

Imagining a Carbon-Neutral World - A World of Neutral Fashion

Sakib Ali *

Sher-e-Kashmir University of Agricultural Sciences and Technology of Kashmir, Srinagar, Jammu and Kashmir, India

EDITORIAL

The adjective "carbon neutral" (also referred to as carbon neutrality) defines the intention of many companies and organisations to take steps to decrease the carbon dioxide gas emitted into the atmosphere as a result of their manufacturing practises. To become "carbon neutral," a company's "carbon footprint" must be zero—all carbon compounds released into the atmosphere as a result of the use of fossil fuels must be compensated for by other measures, or carbon dioxide emissions must be removed entirely.

Carbon neutrality is distinct from carbon elimination, as this term demonstrates. "The only way we can have zero emissions is to shut down our company," Gucci CEO Marco Bizzarri recently said. Fair enough. So, how do fashion labels achieve a 100 percent emission reduction? Basically, you're paying someone else to keep your business from emitting greenhouse gases, somewhere else. This entails undertaking projects such as wind farm construction, tree planting, and forest preservation. It also ensures that brands can go about their business as normal as long as they support projects that benefit the environment in the meantime.

Making carbon neutrality a reality

So, what does this mean for the Kering Group? The company has

stated that it plans to reduce carbon emissions by implementing initiatives that "conserve critical forests and habitats while also assisting local communities' livelihoods."

Gucci, in particular, has stated that the company will monitor carbon units generated and buy REDD carbon offset credits. REDD is an international organisation that was created specifically for this purpose. The programme funds forest management programmes and collects money from businesses that can be funnelled directly into the projects, effectively "calculating" the carbs.

Allbirds, a shoe company that uses only natural fur, has joined the cause. They declared that they plan to achieve carbon neutrality by Earth Day (April 22). Reformation, a Los Angeles-based brand renowned for its ethical practises, is also included. They're already there, in fact. To offset their carbon emissions, Reformation partnered with the Brazilian Rosewood Amazon Conservation Project and the Bonneville Environmental Foundation Water Restoration Program.

"Climate change is our generation's greatest issue, and it's the most urgent to address." Over the last decade, this sentiment has gradually progressed from a secondary concern to one that is at the forefront of everyone's mind. Though the brands listed in this post have lofty ambitions, they are being pursued by a relatively small community. In light of the fashion industries wide reach.

Correspondence to: Sakib Ali, Research Fellow, Sher-e-Kashmir University of Agricultural Sciences and Technology of Kashmir, Srinagar, Jammu and Kashmir, India, E-mail: alisakib91@gmail.com

Received: April 21, 2021, **Accepted:** April 26, 2021, **Published:** May 03, 2021

Citation: Ali S (2021) Imagining a Carbon-Neutral World - A World of Neutral Fashion. *J Forest Res.* 10:260.

Copyright: © 2021 Ali S. This is an open-access article distributed under the terms of the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original author and source are credited.