

Promotion of transnational textile hyper-consumption: fashion and excess as leitmotif

Promoción del hiperconsumo textil transnacional: la moda y el exceso como leitmotiv

Promoção do hiperconsumo têxtil transnacional: a moda e o excesso como leitmotiv

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Chasqui. Revista Latinoamericana de Comunicación

N.º 134, abril - julio 2017 (Sección Monográfico, pp. 85-106)

ISSN 1390-1079 / e-ISSN 1390-924X

Ecuador: CIESPAL

Recibido: 07-01-2017 / Aprobado: 21-03-2017

Abstract

The main purpose of this article is to analyze the enabling elements of the textile sector that favor and promote unlimited hyper-consumption. To this end, the growth of the sector has been analyzed along with irradiating elements influenced by transnational firms that gravitate towards it, conditioning and boosting consumption. This new paradigm has inevitably led to a new concept of good living, society, consumption and fashion generating unequal effects, being the object of discussion, review and analysis.

Keywords: hyper-consumption; globalization; transnational firms; fashion

Resumen

El presente artículo tiene como finalidad principal analizar los elementos posibilitadores del sector textil que favorecen e impulsan un hiperconsumo ilimitado. Para ello se ha analizado el crecimiento del sector junto a los elementos irradiadores que promueven las empresas transnacionales (ET) textiles con la finalidad de condicionar e impulsar el consumo. Este nuevo paradigma compromete irremediablemente el concepto del buen vivir, modelo de sociedad actual, hábitos de consumo y moda, generando efectos desiguales que deben ser objeto de revisión, discusión y análisis.

Palabras clave: hiperconsumo; mundialización; empresas transnacionales; moda

Resumo

O presente artigo tem como finalidade principal analisar alguns dos elementos do setor têxtil que favorecem e fomentam o hiperconsumo ilimitado. Com esse intuito, foram investigados o crescimento do setor e os componentes irradiadores promovidos pelas empresas transnacionais (ET) do ramo têxtil com o objetivo de condicionar e impulsionar o consumo. Esse novo paradigma hiperconsumista compromete irremediavelmente o conceito de Bem Viver, o modelo de sociedade atual, os hábitos de consumo e moda ao produzir efeitos desiguais que serão aqui objeto de revisão, discussão e análise.

Palavras-chave: hiperconsumo; mundialização; empresas transnacionais; moda.

1. Introduction

Fashion has knocked down part of its origins. Its principles aimed at covering our most basic needs, among which we find that of not going naked, later warmed and nowadays being cool - for the common human being: be in fashion - have been multiplexed. The original deficiencies have been mimicked, getting oriented towards functions based on dependence and spending "nowadays, fashion is not only an aesthetic and peripheral luxury of collective life, but has become a central element of a social process which governs the production and consumption of objects" (Lipovetsky, 2004). This circumstance well fed by ET textiles, supranational entities and governments avid of investment, constitute a universe of possibilities that have been growing over the years. The productive spectrum is protected in an unlimited way by shielding commercial interests as a fundamental right, thus conditioning in a thaumaturgical way, both society and future generations (Hernández Zubizarreta & Ramino, 2016). At the same time, the limits of the system in favor of trade are explored, legislating in favor of stellar economic growth using any mechanism - even institutional (Naredo, 1999). As an example, "Diplomatic representatives may be charged by the administration of their country to channel political support in the country of destination for the operation of an enterprise" (Fanjul, 2016). Then one wonders, where are the rights of consumers circumscribed? Should these be equally protected by diplomacy in the face of certain ET violations? Or have the states ended up apposing certain nuclear functions, which are object of a great deal of civil society's claim, such as the defense of consumer rights in the same way that trade is protected. According to Apesteguía (2015), expert in collaborative economy of the Organization of Consumers and Users (OCU):

Industrial companies as figures that centralize capital are also at risk due to the competition of the big digital platforms (Amazon, Google, Ali Express, Etsy ...), that increasingly grab more sectors. We are moving towards a reality where companies are going to become suppliers of the big digital platforms, competing in equality with micro/private companies able to provide services with smaller entrance barriers.

Another fundamental element of consumption is production. Many of the necessary situations to produce with dignity, security and sustainability, in turn fostering the human rights involved in the processes of textile production, have been based on a postmodern logic based on generating a greater benefit as an ideology.

