

# Wasted — Episode 1

An audio documentary series about the issues of, and solutions to, waste and sustainability in the fashion industry

Five 3-minute episodes

Collage of haul videos, overlapping and in quick succession.

Upbeat pop music rises underneath.

Continue haul videos, building to cacophony.

Duck videos under music, which ducks under narration.

AMELIE

Hauls.

Unboxing.

Outfit of the day.

My Insta and Tiktok feeds are full of videos like these, influencers and aspiring influencers showing off their latest shopping haul, usually in partnership with the brand they're reviewing.

Collage of hauls touting brand name/s.

AMELIE

And the algorithm's definitely got my number.

This is Amelie Eberle and I love fashion...but my wallet doesn't love it back. So, like most of us whose paycheck doesn't quite cover the luxury brands' pricetags, I make-do with lower priced options. And the haul video is a go-to inspiration for my fashion purchases

Haul collage bursts in, a car zooming by rises from under the noise, the collage ends with a crashing sound.

Music keeps the momentum into narration.

AMELIE

But when two tonnes of clothing are bought every minute — and with the fashion industry responsible for ten percent of all greenhouse gas emissions — maybe it's time to reconsider the haul video. And our relationship to fast fashion.

CHARLEY

00:08:30 Probably the two big elephants in the room at the moment in fashion ... are over production and over consumption.

AMELIE

This is one of the experts I've talked to as I've unravelled the problem of waste and sustainability in the fashion industry, to learn what — if anything — the industry is doing to address it. And, most importantly, to find out if my passion for fashion is, in fact, killing the planet.

CHARLEY

00:03:13 So my name's Charley Copperthwaite. I work at the Centre for Sustainable Fashion, which is a research centre in London College of Fashion, which is part of the wider University of the Arts London. Our work predominantly is around

challenging the status quo in fashion, looking at alternative models to make fashion a more positive system for both people and planet.

AMELIE

Charley was really helpful in breaking down the issue into two separate issues: over production and over consumption.

CHARLEY

00:08:46 I think they're probably the two biggest bad boys in fashion right now that are driving a lot of the consequential social and environmental impacts at the moment, and both of those things rely, and are fueled by consumer behaviour and also initiatives and actions from the industry. Definitely the overconsumption side, you'd think falls more on the consumer and it does because ultimately the consumers are the ones consuming, but it's very important to kind of look at the reasons why we're consuming and how we're encouraged to buy more, which is a very strategic and very deliberate tactic played by the industry.

AMELIE

And one of those tactics? My beloved haul video.

Haul videos come up underneath narration.

AMELIE

Because these creators aren't just randomly choosing their hauls, it's a coordinated effort. Fashion companies contract creators to make haul videos — so the creators are getting paid. And it's influencing how everybody is shopping.

CHARLEY

00:18:07 Yeah, but there's a reason behind why we purchase so much is because it's shoved down our throats. This huge push model of over stimulation of buy now, get it before it goes. ... So we're kind of given this constant over stimulation and we're lured into a false economy of value for money. Get something cheap, buy cheap, buy twice. And it feels very low risk because it's low cost.

AMELIE

Low cost, and low friction: you can even buy the items in the haul right on the platform. As a result, fashion companies report a higher number of items per transaction than in the past. The overstimulation, the overmarketing of fashion is working.

Videos duck underneath theme music rising under narration,  
building to end.

AMELIE

If I'm honest, I don't want to give up the fashion haul video. They're so much fun! But is giving it up the only way to save the planet? Join me next time on Wasted.