AN STUDY ON THE SCENARIO OF ETHICS APPLICATION IN FASHION AND LIFESTYLE INDUSTRY WITH THE FOCUS ON FUR AND LEATHER USES

URMILA KHARKWAL*

*Sr. Faculty in Retail and Fashion Merchandising, FDDI, Ministry of Commerce, Uttar Pradesh, India

ABSTRACT
The question of ethics is about determining concepts of right and wrong human action. There are a number of ethical controversies in relation to the industries that dress the visible self, especially clothing, shoes, accessories and skincare industries. The most important are, firstly, representations of idealized gender and body images, secondly, fakes and counterfeits of branded goods, thirdly, working conditions, fourthly, environmental impact and sustainability, and fifthly, animal rights. In a strict philosophical sense, these issues cannot be said to be purely moral because they overlap with political, social, legal, economic and environmental concerns. But they are problems that have been cast in terms of right and wrong behaviour from the point of view of West European industries and consumers. Because both consumption and production of dress are highly globalized these debates in West Europe are not qualitatively different from those of other highly developed regions. Many ethical problems, campaigns and monitoring issues are distinctly transnational because both consumer markets and production systems are highly globalized. It is a paradox that while many consumers have a positive involvement with clothing in terms of emotional attachment and identification, they also tend to have a distinctively negative image of the industry behind. In fact, there is a widespread cynicism about the fashion industry. Nature of fashion is free and frequently changeable it can do anything for new. This is the big reason that for developing the fashion products industry go for the any type of raw material, which required to satisfy the customer.

KEYWORDS: Ethics, Fashion, Lifestyle, Leather, Fur

INTRODUCTION
Fashion is something we deal with everyday. Even people who say they don't care what they wear choose clothes every morning that say a lot about them and how they feel that day. A clothing style may be introduced as a fashion, but its use becomes a custom after being handed down from generation to generation. A fashion that comes and goes is called a Fad.
During the mid-1800's, a mass production of clothing was made fashionable and available to more people for lower prices. This encouraged more people to wear more stylish clothes which is why we are wearing what we are today.

Clothing is made out of all types of material such as cotton, rayon, spandex, and polyester, and they are just a few used. Some clothing may even be made of 2 or more different types; this is known as “Blending.”

Clothing can be decorated or designed with all types of images and colors. The designs can either be embroidered onto the fabric, woven onto the fabric, silk screened, or ironed onto the fabric to create a desired look. Some images that have been used to enhance an article of clothing range from a simple design on front of a T shirt to a famous printing that has been woven into fabric creating a colorful piece of art that one can wear.

Fashion and fashion trends mainly refers to anything which is popular in a culture at any given time. It is inclusive of areas such as; style of dress, cuisine, literature, art, architecture, fashion trends and many other popular factors. Fashion trends often change rapidly, and "fashion" is often used to describe the latest version of these trends.

The terms "fashionable" and "unfashionable" are used to illustrate whether or not someone or something fits in with the current fashion trend or even a certain type of popular mode of expression. The term "fashion" is often used in a positively as a synonym for style, glamour and beauty. However the term "fashion" can have negative connotations of fads and trends, and materialism. Popular fashion trend centers include New York, London, Milan and Paris.

What is the main thing that Fashion does for people?
Clothes separate people into groups.

Fashion is revealing. Clothes reveal what group people are in. In high school, groups have names: "Goths, skaters, preps, herbs." Styles show who you are, but they also create stereotypes and distance between groups. For instance, a businessman might look at a boy with green hair and multiple piercings as a freak and outsider. But to another person, the boy is a strict conformist. He dresses a certain way to deliver the message of rebellion and separation, but within that group, the look is uniform. Acceptance or rejection of a style is a reaction to the society we live in.

Fashion is a language which tells a story about the person who wears it. "Clothes create a wordless means of communication that we all understand," according to Katherine
Hamnett, a top British fashion designer. Hamnett became popular when her t-shirts with large messages like "Choose Life" were worn by several rock bands.

In a zest we can summarize out of it that fashion a tool to create an individualistic identity, a major psychological need identified in human throughout the years. But this sleekness for individualistic expression has started creating chaos alongside fulfilling people desire. The whole industry is cut throat competitive and trying to survive by doing whatever is required to do so. And this is the ugly face of this industry which is continuously compromising the ethic values on several grounds. This paper will talk about the frequent and heavy use of leather and fur in the industry which is the reason for thousands of kill and extinction of several rare species.

ANIMALS USED FOR CLOTHING

Every year, millions of animals are killed for the clothing industry. Whether they come from Chinese fur farms, Indian slaughterhouses, or the Australian outback, an immeasurable amount of suffering goes into every fur-trimmed jacket, leather belt, and wool sweater.

Animals on fur farms spend their entire lives confined to cramped, filthy wire cages. Fur farmers use the cheapest and cruellest killing methods available, including suffocation, electrocution, gassing, and poisoning. More than half the fur in the U.S. comes from China, where millions of dogs and cats are bludgeoned, hanged, bled to death, and sometimes even skinned alive for their fur. Chinese fur is often deliberately mislabelled, so if you wear any fur, there's no way of knowing whose skin you're in.

