

Familiar but not understood: lexical barriers to mainstream fashion product literacy

Joanna Blanco-Velo



**DON'T
THROW
THEM
AWAY**



Image : <https://patch.com/massachusetts/salem/clothing-household-textile-recycling-drive-0>

Familiar but not understood: lexical barriers to mainstream fashion product literacy

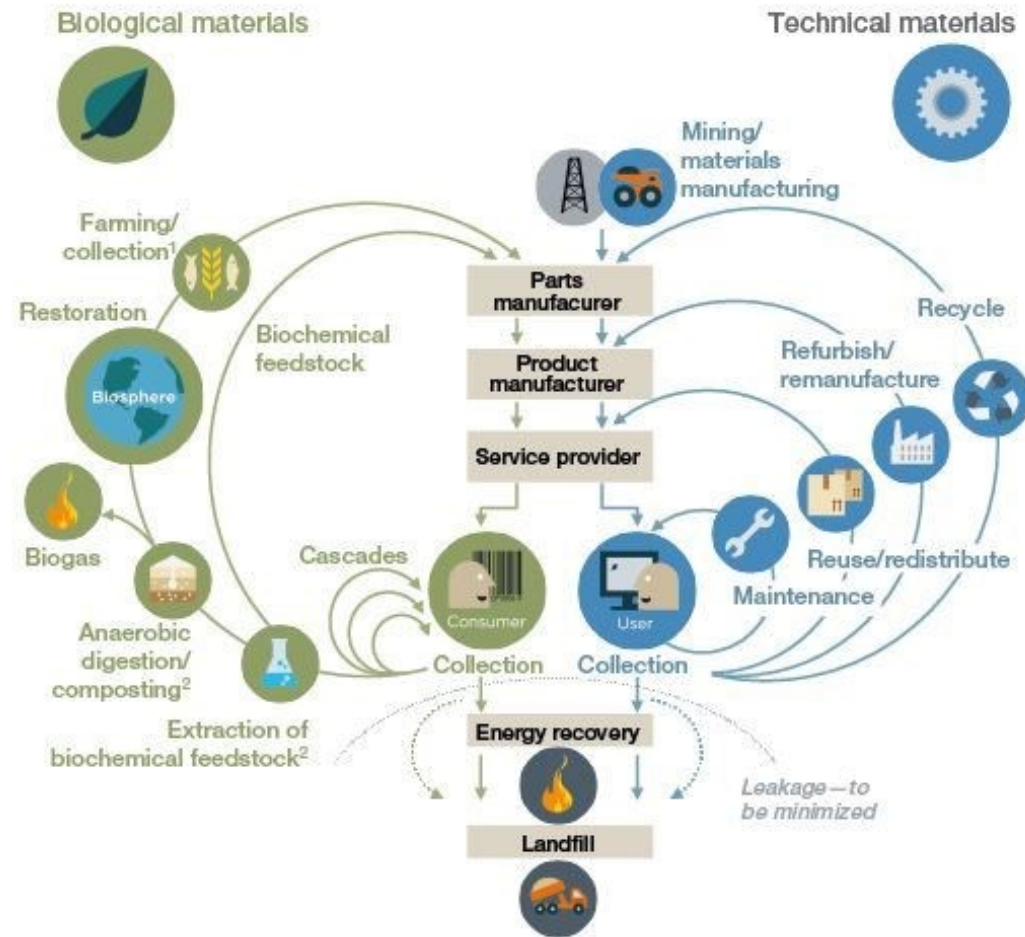


Figure 1: Ellen MacArthur Foundation



Familiar but not understood: lexical barriers to mainstream fashion product literacy