This is their true philanthropic action, a vertex of a daily logic based on submission and business empowerment. What a better thing than making money to be free and do what you like the most! For the fashion designer Tom Ford (2016), "Our culture tells us: 'Drink this, you will be happy! Buy this, you will

be happy!'. The sad does not sell. Our world is built on consumers and a false idea of happiness". Based on these criteria, textile production is consolidated, pushed forward by processes of globalization, free movement of capital, corruption¹ -legalized², etc. Such circumstances pivot on a legal armor perfectly designed by means of legal charts with the purpose of avoiding any kind of normative equity – it is not its function - or ancestral right that contravenes its interests: the generation of more capital (Luque & de Pablos, 2016).

Trade in the textile sector worldwide is a succulent business that no one is willing to gamble away. The World Trade Organization (WTO, 2016) expects that the volume of trade will continue to grow at a rate of 2.8%, a circumstance that leads to pay a high toll, "This plethora of goods and services harms the continuity of the biosphere as we have known it and its capacity to satisfy our basic survival needs" (Sempere, 2010, p.4). According to the WTO (2016, p.33), ten of the major apparel exporting countries in 2015 were China with 175, European Union 112, Bangladesh 26, Vietnam 22, Hong Kong 18, India 18, Turkey 15, Indonesia 15, Cambodia 6 and the United States 6 (figures in billions of dollars). In terms of expenditure of clothes, according to a report by the EAE Business School (2015, p. 22), the five most relevant markets at the global level were United States 246,768, China 243,769, Germany 64,144, Japan 62,101 and United Kingdom with 51,509 (figures in millions of euros). In South America, 34% of the main fashion groups decided to bet on this part of the world in 2015. Markets like Chile, Colombia or Mexico gained weight in the international plans of companies like Chanel, Michael Kors or Gap (KPMG, 2016, p.23).

All these without taking into account that in Latin America and the Caribbean there are at least 130 million people working in informal conditions, representing 47.7% of workers, according to the WTO (2016). This circumstance generates submerged economy and therefore need to acquire clothing.

In Ecuador, according to its Central Bank, for the year 2014 the textile and apparel sector exported 124.9 million dollars (26,946 tons). According to the Association of Textile Manufacturers of Ecuador AITE (2017), this industry was identified as the third largest in the manufacturing sector contributing more than 7% of the national GDP. Such circumstance has increased interest in all aspects related to production, acquisition and consumption -textile- within the program of Good Living 2013-2017. This model is still under construction today. It is oriented to the change of the productive matrix with the purpose of reducing the external economic and technological dependence, so that it promotes

1 Young Syrian refugees work in factories of large-brand textile suppliers in Turkey working up to 12 hours a day, including suppliers working for Zara and Mango, also using chemical elements in the process without adequate protection for the development of the productive activity. News produced by the BBC on 10/24/2016.

2 The Spanish textile group Inditex avoided paying at least 585 million euros in taxes between 2011 and 2014 by means of fiscal optimization techniques, according to a report from the European environmental parliamentarians. "Our research shows that Inditex saved at least 585 million euros in taxes... through aggressive tax avoidance techniques, mainly in the Netherlands, Ireland and Switzerland." News produced by the Agence France Presse on 12/12/2016.

the internal production by betting on research, development and innovation on its own. The National Plan of Good Living takes as its starting point a broader notion of concepts, realities and needs. It contemplates the rights of the human being and nature above capital, considering materialism from a more emotional and reflective point of view, a non-stress-free approach (Gudynas & Acosta, 2011). The concept of Good Living contrasts with the operation of the global transnational textile sector whose mission is the mass sale of low cost textile garments, a circumstance that promotes consumerism as a central element in the life of the human being.

Good Living is planned, not improvised. Good Living is the way of life that allows happiness and permanence of cultural and environmental diversity; it is harmony, equality, equity and solidarity. It is not to look for opulence or uncontrolled economic growth (Buen Vivir, 2013, p.12).

2. Enabling Paradigm

Civil society, as we know it, has deconstructed itself in favor of a logic based on actions of impact and commerce driven by new legal frameworks that explore its limits in the service of production:

A notable change has been the new patterns of geographical location of production characterized by a dispersion of processes and tasks in various countries, cities and regions of the planet. This phenomenon, of increasingly importance, has been given the name of global production chains (CGP) or global value chains (Solimano, 2016, p.5).

