



Introducing consumption corridors: the example of fashion

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The problem of the environmental impacts of consumption: four priority areas, including fashion



Mobility based on
fossil fuels



Food, especially
meat and dairy
products



Building consumption,
construction and use
(heating and cooling)

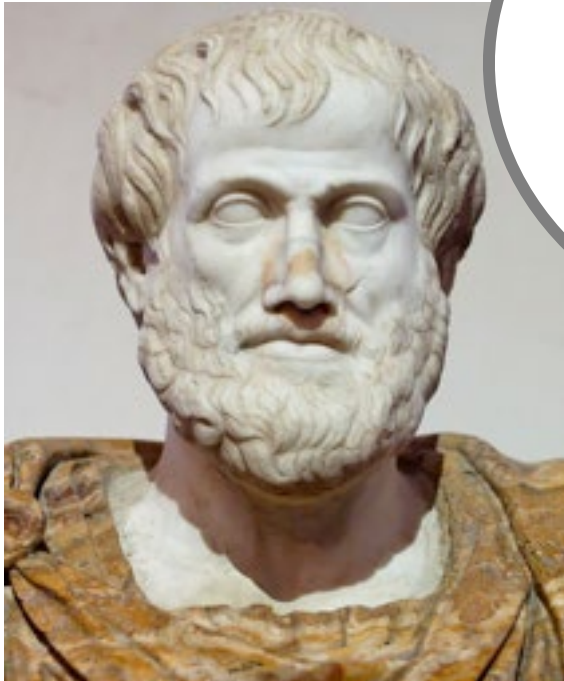


Clothing, accessories
and textiles

Another starting point for sustainability: living the good life



Wellbeing, a longstanding human concern



Happiness is the meaning and the purpose of life, the whole aim and end of human existence
Aristotle, 384-322 BC

If you want happiness for a year, inherit a fortune. If you want happiness for a lifetime, help someone else.

Confucius, 551-479 BC



What is meant by the good life today?

Hedonic –
pleasure and
happiness

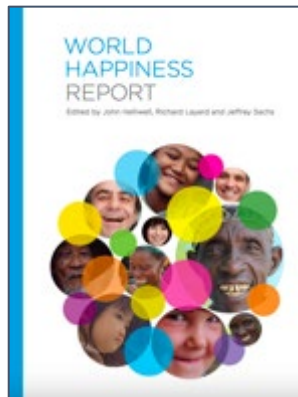
Eudemonic – prosperity
and the capacity to live
a good life

