Abstract

The fashion industry has long been criticized for its exploitative practices, cultural appropriation, and detrimental impact on the environment. To address these challenges, there is a growing need to adopt a decolonial approach that acknowledges the historical injustices perpetuated by colonial systems and centers the voices, practices, and traditions of marginalized communities. This abstract presents a research model that integrates decolonial principles into the fashion industry, focusing on Punjab, Pakistan, and specifically Faisalabad, known as the textile city, to offer sustainable fashion solutions while uncovering colonial legacies. Additionally, the research model emphasizes the importance of taking care of the land through traditional farming practices.

The proposed model centers around four key pillars:

Acknowledging and confronting colonial legacies in Faisalabad:

The research acknowledges the historical exploitation and erasure of indigenous and traditional knowledge in Faisalabad by colonial powers. By bringing attention to this history and its ongoing impacts, the model aims to restore agency and dignity to marginalized communities within the local fashion industry. This involves engaging in open dialogues, learning from indigenous cultures, and prioritizing the voices and perspectives of local artisans and textile practitioners in Faisalabad.

Revitalizing traditional textile practices in Faisalabad:

The model places emphasis on the revival and promotion of traditional textile practices specific to Faisalabad that have been marginalized or overshadowed by globalized production systems. By investing in local artisans, providing resources, and facilitating knowledge exchange, these practices can regain prominence and provide sustainable alternatives to mass-produced textiles. This not only preserves cultural heritage but also empowers communities in Faisalabad to reclaim their autonomy and economic independence.
Climate-conscious production and consumption in Faisalabad:

Recognizing the fashion industry’s significant contribution to climate change, the model prioritizes sustainable and eco-friendly practices in Faisalabad’s textile city. By utilizing traditional textile techniques that often rely on natural fibers, organic dyes, and low-impact processes, the model aims to reduce carbon emissions, minimize waste, and foster a more circular economy within Faisalabad’s fashion industry. Additionally, it encourages conscious consumer choices, promoting a shift towards slow fashion, mindful consumption, and an appreciation for the value of locally crafted garments in Faisalabad.

Taking care of the land through traditional farming practices:

In addition to sustainable fashion practices, the research model highlights the importance of traditional farming methods to take care of the land. By integrating sustainable agricultural practices, such as organic farming, crop rotation, and regenerative agriculture, Faisalabad’s textile industry can contribute to the preservation and restoration of the local ecosystem. This approach supports soil health, biodiversity, and water conservation, creating a holistic and interconnected system that nurtures both the land and the communities that depend on it.