Circumstance assumed in the case of the transnational textile industry, as the WTO points out (2016, page 54). The free movement of capital without any kind of cut-off - and in many cases morality - is the basis of the preponderant economic model encouraged by a conservative authoritarianism. According to neoliberal theory, "people exert their freedom through spending; but some may spend more than others and, in the great democracy of consumers or shareholders, votes are not equitably distributed" (Monbiot, 2016). The current economic system, based on consumption rather than needs, generates the creation of artificial desires, making certain country or social stratum prioritize "the purchase of a mobile phone or textile garment" instead of the coverage of basic needs, getting individuals to do practically anything to get those material objects. At the same time, companies take advantage of this situation by relaxing their social and ethical commitments to society - if they ever had them (Luque, Hernández Zubizarreta & de Pablos, 2016).

The problem is that by the very dynamics of events and by the progressive tension of the enlightened current of the Welfare State is projected into utopian illusion as a Social State. The new society, which for its genial description could be called Keynesian, will be based on three principles: consumption of masses, high public intervention and deradicalization of social conflict (Oliván, 2011).

Nowadays, circumstances almost normalized that smooth the way of any global commercial development. Therefore, the capillarity of consumption is multidimensional moving symbiotically to the different spheres of life, deepening in the how and not only in what.

[...] the collateral damages of excessive and unsustainable consumption are denied, questioned or censored by the privileged groups that sustain these practices and finally by the entire population. However, as real effects, the globalization and generalization of responsibilities relieve those who have direct control over the means and modes of production (Korstanje, 2010, 276).

As long as the global economic model is based on the market economy, this will be the preponderant system, a circumstance that in many cases generates value - although it is not the same for everybody - while hindering its control and regulation. It is the market that, in a planned way, is (un)regulated. In fact, “the new era of capitalism is structurally constructed around two fundamental agents: the shareholder on the one hand and the consumer on the other” (Lipovetsky, 2007, p.9), leaving little room for new and more rational consumption paths setting the model as ethical leitmotiv and social pillar.

The fact that China was the country that most contributed to the growth of world consumption in 2011 makes it possible to see the possibility that Chinese consumption becomes an important source of final demand worldwide. Nevertheless, for this situation to last and can be sustained, China must find a way to accelerate its transformation towards consumption-based growth (Barnet, Myrvoda & Nabar, 2012, pp. 28-30).

According to the philosopher Sádaba (2015), “A conscious and sustainable consumption can transform the socio-political orientation of the world”. Now “all this will require serious social movements and a constant pedagogy”, a paradigm far from being realized since “the social change in light of new perspectives also requires a change in the structures of production and service delivery (socialization or collaborative economy), something I do not think large industrial conglomerates and their lobbyists are willing to allow” (Bonet, 2015). The appendages of ET textiles are imbricated and established through all kinds of connections; prejudging, conditioning our wills, our work patterns, family, life style and current archetype of society being more and more opulent. It has

generated new consumer behavior, both when creating new products as well as when purchasing them (Hendarwan, 2002; Crane & Maten, 2004).

According to the well-known expert on processes of globalization Teitelbaum (2014: 1); "The enormous power of transnational societies is emptying all content of representative democracy and is a primary factor in the political, economic, social, ecological and cultural crisis that is currently affecting people". This circumstance becomes especially important when counting ETs, in many cases with more resources than certain countries.

In fact, "Companies can produce in one country, pay taxes in another and demand state expenditure in the form of infrastructure creation in a third country" (Beck, 1998, p.19). Therefore, the obtaining of benefit is assured; otherwise, they will again change norms or promote changes of governments, as Ziegler (2012) points out, as often as necessary to converge with their interests or to harmonize³ them down. It highlights the Transatlantic Agreement for Trade and Investment (TIPP) which seeks to put in hazard the preventive principle and thus the interests of consumers, encouraging production over any real need.

The model of textile production at transnational level rests on practices of low cost -DD.HH and including labor. It uses and encourages cheap labor by exploring the limits of weak legislation in greedy countries of foreign investment (Luque, Hernández Zubizarreta & de Pablos, 2017). These behaviors coincide, in most cases, with countries that have the lowest rate of ratification International Labor Organization agreements (ILO, 2016), such as, those concerning to free syndication rights for their workers, articulation of labor inspection systems, etc. Therefore, the ad hoc system allows to nurture the closets of the advanced countries without interruption, as well as the accounts of the results of ET textiles⁴. If a country offers better conditions there it goes, thus fueling the projects of the low cost textile; every penny counts and no one is willing to lose it. Under these conditions, "subcontracted" workshops by ET textiles play a subaltern role of the so-called first world. These external dependent workers in many cases have as their only client the large ETs, being obliged to work under a monopsony system. The ET textiles are concentrated where high rates of acquiescence and corruption exist - even legalized - as is the case in Bangladesh:

3 In the specific case of the TTIP, the project aims at three main objectives: to eliminate the last customs duties, to reduce non-tariff barriers by harmonizing the norms to be made "downwards" and to provide legal tools for investors to eliminate any regulatory or legislative obstacles that stand in the way of free trade. In summary, it is a question of imposing some of the provisions already provided by the Multilateral Agreement on Investment (MAI) and the Anti-Counterfeiting Trade Agreement (ACTA), both rejected by pressure from the affected populations. Information elaborated by S. Sanchez through <http://bit.ly/2oxQRjP> of 08/010/2014.