Happiness

Life satisfaction

Needs

Capabilities



Example: shopping on credit

Temporary happiness and euphoria, but human needs are not being met



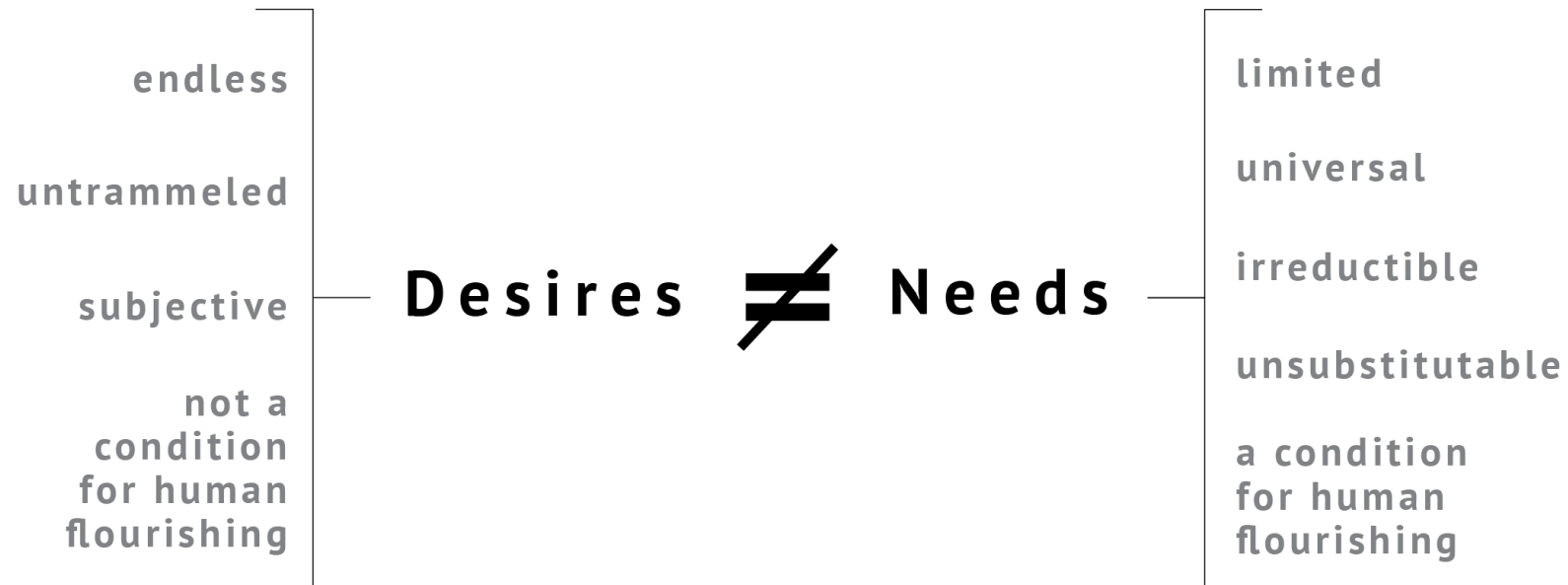
Health

Autonomy

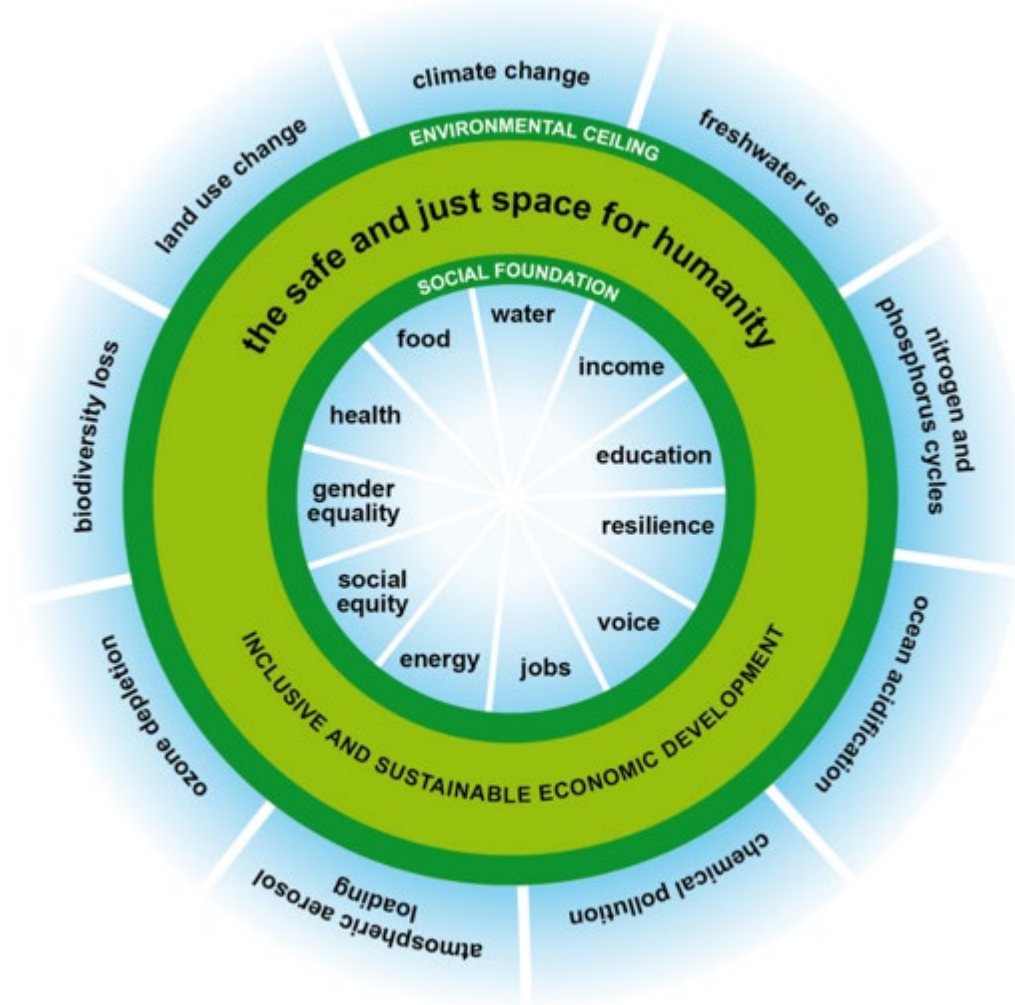
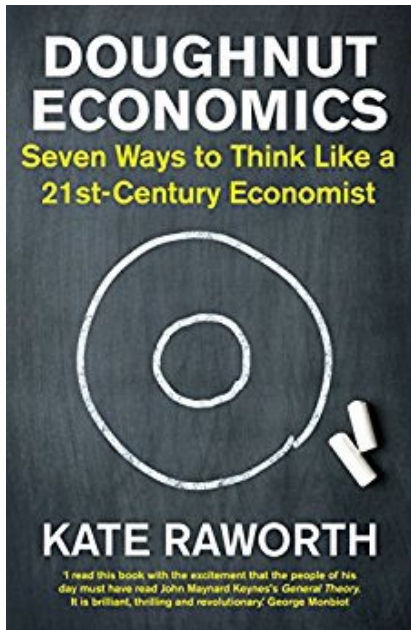
Participation