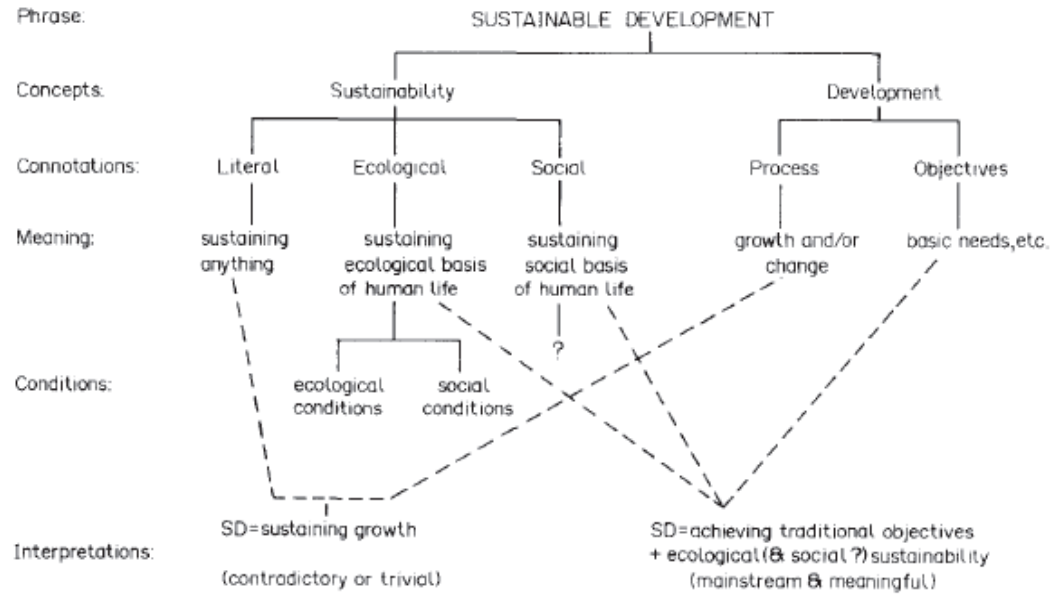
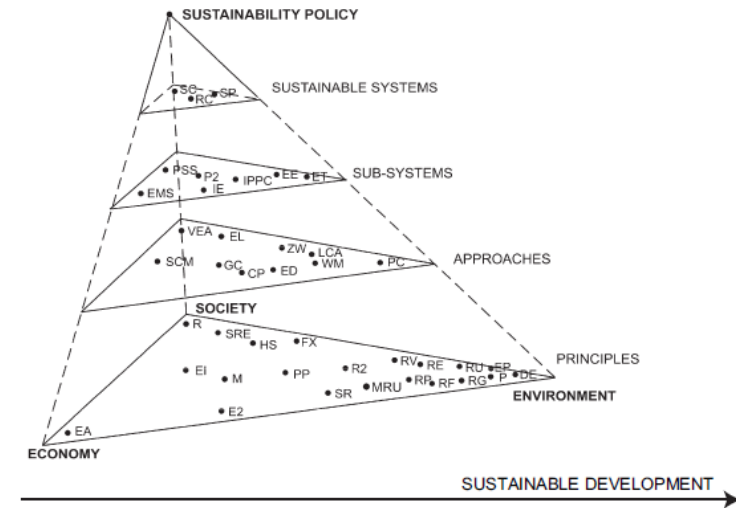


Figure 1. The semantics of sustainable development.

Figure 2: Lele 1991:608



CP, cleaner production; DE, degradation; EA, environmental accounting; ED, eco-design; EE, environmental engineering; EI, ethical investment; EL, environmental legalisation; EMS, environmental management strategy; ET, environmental technology; E2, eco-efficiency; FX, factor X; GC, green chemistry; HS, health and safety; IE, industrial ecology; IPPC, integrated pollution prevention and control; LCA, life cycle assessment; M, mutualism; MRU, minimization of resource usage; P, purification; PC, pollution control; PO, policy; PP, "polluter pays" principle; PSS, product service system; P2, pollution prevention; RC, responsible care; R, reporting to the stakeholders; RE, recycling; RF, remanufacturing; RG, regeneration; RP, repair; RU, reuse; RV, recovery; R2, renewable resources; SC, sustainable consumption; SCM, supply chain management; SD, sustainable development; SP, sustainable production; SR, source reduction; SRE, social responsibility; VEA, voluntary environmental agreement; WM, waste minimization; and ZW, zero waste.

Fig. 1. Classification of sustainability oriented terms.

Figure 3: Glavic & Lukman 2007:1877

Familiar but not understood: lexical barriers to mainstream fashion product literacy