4 "The sales of the Inditex Group have increased by 11% in the first nine months of the year 2016 - between February 1st and October 31st - and reached a figure of 16,403 million euros. The net profit was 2,205 million euros, 9% above the same period of the previous year". Information extracted from Inditex, 2016.

The motivations to invest in the textile sector were irresistible: cheap labor, weakening of trade unions due to privatization of state enterprises, elimination of customs duties on imports of machinery for the export industry. Corruption did the rest (Cyran, 2013, p.22).

2.1 Consumption

The financial director of Associated British Foods (Bason, 2016), which owns the giant textile Primark says that in order to offer reduced prices its brand buys large quantities of clothes directly from suppliers; plans large stores (in Madrid they have opened a mega store with 12,400 square meters and 573 employees), has a lower profit margin than many of its competitors and takes advantage of producing in countries with lower costs. In addition to professionalizing virtual relationships⁵ as a source of information and business (Jones, Temperley & Lima, 2010). In short, a machine perfectly designed to stimulate the sale, in many cases, of unnecessary or artificially created needs, driven by emotions from the its self-development and from the experiences learned. If the result of that emotion is pleasant (a circumstance that nourishes the large textile surfaces), it will motivate a new purchase action, therefore the stores and their virtual extensions are perfectly designed to generate that feeling (Sherman, Mathur & Smith, 1997; & Baker, 1998; Brengman & Willems, 2009). New logistic processes and relational analysis that stimulate consumer habits are emerging (Kumar & Arbi 2008; Bruce & Daly 2011; MacCarthy & Jayarathne 2012). According to Niinimäki and Hassi (2011, p.1877), an “efficient production reduces prices and increases consumption”. For Hwang and Kandampully (2012), brands promote textile spending by collecting our identities in them, create experiences, add added value to their products such as home delivery (reverse logistics included), gift wrappers (Chan & Wong, 2012), as well as personalization of garments generating a new identity of common and ephemeral character (Addis & Holbrook, 2001). In short, ET textiles align consumer thinking with their interests (Högström, Gustafsson & Tronvoll, 2015).

People can not be blamed for being a compulsive buyer because we live in a socio-economic model that needs, and therefore generates, that type of consumers. In the end, we behave this way because we should behave like this, because for the correct model functioning consumption can not stop (Quintanilla, 2015).

5 Rebecca MacKinnon, director of the Digital Rights Ranking project at the New America Foundation, points out that most of us consider the internet to be “the air we breathe and the water we drink”. It Surrounds us, we use it and we do not question it. “But this is not a natural environment. There are programmers, executives, editors and designers who create this environment. They are human beings and they all make decisions”. News made by C. Cadwalladr through The Guardian, 04/12/2016.

This circumstance is not only characteristic of the low cost sector. The fashion of haute couture embraces the benefit through exclusive licenses, perfumes, franchises and eroticism. It also “copies” in an authorized manner, selling some of its designs on a large scale⁶ in the stores of low cost textile, thus recovering part of the investment made. Pleasure is packaged in small bottles like good perfumes, here we are but not for everyone! Footwear designer Christian Louboutin (2016), famous for the exclusivity and glamor of his shoes recognized by his patented red sole, says:

When a woman tries on shoes, there is a ritual that is repeated without exception. She fits and walks directly to the mirror. She looks up and down. She turns. She looks at his ass. She is happy. And just then, when she is really happy with the overall result, looks at the shoes.