Doyal and Gough 1991

Wellbeing as need satisfaction vs endless desires



Wellbeing and planetary limits – *towards a safe and just space for humanity*



The environmental (and social) impacts of fashion, across the life-cycle



Venus of the Rags, 1967, Michelangelo Pistoletto

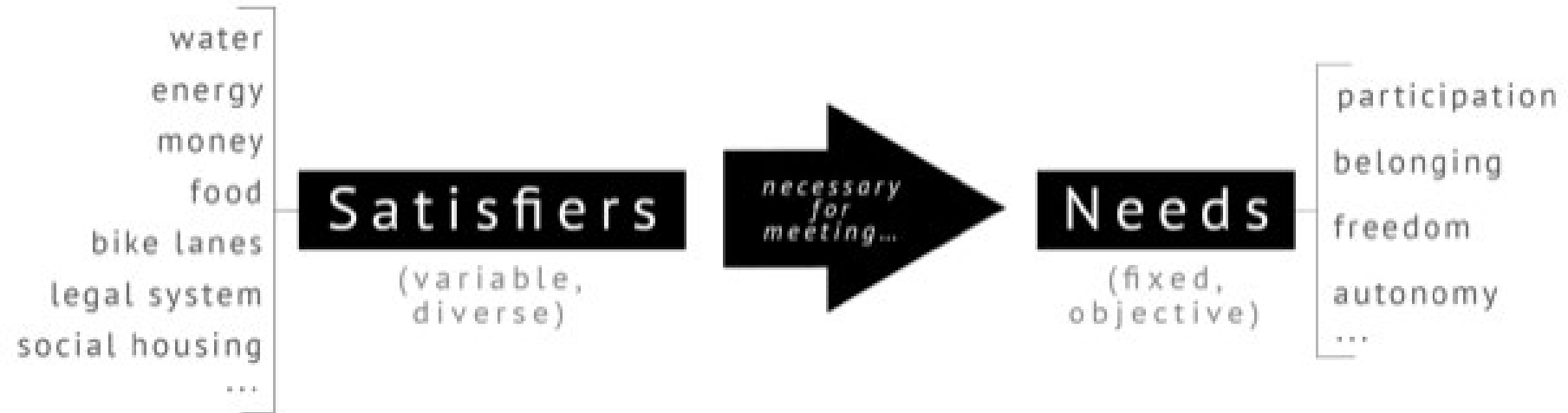
Ensuring that a person's consumption
does not imperil the good life of others
MAXIMA consumption

**LIVING IN A SUSTAINABLE
CONSUMPTION CORRIDOR**
Freedom with responsibility

MINIMA consumption
Basis of the good life for individuals



How to organize corridors? Difference between needs and satisfiers

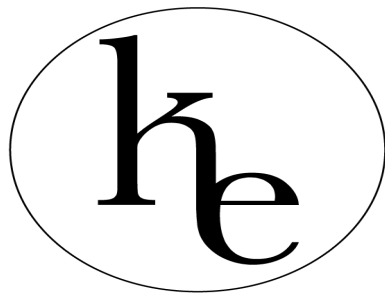


Satisfiers are social practices, including material arrangements but also collective understandings of what is right or wrong

