

## ABSTRACT

This dissertation explored the discursive practices employed by *Vogue* to construct sustainable fashion in its editorials between 1990-2013. These discursive practices revealed the ideological stance of *Vogue* regarding sustainable fashion. The research asked: (a) how *Vogue* explicitly and implicitly defined sustainable, ethical and eco fashion through discursive practice; (b) how it visually illustrated sustainable fashion; (c) how *Vogue's* sustainable fashion discourse changed over time; and (d) how *Vogue's* inclusion of sustainability challenged or supported its position of power in the industry. A discourse-historical approach explored how *Vogue's* conception of sustainable fashion changed over time. Additionally, thirty-seven "Style Ethics" editorials were examined using Multimodal Critical Discourse Analysis (MCDA). References to sustainably minded values and actions were found throughout the twenty-three years analyzed, though these were in direct competition with the dominant discourse of the 'new'. Though *Vogue* periodically engaged the works of a handful of designers and activists striving for better products and practices, it rarely discussed the issues that led to their necessity, particularly ignoring labor issues. By co-opting preexisting nomenclature of sustainability without formally defining the concepts, *Vogue* was able to appropriate incongruous terminology into the discourse on fashion. *Vogue* relied heavily on stereotypical imagery to demarcate sections featuring sustainable goods. Over time, the sustainable fashion discourse was dismantled, neutralized and appropriated; presented as one option among many. Furthermore, the few sustainably minded goods and services that were included were undermined by the magazine's general emphasis on the 'new'.