



Athleisure apparel lines the shelves in a Lululemon store in Westport, CT

Photo by WestportWiki (Wikimedia Commons, Creative Commons)

## Are Yoga Pants all they make out to be?

Story by Krista Hershfield

Going to the gym used to be just throwing on a baggy t-shirt and wearing whatever old pair of track shorts you could find. However, as athleisure has taken off, big name brands are becoming popular, and current top brands are even making their own athletic clothing lines.

I'm not going to lie, I catch myself turning my nose at any athletic clothes that aren't lululemon, but how did this happen? Yoga pants at this store range from

The concept is simple: women want to buy clothes that will make them feel good about themselves. Having brand clothing will always go to the gym used to be just throwing on a baggy t-shirt and wearing whatever

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Photo by Seth Doyle, Unsplash

## Is the fashion world finally getting a sense of humour?

Story by Chris Hodge

As Fashion Week in Paris drew to a close along with this spring fashion season, the reinvention and reawakening of several major fashion players was very much the talk of the town. But it was the appearance of two purely fictional fashion icons that truly stole the show. Was this a mere publicity

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Photo by Thomas Millot, Unsplash

## Can technology help fashion clean up its act?

Story By Suzanne Mancini

Chemical waste, mass production and consumerism are all byproducts of an industrialized global economy.

The fashion industry is no different. Technology has helped the industry meet growing demand by making production more efficient. But vast overproduction – propelled by fast fashion's demands for new styles

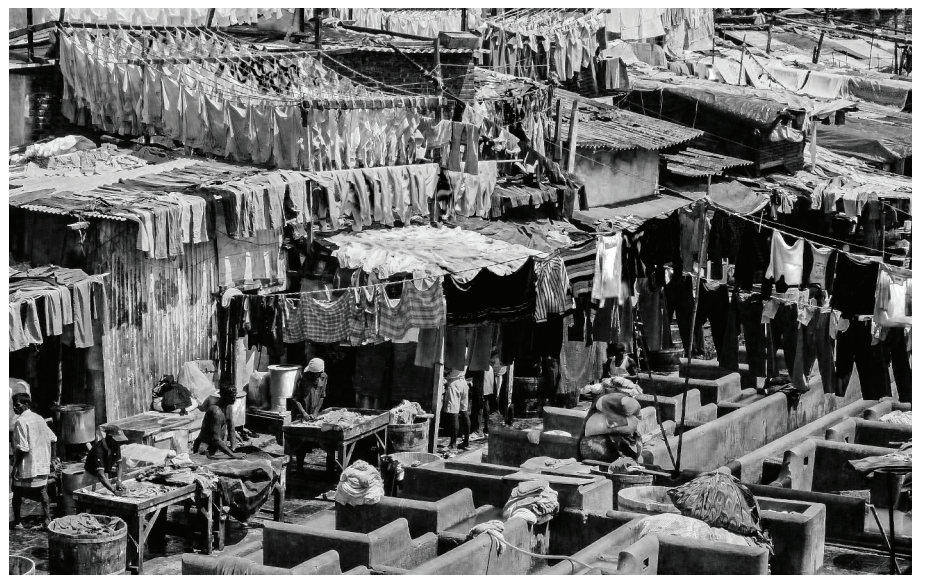
– has led to a host of additional problems: increased chemical waste during production, along with thousands of tons of waste from worn, discarded or donated clothes.

Clothing retail giant H&M has a global garment collection initiative – receiving used clothes and offering discounts in exchange for donations – but there are signs that even clothing recycling efforts cannot keep up with C garment production. And while many companies use biodegradable materials, the costs of recycling such a large volume may tip the balance back toward using cheaper, synthetic fabric alternatives that are bad for the environment.

Fashion designers, however, are now utilizing technology to create new, environmentally

Generally relegated to the catwalk, these designs offer a glimpse of the future – and a critique of an industry that will soon be forced to address some of the problems created by mass production.

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Washing clothes factory in Mumbai, India. Photo by Public Domain.

## Untrustworthy memories make it hard to shop ethically

Story by Julie Irwin, Daniel Zane, and Rebecca Walker Reczek

We wanted to learn what consumers would do if they had to face the truth.

Perhaps they might just forget that truth. After all, memory is not a particularly accurate recording device. For example, recent psychological research suggests that people experience

## “unethical amnesia”

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