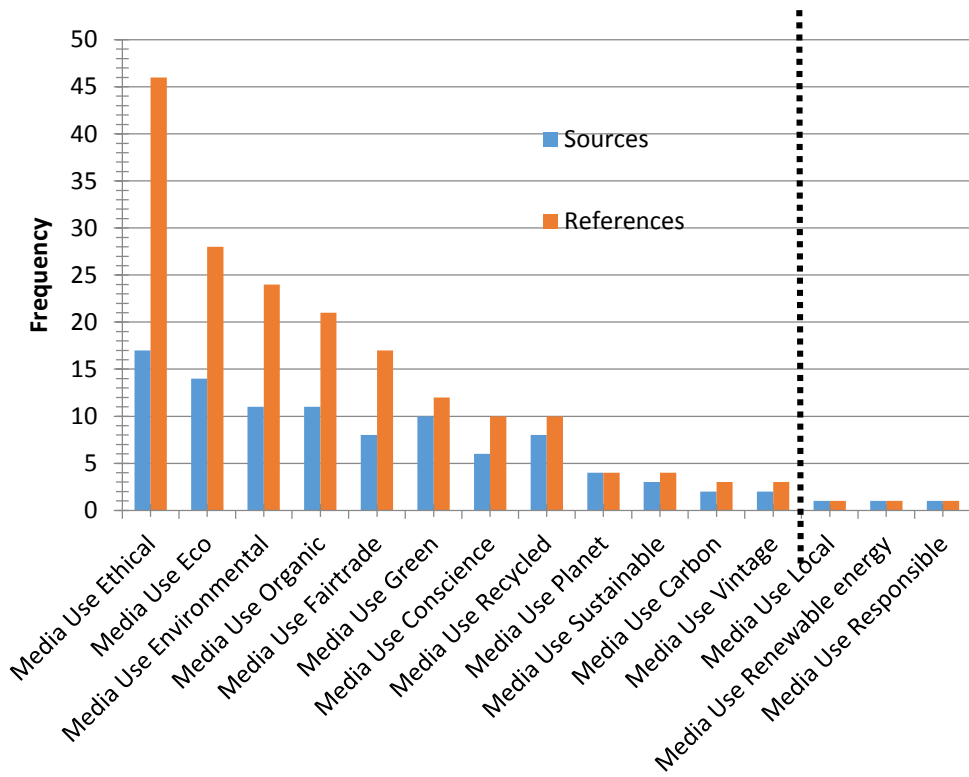


Figure 4: media lexicon 2006-2008

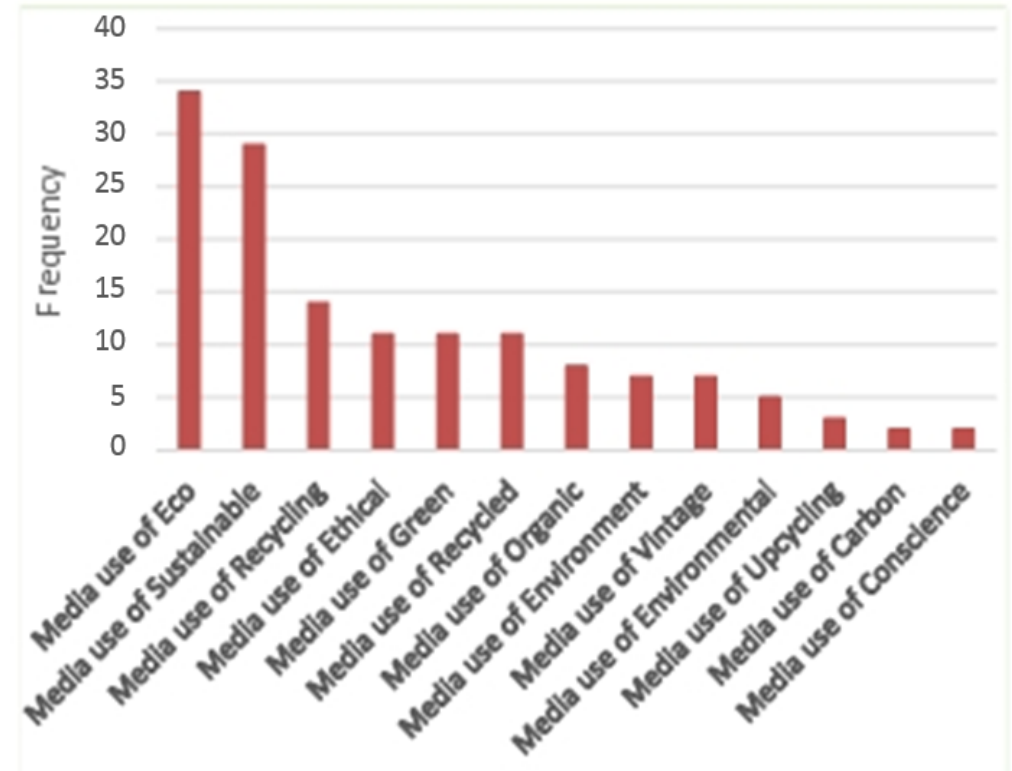


Figure 5: media lexicon 2012

Familiar but not understood: lexical barriers to mainstream fashion product literacy