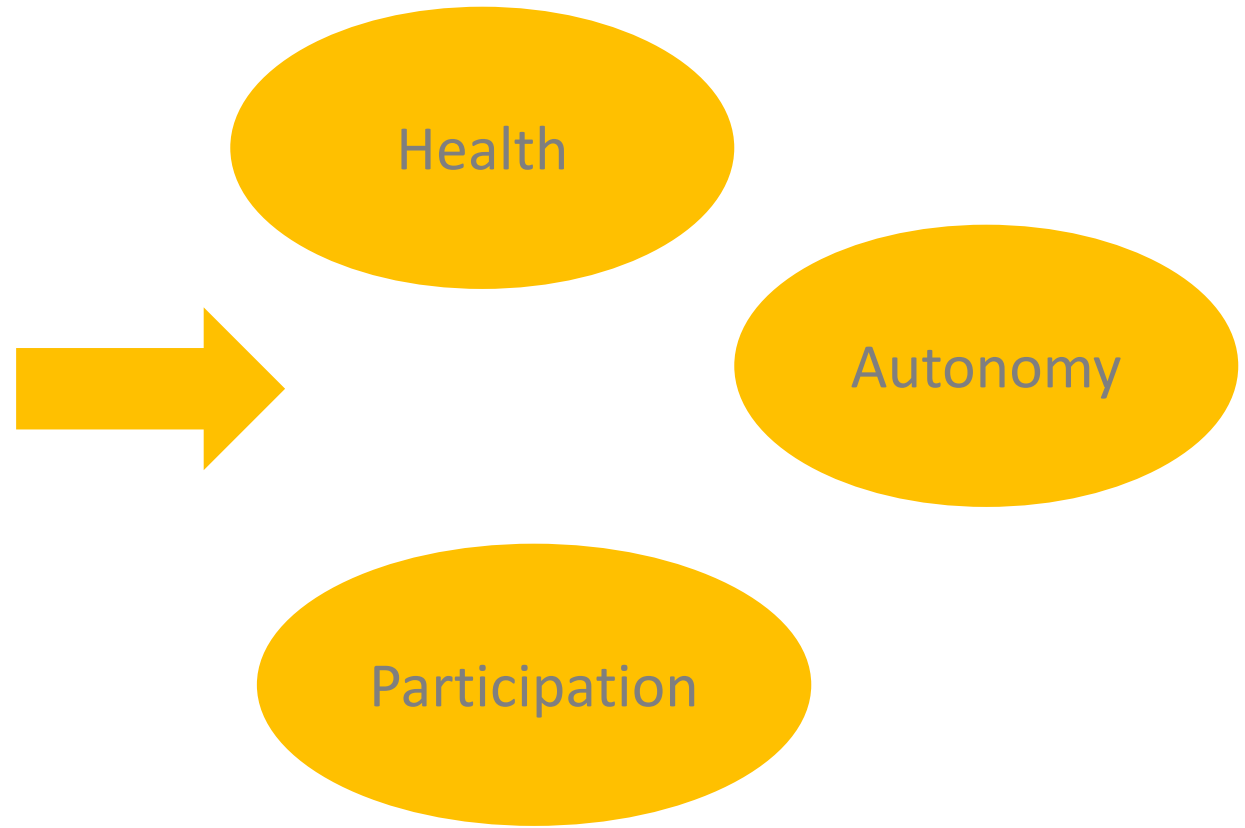


If you think fast fashion is bad, check out SHEIN

VS



HEKNE



5 myths of sustainable consumption



1. Individual choice vs **social practices**
2. More information vs **changing habits**
3. More technology vs **changing meanings**
4. Better prices vs **more time and reflexivity**
5. Everyone has the resources and skills to get involved (privilege) vs **sustainability for all**

What a consumption corridor for fashion look like?

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RESEARCH ARTICLE



Consumption corridors in fashion: deliberations on upper consumption limits in minimalist fashion challenges

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ABSTRACT

Following food, mobility, and household-energy use, the consumption of textiles and fashion in Europe has been identified as the fourth highest environmental pressure category in terms of use of primary resources. Slow fashion advocates argue that it is necessary to reevaluate our relationship with clothes and to reduce overall fashion consumption in affluent countries. This article examines a relatively new practice of voluntary reduction of apparel consumption through the lens of three popular online minimalist fashion challenges that encourage participants to use a limited number of clothes, shoes, and accessories over a certain period. It explores how the initiators of the challenges frame the reasons that lead to downsizing, the benefits from undertaking the challenge and the idea of “good life” as the result of living with less. The findings indicate that rationales for voluntary reduction of apparel consumption are more focused on individual wellbeing than on altruistic concerns. The analysis also suggests that in defining an upper limit in apparel consumption (how many garments a wardrobe should contain), numerical indicators serve as a benchmark rather than a goal.