The brands know, create trends through certain celebrities, its girls, ads, movies⁷, video games. They promote the creation of social referents that advertise their products through advertisements, promotions and sponsorships amplified by the mass media, such as Internet⁸ (Okonkwo, 2016). Being today an accessible and economical place for the ETs in order to reinforce its brand and consequently create an aura of exclusivity, status and desire at a low cost. Likewise, the big data of the Internet analyzes the trail of data - in the service of a few who know how to interpret - of potential clients with the in to create a mapping of behavioral patterns and thus reorient the commercial strategies of the textile empire. For Morozov (2015), “Many of the smart devices that surround us reenact interests and commitments of the people who make or configure them.” You just have to explore the offer of algorithmic tools to use them to your benefit that is no other than feeding a next launch, a next purchase. This circumstance is not exclusive to the textile sector since “Silicon Valley has turned our private lives into a business ...” (Tarnof, 2016), thus materializing any commercial opportunity. As an example, ET Inditex “has been introducing new tools in

6 No one supposed such a resounding success, today, as the Balmain x H & M capsule collection has had. The queues were endless in all the boutiques selected throughout the world, the stampedes have been constant and the collection has only been in store just over an hour. What was supposed to be sold well has exceeded expectations and has become the most profitable and successful collaboration of the eleven that H & M has had over the years. News elaborated by Tendencias on 05/12/2015.

7 The influence of television, and in particular telenovelas, is shown on fashion and therefore on consumption. The spectators try to identify with certain televising characters through their clothes, complements and hairstyle. Work titled Mass Media Consumption: Oblics Readings and Uses, made by Checa, F. for UASB, Quito, 02014.

8 In 2015, 68% of the major fashion companies launched a campaign on social networks such as Burberry, Tiffany or Calvin Klein, which won the Grand CLIO Image Award for the Best Integral Campaign for Showyours # Mycalvins, for which featured teen idols Justin Bieber and Kendall Jenner as role models. The collaboration of fashion companies with the celebrities was also, in fact, another trend in 2015, when more than 40% of companies linked their brands to well-known figures or influencers within the framework of their communication strategies. Information from the Global Fashion Drivers report from KPMG, p. 25, on 12/02/2016.

its online and physical stores to continue captivating consumers by adapting to their new way of buying” (Modaes, 2016).

According to Table 1, “Internet Sales”, the amount disbursed per consumer in certain countries, between 2014 and 2015, as well as their percentage increase can be graphically observed, a circumstance fulfilled without exception in all selected cases.

Table 1. Internet sales

INTERNET SALES BY BUYER / COUNTRY			
	Sales per buyer 2014	Sales per buyer 2015	Sales increasing per buyer
United Kingdom	£1,071	£1,174	9.6%
U.S.	£1,043	£1,120	7.4%
Germany	£890	£1,023	14.9%
France	£767	£847	10.4%
Europe	£738	£820	11.1%
Canada	£731	£780	6.8%
Holland	£613	£663	8.1%
Sweden	£539	£588	9.1%
Spain	£458	£499	8.9%
Italy	£444	£485	9.2%
Poland	£181	£206	14.2%

Source: Global ecommerce trends 2015 (UK leads the way in Europe and North America 27 / 0%15).

Fashion is omnipresent, contemplated in history, through books, in art galleries, at work, through music, in each and every sphere of life. It explains societies, conflicts, behaviors, religions and even aspects such as morality, vanity and ethics. It is emotional, concentrates multiple senses (Workman & Caldwell, 2007). Fashion aestheticizes our behavior and generates a universe of possibilities but not for all in a uniform and democratic way.

3. Obsolescence and programmed creation: buy, throw, buy

Consumers’ habits and desires are changing when it comes to choosing one product or another (Weadick, 2002), a circumstance that generates “continuous changes” in the textile sector (Moore & Fairhurst 2003: 386). Currently, the tools, information accessibility and real alternatives that push towards a more ethical and sustainable production, no manage to avoid the abuses committed within the complex value chain. They emphasize certain labor crimes⁹, behav-

9 A court in Bangladesh formally charges 38 people with murder for the deaths caused by the collapse of the Rana Plaza building in Bangladesh in 2013, where 1,135 people died as well as an undetermined number of disabled people, missing people, etc. Through the news entitled “Rana Plaza collapse: 38 charged with murder over garment factory disaster”. Information obtained in The Guardian of 7/18/2016.

iors far removed from all ethics (Tomolillo & Shaw, 2004) as well as the squandering and contamination of natural resources, distancing themselves from the canons of solidarity that part of society demands. The citizenship reserves its right to complain through discussions of neighbors' yard, Twitter or you-tubers it fashion on abuses produced by certain ET of the textile sector that make garments with "expiration date". These circumstances, today more than ever, show that the processes of globalization do not occur for all the same. Hence we re-codify the concept to a more precise one such as globalization, which exemplifies the distribution of certain actions of affection such as concentration of benefits, dependence, expenditure, quality of the garments, submission by workers, Peoples and governments before ET textiles in an asymmetrical way in relation to the latitude where you reside.