H&M			M&S			Tesco		
Word	Count	(%)	Word	Count	(%)	Word	Count	(%)
sustainability	267	0.82	carbon	92	0.50	local	122	0.67
environmental	97	0.30	sustainable	74	0.40	carbon	109	0.60
sustainable	93	0.28	environmental	52	0.28	responsibility	76	0.42
organic	76	0.23	ethical	47	0.26	ethical	25	0.14
responsible	74	0.23	recycled	48	0.26	sustainable	23	0.13
recycled	68	0.21	clothing	36	0.20	recycling	19	0.10
fashion	62	0.19	sustainability	31	0.17	green	15	0.08
responsibility	35	0.11	fairtrade	29	0.16	sustainability	13	0.07
environment	31	0.09	local	22	0.12	fairtrade	10	0.05
local	28	0.09	green'	17	0.09	recycled	9	0.05
carbon	22	0.07	environment	13	0.07	renewable	9	0.05
apparel	23	0.07	recycle	11	0.06	responsible	8	0.04
ethical	19	0.06	renewable	11	0.06	locally	3	0.02
recycling	20	0.06	organic	9	0.05	ethically	1	0.01
renewable	20	0.06	responsibility	9	0.05	organic	1	0.01
environmentally	14	0.04	responsible	9	0.05	conscious	1	0.01
eco	10	0.03	fashion	6	0.03	planet	1	0.01
recycle	11	0.03	eco	3	0.02	eco	0	
green	7	0.02	environmentally	1	0.01	vintage	0	
planet	2	0.01	recyclability	2	0.01			
clothing	3	0.01	recyclebank	1	0.01			
fairtrade	1	0.00	renewables	2	0.01			
conscious			conscious					
consumer	0		consumer	0				
vintage	0		planet	0				
			vintage	0				

Table 1: retailer lexicon 2010

H&M			M&S			Tesco		
Word	Count	Weighted (%)	Word	Count	Weighted (%)	Word	Count	Weighted (%)
sustainability	213	1.10	green	23	0.34	carbon	68	0.81
cotton	117	0.60	environmental	22	0.32	ethical	19	0.23
fashion	81	0.42	sustainable	22	0.32	environment	16	0.19
sustainable	74	0.38	cotton	14	0.21	sustainable	16	0.19
rights	44	0.23	recycled	8	0.12	green	15	0.18
recycled	39	0.20	environment	6	0.09	environmental	6	0.07
organic	30	0.15	eco	5	0.07	cotton	2	0.02
fair	25	0.13	carbon	4	0.06	fair	2	0.02
environmental	24	0.12	fairtrade	3	0.04	trade	2	0.02
ethical	21	0.11	labour	3	0.04	environmentally	2	0.02
trade	15	0.08	fashion	2	0.03	ecological	1	0.01
labour	11	0.06	trade	2	0.03	fairtrade	1	0.01
carbon	11	0.06	planet	2	0.03	labour	1	0.01
environmentally	5	0.03	ethical'	1	0.01	conscious	1	0.01
eco	3	0.02	ethically	1	0.01	fashion	0	
green	2	0.01	organic	0		organic	0	
planet	2	0.01	fair	0		rights	0	
fairtrade	0		rights	0		recycled	0	
vintage	0		vintage	0		vintage	0	
			conscience	0		ethically	0	
						planet	0	

Table 2: retailer lexicon 2012

Familiar but not understood: lexical barriers to mainstream fashion product literacy