ARTICLE HISTORY

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KEYWORDS

Fashion consumption;
minimalism; sustainable
fashion; consumption
corridors

- Analysis of three minimalist fashion challenges
- Living with less = a **path to individual happiness**
- No broader reflections on structural changes needed
- No reflections on broader issues, such as environmental justice

Reflections on consumption corridors and fashion

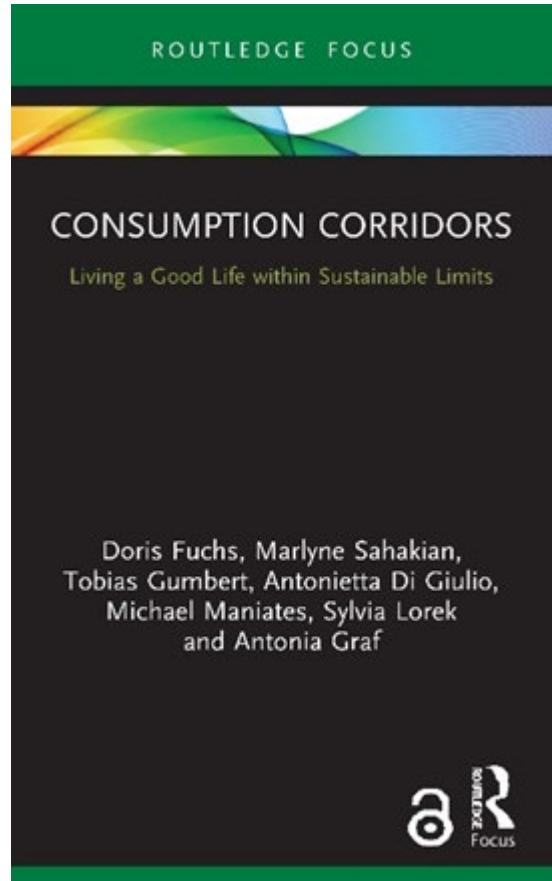
Can we engage in a societal dialogue on the relevance and legitimacy of **limits in fashion?**

Can we talk about the **relevance of needs vs desires?** Whose needs are really being met in fast fashion? Collective vs individual needs?

How to change the way we **organize** our society and economy, for sustainable fashion?

What needs to be **regulated, supported or banned**, who has this responsibility, and how would this affect wellbeing and freedom?

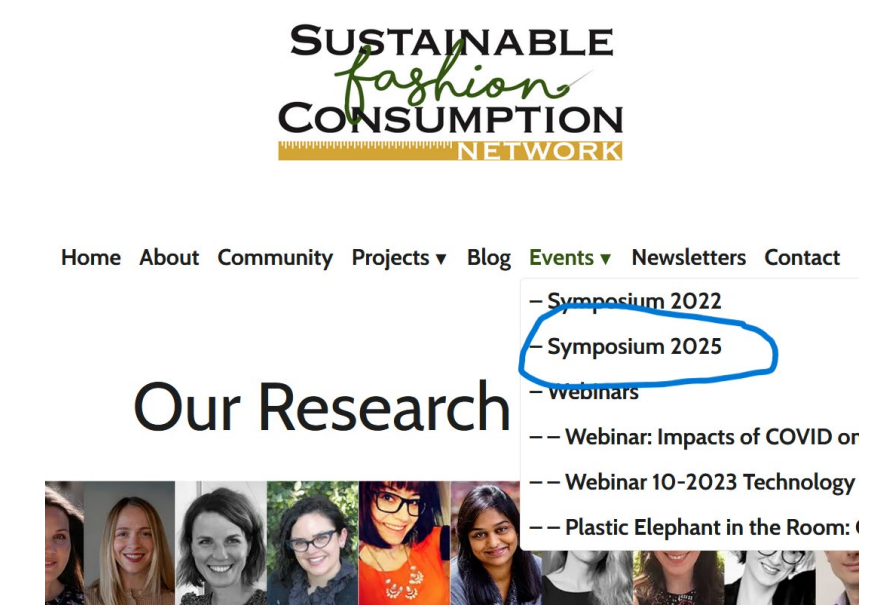
References and resources



Open access:
<https://doi.org/10.4324/9780367748746>.



<https://www.unige.ch/urbanhub/bienvenue/recherche/projets/sustainablefashionforgeneva/>



<https://sustainablefashionconsumption.org/symposium-2025/>

POST GROWTH FASHION

by Katia Dazhan Vladimirova

<https://postgrowthfashion.substack.com/>



Thank you for your attention
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