Where and how can a consumer exercise their rights to research -more updated and independent that improve current regulations -, which evidence that the use of certain products in textiles put at risk health and the environment?¹⁰ (Xun-An et al., 2014).

Part of the citizenship is resigned to the patches of an anemic consumer offices (wherever they exist) with blind sticks¹¹, via petition sheets (sometimes recommendations / suggestions proposed by the brands themselves), as a screen before liquified public supranational institutions. In many cases, the feeling of being dispossessed of citizenship of any binding and coercive tool with the capacity to alter the tasks of ET textiles is projected: the maximization of production and the stimulation of consumption over any social - Environmental right or commitment of impact.

Every day fashion is more ephemeral, it is changed before clothes, clothes are bought for very specific occasions and even can be acquired impulsively so perhaps they will never be used, total for what they have cost. It goes from the necessary to the superfluous. Technical clothing is also subject to fashion as well as work. Certain security regulations shield new mandatory production developments with the aim of improving safety and at the same time consumption. There is business for everything (including for death), then, how it will not exist for large ET textiles, certifiers, auditors, lobbies, governments, institutions, as well as all types of commissioners endorsed by certain sectors of society, Impatient of leisure and use of credit card through fashion.

But, what is the relationship of low cost clothing with the quality of it? Obviously direct (Cline, 2013). It is difficult to compete in quality and price at the same time, a decalogue complied by the ET that pivot around the low cost tex-

10 Through report 6/14 of the Swedish Chemicals Agency entitled "Chemicals in textiles: Risks to human health and the environment", it is pointed out that 10% of the residues of substances that can be found in textiles can be considered as a health risk. And on the other hand, 5% of these products represent potential harm to the environment. Document available at <http://bit.ly/2oqhA4Q>

- According to researcher M. Browne, about 85% of the human source materials that can be found on the coasts are microfibers. Through "[Sources and Pathways of Microplastics to Habitats](#)" of 6/2/2015.

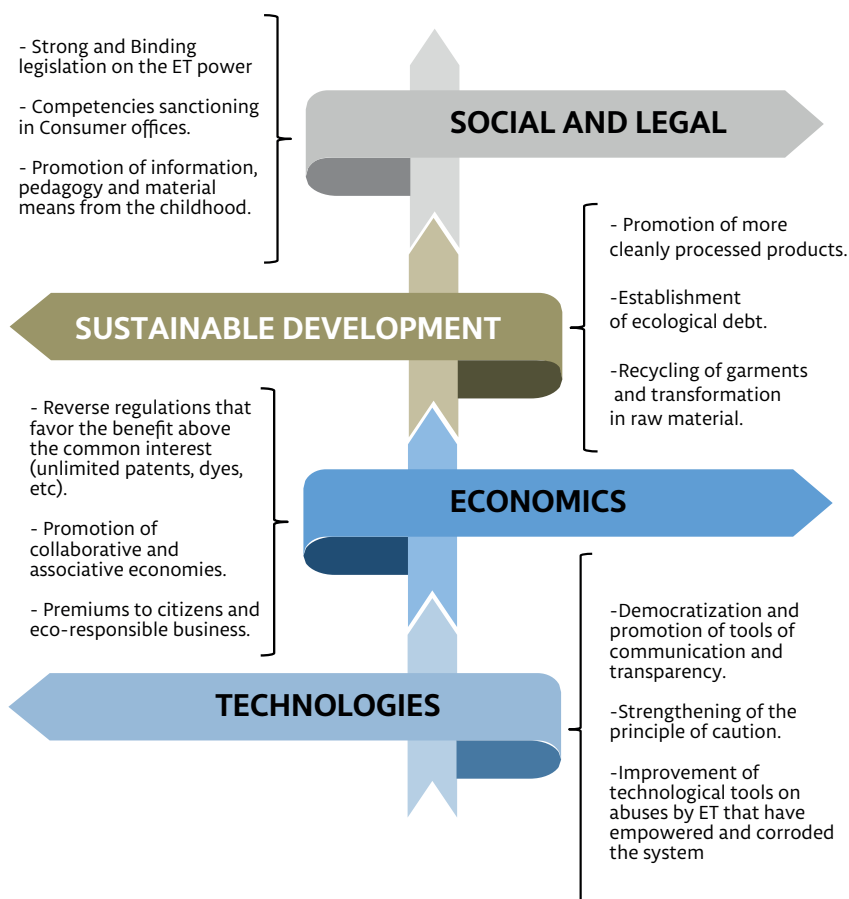
11 Debauched and disoriented action that fails to achieve the goals pursued.

