OK, my utopic essay
My name is Evi. I come from a small town in Holland. I have been studying and apprenticing in the fashion world for the past 3 years. At the moment I am working on a recycling and awareness project, glorifying the every day objects we take for granted.
Dwell upon everyday sitautions and objects like these

I am continually striving to create and design with the lowest possible ecological impact. Sustainability should not a trend, it should be a norm.

Right now consumers do not really care about the consequences and manufacturing of their purchase. The repercussions are too far removed from our own experiences. We have to stop punishing nature and people by cheap labour and cheap products, the disposable clothing craze is not healthy. For example by manufacturing more local, like in the Bishan community, people will have a better idea of the effort put into creating their products (or food etc.).
For a start, the designers need to be made aware of the problem so they can communicate to the customers.

My dream is to live in- and add to- a more sustainable world, were people appreciate what is present around them
Making beautiful products does not make sense when people do not appreciate them.
Fashion is a way that shows what beauty men can create, it is a reflection of culture and of the time we live in and the ideals we believe in. Fashion is a way to express and communicate.

By Evi Olde Rikkert