

Title: Secondhand, Resale, and Thrift Have Become Synonymous with the Future of Fashion

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The recent launch of Display Copy, a limited copy magazine to be published biannually, features clothing pieces that credit Salvation Army, Etsy and Ebay as places where the clothes were found. Gen-Zers and millennials have been shopping via these means for years now. But as the world quickly continues to change, more and more well known industry players are joining in on the effort to make fashion sustainable.

“Let’s cut to the chase” reads the opening line, in big and bold text, of the newly launched sustainable magazine *Display Copy*. “Display Copy is a new fashion platform that doesn’t feature a single new fashion item” it continues¹. Maybe a year ago this statement would have seemed taboo. A revolutionary stepping stone that may have enticed curious fashionistas, but made nothing more than little waves in the global open ocean that is the textile industry. But as we near the end of this transformative year, the magazine presents itself onto the scene more relevant than ever before.

The opening line on the magazine’s mission statement seems almost to act as a cautionary reminder, letting the reader know that if you’re not informed about the topic of sustainability, then you better learn. And quick. Because no longer will players in the industry wait for necessary changes to be made. Rather, change can be brought upon by anyone, at any time. In the case of *Display Copy*, change came in the form of a magazine launch on October 22, 2020. With model Paloma Elsesser as the cover girl for the first issue, *Display Copy* came in firmly declaring the facts and how they personally plan to shift the industry moving forward.

“Display Copy is here because we believe it is our responsibility to help shape the future of fashion into one that is more circular”, continues the statement. The strength in the sentence lies within one particular word: responsibility. Rather than launching for the hell of it, *Display Copy* introduces itself from the get as a solution to a very serious and ongoing issue that has been left ignored for far too long.

The statement continues with an unsavory fact, letting the reader know why there is absolutely no more time left to waste. In order to reverse the damage of the past two decades brought upon by the endless cycles of fast fashion, secondhand vintage items may be the quickest solution.

“The fashion industry’s current efforts toward sustainability are not moving fast enough to counteract its rapid growth. The industry’s carbon impact is on pace to create irreversible damage to our planet, and therefore to us, as early as 2024. Without taking aggressive responsibility for our own carbon footprints now, we will increase the earth’s temperature further, causing climate-related risks to human health, our livelihood, food security, and our water supply.”

¹ [Display Copy Mission Statement](#)

Already terms such as secondhand, resale, and thrift have become prominent and common parts of the conversation this year with regards to fashion moving forward. And surprisingly, it is not just amongst the Gen-Zers or Millennials who have long ago hopped on the bandwagon in entrepreneurial and environmental efforts. Rather, big name brands who had for years contributed to the negative effects of fashion on the environment are too beginning to make very necessary changes to their brands.

Just a week before the arrival of *Display Copy*, Miu Miu announced the arrival of Upcycled by Miu Miu — a rare and limited collection of vintage dresses ranging from the 1940s through to the 1970s which have been refashioned and tweaked for the modern shopper. Before that, Levi's introduced Levi's SecondHand, a buyback and resale program that encourages customers to sell their old denim to Levi's, where it will then be repaired and resold again, aiding in closing the loop.²

Both systems were modeled after Patagonia's Worn Wear Program, in partnership with Common Threads, which aims to "reduce consumption, repair what breaks, recirculate what we no longer use, recycle or repurpose what wears out, and reimagine a world where we take only what nature can replace."³

Stella McCartney, who has for decades worked towards incorporating sustainable practices within her brand, has too recently revealed new plans. Her intentions revolve around samples, pieces made during the design process which never make it into production, but rather sit as waste for years and years in storage houses. She looks to revamp, personalize, and upcycle the samples as one-off quasi-couture pieces.

The early days of lockdown, when most mills were shut down, forced designers who were previously opposed to change to finally reevaluate the system. Faced with no other options, many turned to deadstock fabric (usable fabrics leftover from previous seasons) to design and bring to life new collections in time for fashion week. This, coupled with a noticeable change within the consumer towards placing more value in the items that are bought, has brought about monumental changes within the industry that are fundamental to bringing about actual change.

ThredUp recently predicted that the resale market will bring in overall earnings of \$64 billion by as early as 2024. *Display Copy* has graciously granted itself a head start. "I honestly feel nothing new is sustainable" says Brynn Heminway, the editor of *Display Copy*, to Vanessa Friedman of the New York Times.

He ends *Display Copy*'s mission statement as poignantly as he started it, with an emphasis on the idea that as consumers we too have agency, and it is also our responsibility to ensure that the planet is saved from destruction.

² [The Newest Thing In Fashion? Old Clothes.](#)

³ [Announcing Worn Wear](#)

“By purchasing new fashion items, we contribute to climate change, even if those items are considered sustainable. Simply put, buying vintage fashion is a way to disengage from the damaging global supply chain. Choosing to wear vintage and pre-owned clothing activates a circular fashion economy, subsequently diverting waste from landfills.”

And so with that, we can all take a moment to reevaluate where and how we may choose to do the rest of our shopping this year and beyond.