tile. Two different studies indicate that the useful period of clothing is 10 to 104 uses (Birtwistle & Moore, 2007; Collins & Aumônier, 2002). Another indicates that the useful life of garments is 1 to 3 years (Beton et al., 2014). This research reveals the correlation between the large number of clothes sold with a small margin of profit and, on the other hand, the benefits that are generated due to a higher volume of sales at a lower cost. This circumstance compensates and ratifies the business strategies of the ET textiles, “In a system based on positive interests, security is based on the possession of money and therefore on greed. A positive interest encourages shortening the life of products, thus stimulating the propensity to consume” (Dierckxsens, 2006, p.52). According to Niinimäki and Hassi (2011, p.1878), extremely fast fashion cycles and unsustainable consumer desires are a good example of the planned obsolescence in the current textile industry. Firth (2016) known activist in favor of a ‘responsible’ fashion, says:

We have been sold the myth that buying a dress for less than ten dollars is democratic, but for whom? We discard faster and faster. Consumers have become trapped in an absurd cycle of micro-trends. There are two mini seasons a week in stores. The clothes are meant to last in the closet about five weeks before throwing it, all in the name of the democratization of fashion ... is an unsustainable model.

According to Figure 1, “Elements that impact and promote responsible consumption”, it is observed in a graphical way with four factors, such as social and legal, sustainable development, economic and technological factors, which have a positive impact on more sustainable consumption, thus forming a vehicle element with the ability to change habits, while preserving the natural environment and thereby generating certainty to the system, in addition to a framework of consumption possibilities in equilibrium.

Figure 1. Elements that influence and promote responsible consumption



Source: Own elaboration

4. Conclusions

This paper, besides presenting a review, discussion and analysis of concepts, elaborates a set of guides of action for the civil society, institutions and textile industry with the purpose of reducing the impact of the production and the hyperconsumption of garments. We can affirm that the situation of the current hyperconsumption at the global level is extremely serious and delicate, especially according to the stratum of society and place to which each individual belongs, due to the level of income,

as well as the consequences derived from an unsustainable textile production. We have proven the possibility of promoting ancillary needs without having, in many cases, the basic cover, a circumstance encouraged by the ETs supported by novel tools surrounding the big data in favor of consumption. The current production model feeds a mass consumption that generates instability in adjacent ecosystems, due to an unlimited production (when natural resources are limited), compared to the real needs of society, the situation being forced by the very low level of current recycling¹² although:

Responsible consumers are concerned with a number of elements, including product origin, its production, its manufacturing, oppressive regimes, human rights, labor relations, weapon development in countries, experimental use of animals and political donations (Newholm & Shaw, 2007, p.255).

ETs generate compulsive buying feelings (Black 2007; Kellet & Bolton 2009) feeding them through the financial muscle that the ETs possess, all protected by a hegemonic discourse of capital as an in and only reliable alternative; (World Bank, International Monetary Fund IMF, Organization for Economic Co-operation and Development (OECD), transatlantic trade treaties such as TIPP). This way it is intended to evidence every day politically and scientifically. "The economy lacks much of its own dynamics. It lost its power in the face of economic power" (Horkheimer, 1988, p.316). In fact, is economics a science today¹³? Is it reproducible? Can it be predicted? Or, is it really radiated by partisan interests or futuristic predictions of sales, consumption and interests?

The ETs have the capacity to overturn any government or public corporation through impact practices, marketing¹⁴ (Donovan & Rossiter, 1982, Hirschman & Holbrook, 1982, Birtwistle & Tsim, 2005, Lea-Greenwood, 2008), incentives, media control (Sierra & Maniglio, 2016) or even appropriating public spaces in favor of commercial actions above the general interest. Numerous administrations close their eyes to the appropriate posture offered by multinationals in favor of a commodification systemic of consumption. There is no means to go against the current, we live in a liquid society, as Professor Bauman (1999) points out, even identifying the deficiencies and asymmetries that have arisen, since there are no valid tools or elements of counterweight that overturn such disproportions. At the same time, a possible riot is avoided by a broad spectrum of society that feeds its medical needs and prescriptions through visits to shopping centers.

12 In 2012, the World Bank set the alarm in its landmark report, "What a Waste," predicting a 70% increase in urban waste by 2025.

13 European Physical Journal ST, in its Vol. 225 N° 17-18 of December of 2016, has dedicated a monograph on the possibility of contemplating the economy as a physical science –econophysics–, evidencing their differences through human interference.