+

a priori code: ETHICAL FASHION is...or means					
SELECTIVE CODE	ACCREDITING PRODUCTION PROCESSES	BEING DESIRABLE	BEING EXCLUSIVE	BEING PROGRESSIVE	BEING VINTAGE
Discussion Code	APP	BD	BEx	BP	BV
Process Codes	formally accrediting production processes, having production values	being desirable, being stylish	being a luxury item, being unaffordable	being more than a fad, being progressive, growing area for the fashion market, providing a retailer opportunity	being vintage
SELECTIVE CODE	CHALLENGING	COMMITTING TO ETHICAL PRACTICE	COMPROMISING STYLE	CONFUSING	HAVING SOCIAL CONSCIENCE
Discussion Code	Ch	CEP	CS	CF	HSC
Process Codes	challenging for retailers, struggling with criteria	behaving morally, committing to ethical practices	being undesirable being unfashionable compromising on style	confusing	considering social development, having social conscience, relating to animal rights, relating to human rights, relating to working practices, thinking about social sustainability
SELECTIVE CODE	INFORMED DECISION MAKING	RESPECTING THE ENVIRONMENT	SAFEGUARDING REPUTATION	SPEAKING OUT	TAKING RESPONSIBILITY
Discussion Code	IDM	RTE	SR	SpO	TR
Process Codes	consumers being aware	being chemical free, being concerned about environment, being eco-friendly, being green, being organic, being recycled, considering carbon footprint, sustaining the environment, using natural materials	retailers behaving, retailers, considering reputation,	being anti fast fashion, expressing principles	shifting perception taking responsibility, providing and producing with thought of material sources
SELECTIVE CODE	SAFEGUARDING PRODUCERS (ADDITIONAL)	STRUGGLING WITH CRITERIA (ADDITIONAL)	BEING CYNICAL (NEW)	ETHNIC (NEW)	
Discussion Code	SP	SWC	BCyn	Eth	
Process Codes	clothing made ethically with care for people & environment (NV) considering third world producers, using fairtrade materials, retailers caring about where the clothes have come from eg sweatshops	don't know (NV), dressing in 'correct' fashion for your culture (NV), fashion for all different people no matter of religion or colour (NV), having no clear definition but is a term used as an umbrella term for fair-trade, organic, eco (NV)	being a fashion trend, having no clear definition but is a term used as an umbrella term for fair-trade, organic, eco (NV)	dressing in 'correct' fashion for your culture (NV), fashion for all different people no matter of religion or colour, other countries national dress or their fashion	

Table 3: Media Texts & Focus Group Word Definitions Selective and Process codes: Ethical Fashion

Familiar but not understood: lexical barriers to mainstream fashion product literacy

MEDIA TEXTS		RETAILER TEXTS	
Theoretical Codes	Selective Codes	Theoretical Codes	Selective Codes
APPEAL	NATURAL	APPEAL	NATURAL
	PROGRESSIVE		BASIC
	EXCLUSIVE		ACCESSIBLE
BENEFITS	SOCIALLY BENEFICIAL	INVESTMENT IN THE FUTURE	CERTIFICATION
	ENVIRONMENTALLY BENEFICIAL		SOCIALLY BENEFICIAL
			ENVIRONMENTALLY BENEFICIAL
CONFUSION	DESIRABLE	SUPPORTING CONSUMERS	PROVIDING INFORMATION
			MAKING IT APPEALING
	UNDESIRABLE		MAKING IT CONVENIENT
			MAKING IT AFFORDABLE

FOCUS GROUPS	
Theoretical Codes	Selective Codes
APPEAL	UNDESIRABLE
	A COMPROMISE
BENEFITS	SOCIALLY BENEFICIAL
	ENVIRONMENTALLY BENEFICIAL
	FOR OTHERS
INACCESSIBLE	CONFUSING
	NOT UNDERSTOOD
	NOT VISIBLE
	HIGH END

Table 4: Framing clothing attributes

MEDIA TEXTS		RETAILER TEXTS	
Theoretical Codes	Selective Codes	Theoretical Codes	Selective Codes
LEARNING	ACTIVE KNOWLEDGE SEEKING	SUPPORTING CONSUMERS	PROVIDING INFORMATION
	INFORMED DECISION MAKING		MAKING IT APPEALING
			MAKING IT CONVENIENT
	MAKING IT AFFORDABLE		
INVESTMENT	NATURAL	INVESTMENT IN THE FUTURE	CERTIFICATION
	PROGRESSIVE		SOCIALLY BENEFICIAL
	EXCLUSIVE		ENVIRONMENTALLY BENEFICIAL
COMMITMENT	SAFEGUARDING ENVIRONMENT		
	SAFEGUARDING PRODUCERS		
CONFUSION	FASHIONABLE		
	COMPROMISING		

FOCUS GROUPS	
Theoretical Codes	Selective Codes
LEARNING	DEVELOPING AWARENESS
	INCIDENTAL LEARNING
	EVERYDAY SETTINGS
INVESTMENT	PRIORITISING VALUE
	PRIORITISING CONVENIENCE
COMMITMENT	TRANSFERRING ATTITUDES
	ADJUSTING LIFESTYLE
CONFUSION	FAMILIAR
	NOT UNDERSTOOD
	A BARRIER

Table 5: Framing consumer behaviour

Familiar but not understood: lexical barriers to mainstream fashion product literacy

MEDIA TEXTS		RETAILER TEXTS	
Theoretical Codes	Selective Codes	Theoretical Codes	Selective Codes
COMMITMENT	ACKNOWLEDGING	COMMITMENT	IMPROVING COMMUNICATION
	COMMITTING TO ETHICAL PRACTICE		REDUCING CYNICISM
SURVEILLANCE	CERTIFYING PRODUCTION PROCESSES		CHALLENGE
	MONITORING SUPPLY CHAINS	LEARNING	
	AVOIDING ENVIRONMENTAL HARM		
DECEPTION	MANAGING REPUTATION		
	MASQUERADING AS CONSCIENTIOUS		

