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FASH-440

Ms. McKee

Alabama Chanin

Alabama Chanin is a company that makes garments out of one hundred percent organic cotton, and many are hand stitched together. I found that the hand stitched garments interesting, the idea of taking scraps from other clothes and turning into something else is what stood out to me the most. The journey Natalie Chanin took is inspiring, going to a party in New York City and grabbing all the party goer’s attention with a garment that she handmade herself is encouraging. I marvel at how she up and left New York to come back to Alabama to start her own company.

The environment at the store seemed welcoming I liked that they have classes to teach others about sewing. It is also nice that they were willing to give us a tour of the store and answer any questions that were asked. I learned that hand stitching is like a signature so you can tell who sewn together the piece of clothing you purchased, and I had never thought about it before. I loved that they sold scraps of their fabric so that none of it goes to waste. I was sad to hear they do not do internships because they seem like a company that would help out the upcoming designers and merchandisers.

I admire that they are trying to do things that are one hundred percent sustainable, so they use organic cotton. However, I recently learned in FASH-351 organic cotton does not always mean it is better for the environment. Organic cotton needs more land, water, and energy it also gives off harmful natural pesticides. Also, since this cotton is growing naturally, they sometimes cannot keep up with demand. There are pros and cons for everything and while at times organic cotton can be bad for the Earth it is still better than conventional cotton. Conventional cotton is toxic to the farmers and workers, has pesticides and other synthetic chemicals, overuse of water, and is genetically modified. So yes, organic cotton is not entirely good for the planet it is the lesser of two evils

The hand stitching caught my eye just because I know that takes a long time and for the stitching to be evenly spaced is mind blowing. I enjoyed the detail in each garment, little details always stick out to me. I liked seeing the stencils they use to make the shapes on their clothing,

In conclusion, Alabama Chanin is a company that is finding ways to be more sustainable and bringing back slow fashion. Slow fashion is better for the environment and less waste because instead of having overstock they just make the garments by order. Without overstock then they do not need to waste money on warehouses to hold all the clothes they did not sale or are planning to sell.

Sources

Assoune, Alex. 2021. Is It Worth Buying Organic Cotton? Pros & Cons. <https://www.panaprium.com/blogs/i/is-it-worth-buying-organic-cotton-pros-cons>

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