with it unless you research it, which is shocking. I hope I can bring the issue closer to you, make you think about it, and maybe change your attitude even slightly.

I have nothing against any brand that is shown in this zine. It serves only satirical and educational purposes.

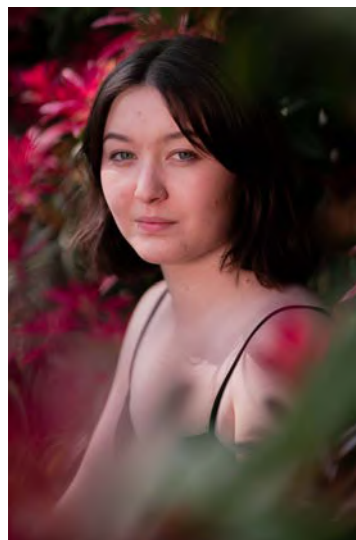
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Christian Neuheuser

MEET & GREET

introducing all the models



Lauren is a Southampton-based actor, dancer, and singer. She trains at Brighton Academy. It was really easy and enjoyable to work with them. You can find them on:

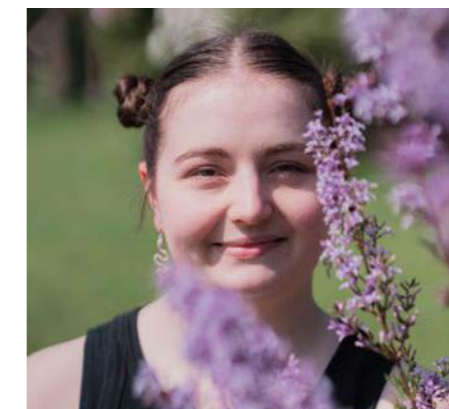
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Jana is a Solent University student. She was quite accommodating, and I enjoyed shooting with her. She offered a handful of suggestions that were quite beneficial to me.



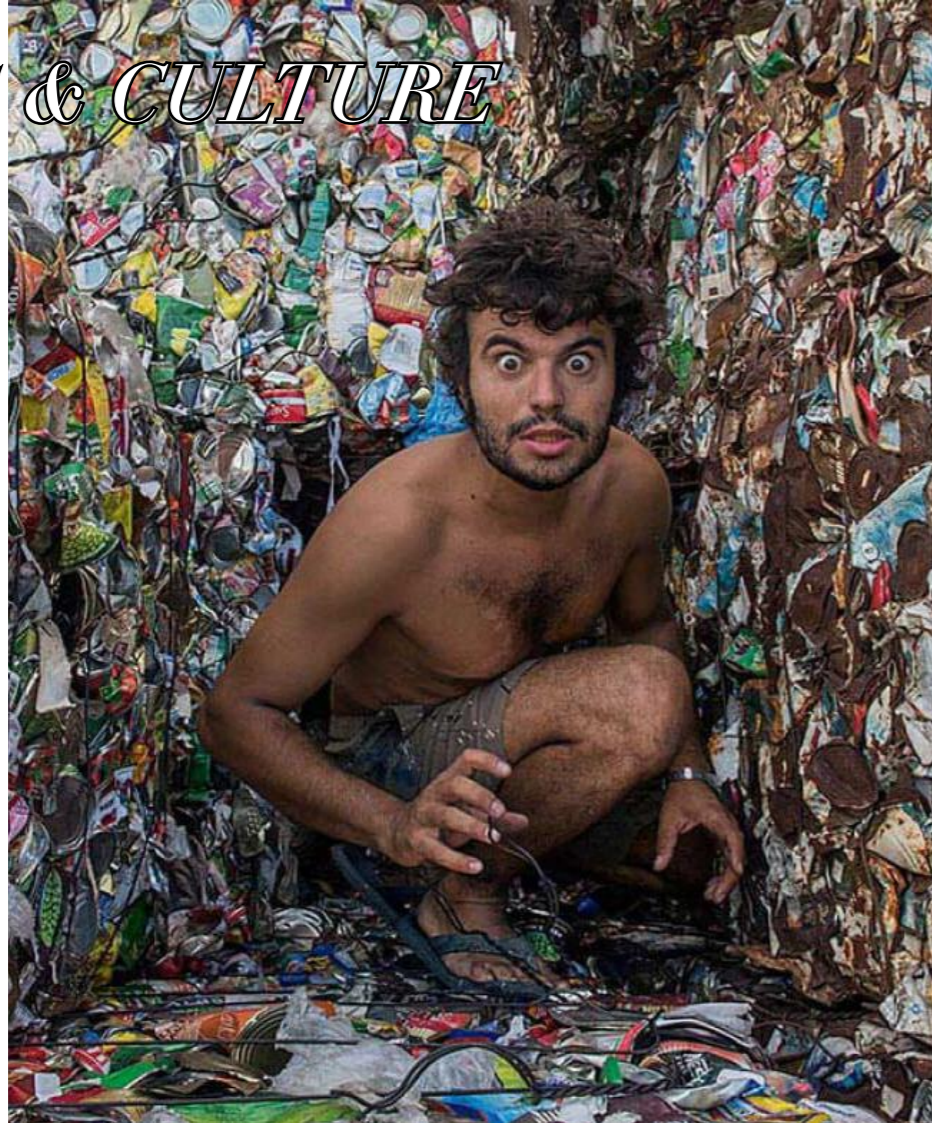
Tom is a sports enthusiast that studies Media Production at Solent University. The time in the studio with him was really funny since he is always there to make you laugh.