Table 6: Framing retailer behaviour

FOCUS GROUPS	
Theoretical Codes	Selective Codes
COMMITMENT TO SUPPLIERS	COMMITTING TO ETHICAL PRACTICE
	AVOIDING ENVIRONMENTAL HARM
KNOWLEDGE	THE ENVIRONMENT
	DOMESTIC ACTS OF SHOPPING AND RECYCLING

MEDIA TEXTS		RETAILER TEXTS	
Theoretical Codes	Selective Codes	Theoretical Codes	Selective Codes
LEARNING	ACTIVE KNOWLEDGE SEEKING	COMMITMENT	IMPROVING COMMUNICATION
	INFORMED DECISION MAKING		REDUCING CYNICISM
			INCREASING ACCESSIBILITY
		SUPPORTING CONSUMERS	PROVIDING INFORMATION
			MAKING IT APPEALING
			MAKING IT CONVENIENT
			MAKING IT AFFORDABLE

FOCUS GROUPS	
Theoretical Codes	Selective Codes
KNOWLEDGE	THE ENVIRONMENT
	DOMESTIC ACTS OF SHOPPING AND RECYCLING
CONFUSION	FAMILIAR
	NOT UNDERSTOOD
	A BARRIER

Table 7: Framing consumer knowledge

Familiar but not understood: lexical barriers to mainstream fashion product literacy