Most leather comes from developing countries such as India and China, where animals routinely have their throats cut and their skin ripped off while they are still conscious. In India, a PETA investigation found that cows have their tails broken and chilli peppers and tobacco rubbed into their eyes so that they will walk after they collapse while travelling long distances to slaughter. Most of the world's wool comes from Australia, where sheep undergo "mulesing," a gruesome mutilation in which large chunks of skin and flesh are cut from lambs' backsides without any painkillers. Each year, millions of sheep discarded by the Australian wool industry are crammed onto export ships to be sent to the Middle East. Sheep who survive the terrifying voyage are often dragged off trucks by their ears and legs, tied up, and beaten and have their throats cut while they are still conscious. The exotic skins trade is just as horrifying. Snakes and lizards are skinned alive because of the belief that live flaying makes leather more supple. Kid goats are boiled alive to make gloves, and the skins of unborn calves and lambs some purposely aborted, others taken from slaughtered pregnant cows and ewes are considered especially "luxurious."
You can help stop this. Saving animals is as simple as choosing stylish cruelty-free clothing, which is available in every price range and at all kinds of retail outlets, from discount shoe stores to high-end boutiques. With so many fashionable, comfortable options available today, there is no excuse for wearing any animal skins.

**THE LEATHER INDUSTRY**

Leather can be made from cows, pigs, goats, and sheep; exotic animals such as alligators, ostriches, and kangaroos; and even dogs and cats, who are slaughtered for their meat and skin in China, which exports their skins around the world. Because leather is normally not labelled, you never really know where (or whom) it came from.

Most leather comes from developing countries such as India and China, where animal welfare laws are either non-existent or not enforced. In India, a PETA investigation found that workers break cows' tails and rub chili peppers and tobacco into their eyes in order to force them to get up and walk after they collapse from exhaustion on the way to the slaughterhouse.

In the U.S., many of the millions of cows and other animals who are killed for their skin endure the horrors of factory farming—extreme crowding and deprivation as well as castration, branding, tail-docking, and dehorning—all without any painkillers. At slaughterhouses, animals routinely have their throats cut and are skinned and dismembered while they are still conscious.

Buying leather directly contributes to factory farms and slaughterhouses because skin is the most economically important by product of the meat industry. Leather is also no friend of the environment, as it shares responsibility for all the environmental destruction caused by the meat industry as well as the pollution caused by the toxins used in tanning.

With every pair of leather shoes that you buy, you sentence an animal to a lifetime of suffering. Instead, you can choose from hundreds of styles of non-leather shoes, clothing, belts, bags, and wallets. Check out PETA's cruelty-free clothing guide for great tips on where to find fashionable yet compassionate clothing. Fashion should be fun, not fatal!

**The projection of the uses of Leather and Fur in fashion industry:**

Market Size Statistics - Fur and Leather Apparel Manufacturing. The total U.S. market size for the Fur and Leather Apparel manufacturing industry includes statistics on all companies, both public and private. In addition to total revenue, the table contains details on employees, companies, and average firm size. Use this market information to research and
analyze growth rates and the Fur and Leather Apparel manufacturing industry outlook based on quantitative research and hard data.

Market Forecast - Fur and Leather Apparel Manufacturing:
Market forecasts show the long term outlook & trends for Fur and Leather Apparel Manufacturing. The following five-year forecast utilizes advanced econometric techniques that take into account both short-term and long-term growth trends.

Product Description
Fur And Leather Apparel Manufacturing
Fur Garments/Accessories/Trimmings (Coats, Capes.)
Leather And Sheep-Lined Clothing
Leather And Sheep-Lined Clothing, Men's And Boys'
Leather And Sheep-Lined Clothing, Women's, Girls', And Infants'
Leather And Sheep-Lined Clothing
The question of Ethics:

Why should textile producers and customers adopt ethical fashion? Animal and human rights activists as well as environment protection activists have brought up ethical issues related to the fashion industry time and time again. Some of the major ethical issues that have come up are:

The production of cotton entails the use of a large amount of pesticides, which is harmful to the environment and to people. Figures indicate that nearly 2 billion USD worth of pesticides are used annually, of which pesticides worth about 819 million USD have been declared toxic as per the guidelines of the WHO. The health of the workers spraying pesticides in cotton fields and the people living around these fields are adversely affected. Pesticide poisoning can lead to symptoms such as headaches, tremors, nausea, depression, seizures, loss of consciousness, and, in some extreme cases, death. Empty pesticide containers are sometimes reused, which again leads to serious ill effects on the health of the people using such containers. The use of toxic pesticides leads to air, water and soil pollution. Apart from the pests, pesticides also cause the death of other small animals and birds consuming them inadvertently.

The chemical dyes that are used in the production of garments also lead to skin problems. Problems such as eczema, rashes and skin irritation have been noted among people on account of dangerous toxins in the clothes worn by them.

Another serious ethical issue that arises in the fashion industry is the issue of cruelty to animals. The cruelty to animals behind the preparation of a fur coat has been brought to light time and again by animal rights activists. One fur coat costs the life of about 55 wild mink, 40 sables, 11 lynx, 18 red foxes, 11 silver foxes, 100 chinchillas, 30 rabbits, 9 beavers, 30 muskrats, 15 bobcats, 25 skunks, 14 otters, 125 ermines, 30 possums, 100 squirrels or 27 raccoons. The pain caused to the animals while trapping them and extracting their fur is unthinkable. Similarly, a tremendous amount of suffering is caused to animals in extracting wool and leather, which goes into the preparation of fashionable shawls and boots.

Human rights activists have also pointed out the various ethical issues behind the preparation of a fashion product. Extremely low wages and long hours, unhealthy and unsafe
working conditions, exhaustion, sexual harassment and mental stress are some of these issues.

**Conclusion**

As per the study it says that, the ethics of leather and fur industry is going towards fashion upliftment but side by side it humiliating other living beings. To overcome out of these issues industry should go for the substitute of the same products like instead of original leather take duplicate one like china leather and all, So that fashion demand for fur and leather can be fulfil without humiliating the other living beings.

**References**

2. https://fashionwithaheart.wordpress.com/2012/05/06/animal-cruelty-in-the-fashion-industry/
3. Inside fashion design by sharon lee tate
7. Research methodology- methods and techniques-by cr kothari, new age international publishers
8. The dynamics of fashion by elaine stone.