Klara has barely modelled before but did a fantastic job in my opinion. She finishes her Bachelor's at Solent University this year.

“Fast fashion isn't free. Someone, somewhere is paying.”

~ Lucy Siegle



©BORDALO II

BORDALO II

A “trash-artist” from Lisbon that discovered the streets of the world as his canvas!

Artur Bordalo, alias Bordalo II, made a name for himself with his art made from reused plastic. The Lisbon artist grew up between spending time in his grandfather's studio and being in the illegal underground graffiti scene. He chose his name to honour his grandfather Artur Real Bordalo, who sadly passed away in 2017. Although he did not finish the painting course at the Faculty of Fine Arts in Lisbon, he said it let him discover sculptures and ceramics and led him away from the traditional art of painting. However, it helped him a lot, and he quickly discovered public spaces as his choice of canvas. Since 2012 he created about two hundred sculptures all around

the world, all dealing with consumerism and the greedy society we live in. He tries to highlight the excessive production of rubbish and pollution. One of his most recognized series is *Big Trash Animals*.

“One person’s rubbish is another’s person’s treasure.”

~ Bordalo II

He created numerous animals, like bears, foxes, birds, and sea animals, from rubbish he found around the city, ranging from old car tires, plastic rubbish and aluminium cans. All animals he created are directly affected by pollution. He has used over 115 tons of reused material for all his projects so far. When he is not creating sculptures somewhere in the world he collects rubbish or works on sculptures in his studio in Lisbon.





JEWELLERY

Deadly Jewellery Collection

pic. 1

pic. 2

The *Deadly Jewellery Collection* is made from rubbish to warn people that trash must be disposed of properly. For safety considerations, I only used the rubbish I generated over the previous eight months. That made me realise how much garbage each of us produces. It only took my flatmates and me one month to collect the pop-tabs of soda cans I used for the bracelet (pic. 2), chain (pic. 2), and earrings (pic. 2 & 3). The arm braces (pic. 4) are made from a cut-open coloured plastic bottle. My stylish hand-bag, which can hold your daily essentials, is made up of an onion net and a part of a four-pack of soda cans (pic. 1). And if you want a dressy scarf that goes well with a minimalistic modern style, you can choose the scarf made from an ordinary plastic bag (pic. 5).



pic. 3



pic. 4



pic. 5





©inNEOSS



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inNEOSS A store for small sustainable fashion brands

Georgea Charlambous and Natalie Bouloux launched inNEOSS, a women's fashion business on the outskirts of London. The two friends also established NEOSS, a sustainable fashion brand which is according to them seasonless because they believe that by carrying fashion across numerous seasons, they can decrease the impulse to buy something new every season. In addition to NEOSS, inNEOSS features other small sustainable fashion brands. However, they claim that in order for them to support a brand, it must be unique and creative. Every day of the week, except Monday, you can visit the store in Newington Green, London.

Instagram: @inneoss
Web: <https://www.neosslon.co.uk>







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