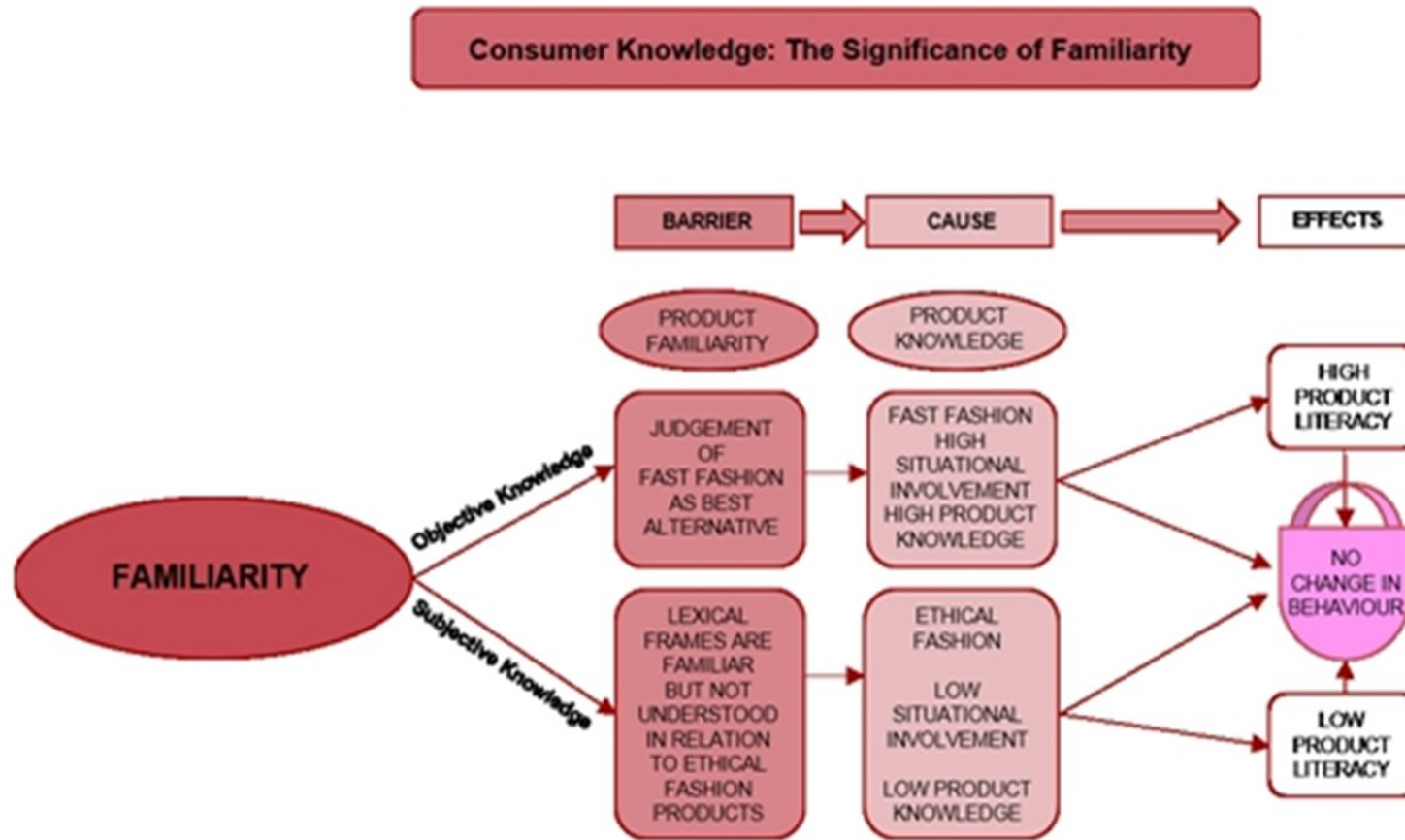


Figure 6: the significance of familiarity

Familiar but not understood: lexical barriers to mainstream fashion product literacy

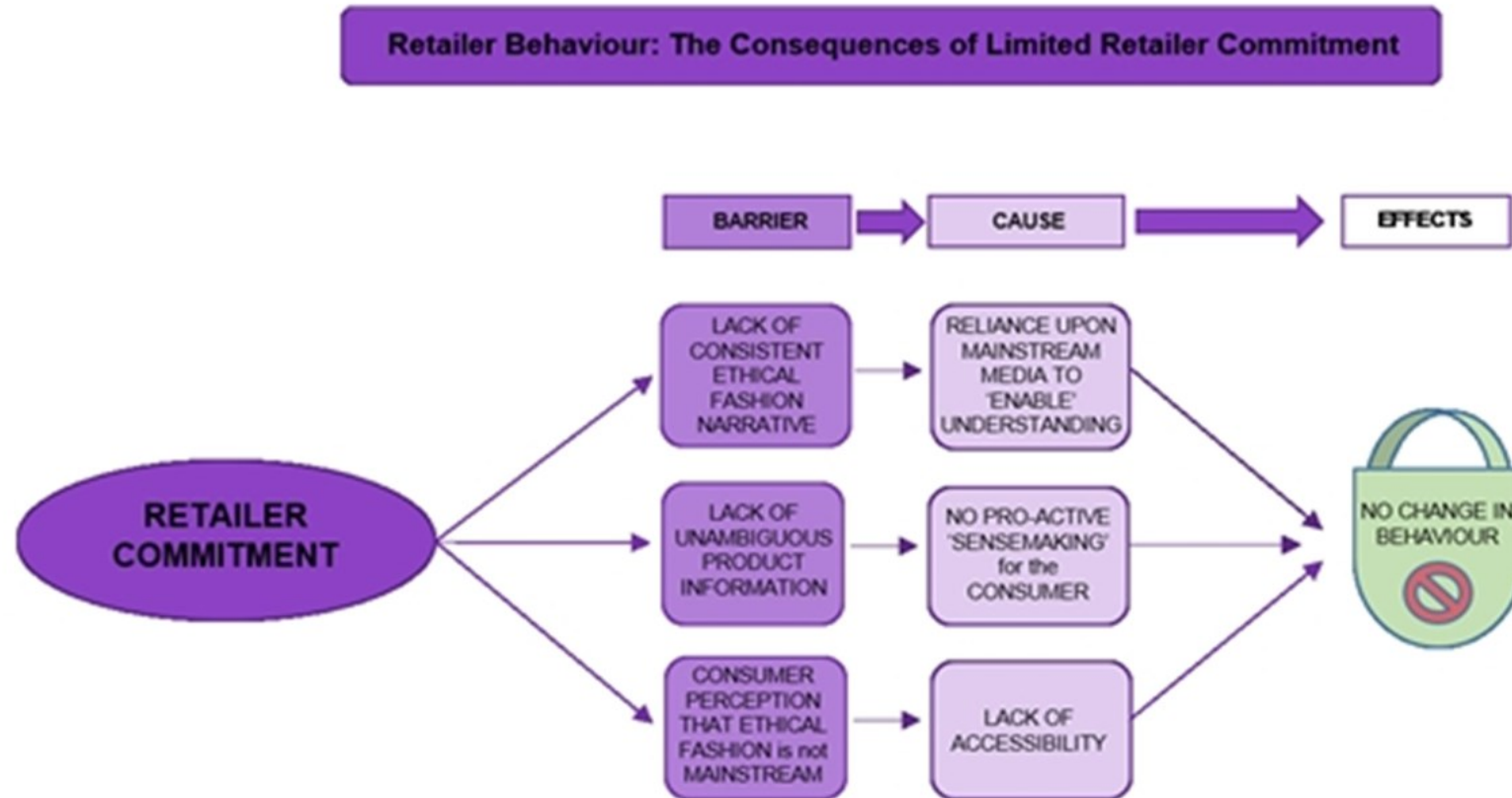


Figure 7: the consequences of limited retailer commitment

Familiar but not understood: lexical barriers to mainstream fashion product literacy