14 According to researcher A. Caro, advertising is "the essential tool to generate a favorable opinion, which in turn will translate into a loyal clientele whose revenue will be collected in the next municipal or autonomous elections." Excerpted from *Diagonalperiodico*, on 10/10/2014.

Even certain religious, cultural or ancestral festivities have been packaged or linked to sponsorship of the day, in order to associate the brand with transgenerational values. Today, obligatory visits to iconic places or sports venues are invaded by logos and trade names in order to feed back the feeling of belonging to the club of the chosen, which is not other than the feedback of a new need, a new purchase. To get out of the abyss, “we will have to get used to living in a non-consumer society” (Mason, 2016). Looking at the neighbor in a collaborative way and not as a persistent predator in need of superfluous expenses.

4.1 Action guides

1. “It is time to learn not to generate as much waste and to recycle what we already have and do not use instead of increasing tons of waste and burning them to produce more of the same and re-generate waste. We must learn to reuse what is already produced and transform it into raw material to close the cycle” (Ecoology, 2015).
2. Boycott capacity or social response as a tool of change (Posnikof, 1997). As Alfaya points out (2008, p.6), “Boycott capacity, even on a global scale, has become a reality thanks to the communication possibilities offered by the Internet.” Civil society is today the place where the new social movements reveal, where new functions and structures are affirmed, where new relations between men and nations are invented, where both the world and society are thought outside the canons set by the dominant doxa, or far from their customary negation (Ziegler 2013, 272).
3. Promotion and creation of sustainable enterprises to generate decent work (ILO, 2016) and in balance with natural resources and interdependent ecosystems.
4. Ensure the quality and control of the products purchased and services that are used, promoting and encouraging the most healthy, durable and sustainable.
5. Do not use renewable natural resources at a higher rate than their own replacement rate. Like the residues, can not produce more of these than the capacity of assimilation and self-purification of themselves.
6. Encourage the purchase and production of fair trade products, both privately and through public institutions themselves, not being part of the problem through public purchases that do not comply with sustainability standards or go beyond just regulations, at some point in many cases dictated by ETs.
7. Promotion of recycling of waste in a real way as a vehicle, not as a commodification of the benefit produced by the free collection of waste.
8. Promote independent research without having to obtain a level of samples or analysis with a certain technology only acceptable by multinationals and lobbies that will not allow any improvement that threatens against their income statement.
9. Progressive tax rates in relation to the profit obtained by the ETs, without legal subterfuges such as evasion or tax avoidance.

10. The “good practices” of enterprises, in any case, should be audited by independent public institutions, not by companies whose next hiring depends on the previous evaluation being de facto conditioned.
11. Calculation of taxes for companies and individuals according to the percentage of recycling and sustainability throughout the production chain.
12. Reduction of taxes on textile product repairs, thereby promoting the lowest rate of carbon dioxide emissions, not only in the country where the garments are made but in the places where they occur when the production is contained.
13. The obligation to include Life Cycle Analysis (LCA) in all textile garments, to quantify the environmental impact of the manufacture of a product, thus allowing the comparison and choice of which most produces reductions.
14. Establishment of information campaigns by the public authorities since childhood to protect the environment, promote healthier habits, promote family economic savings and remedy the devastating impacts on the environment by the ETs at the time of producing textile garments. It emphasizes the exorbitant consumption of water, the use of dyes, heavy metals, detergents, etc., which in many cases end up in the natural environment¹⁵, 14 through the washing of clothes (Luongo, 2015) and even in the bloodstream of people¹⁶.

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¹⁵ According to researcher M. Browne, about 85% of the human source materials that can be found on the coasts are microfibers. Through Sources and Pathways of Microplastics to Habitats of 6/2/2015.

¹⁶ Through report 6/14 of the Swedish Chemicals Agency entitled “Chemicals in textiles: Risks to human health and the environment”, it is pointed out that 10% of the residues of substances that can be found in textiles can be considered as a health risk. And on the other hand, 5% of these products represent potential harm to the environment. Document available at <http://bit.ly/2oqhA4Q> -Having asked the head of the innovation area of AITEX-Soriano Textile Industry Research Association (2015), on whether chemical dyes could generate highly persistent contaminants that could not be filtered, if they were stored in the fat of living beings once they have entered the food chain, and what consequences would they generate for health ?, he pointed out that “very negative consequences in general, because once these substances enter the food chain go from living organism (for example fish) to living organisms (people) in a fulminating manner, producing irreparable damage in the short term and even in the medium or long term”.

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