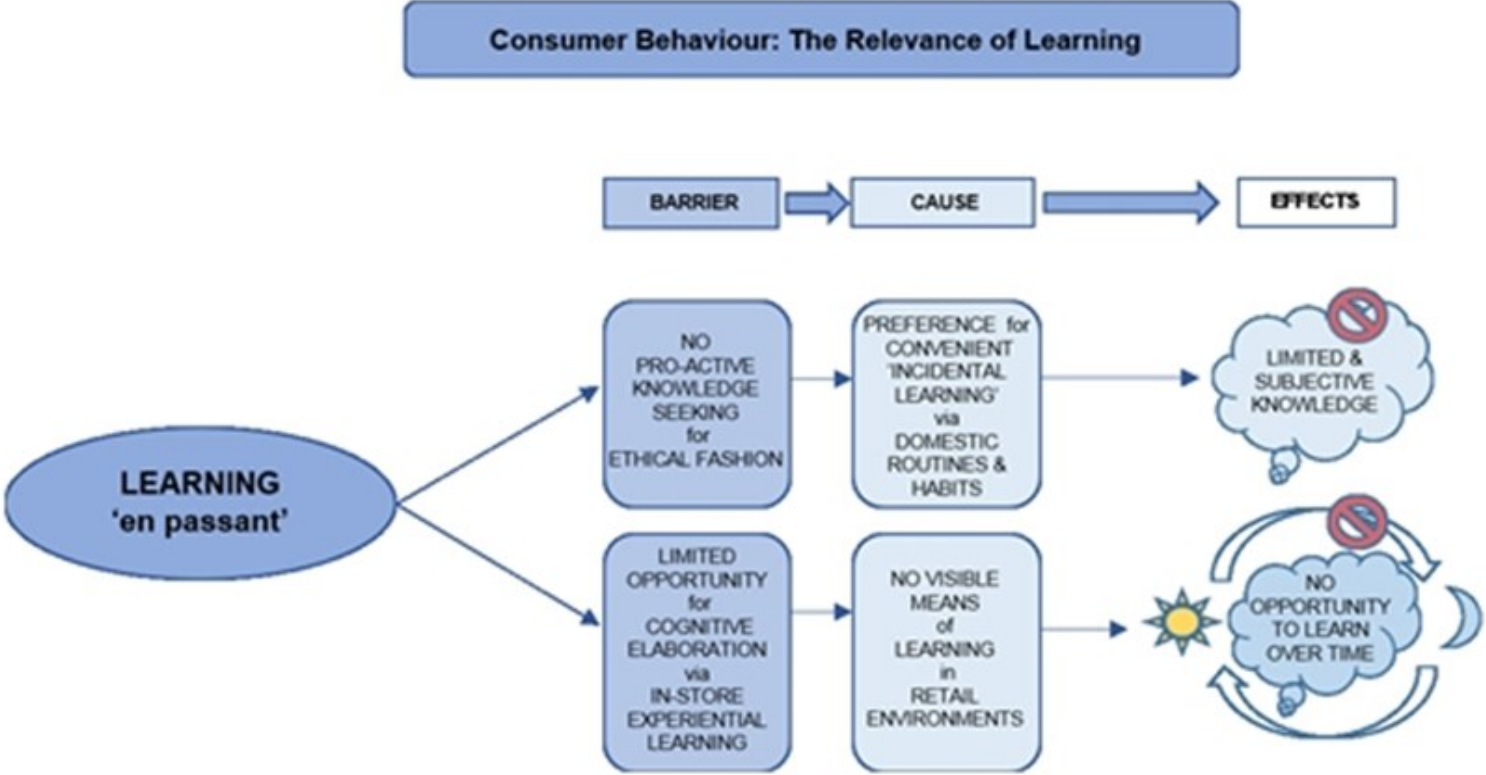


Figure 8: the relevance of learning

THANK YOU



Joanna Blanco-Velo

j.blanco-velo@mmu.ac.uk