



Fast Fashion





Most of the clothes we buy are made in Asia and China.

- People making the clothes can work in poor conditions.
- People do not always get a fair wage.
- The clothes have to be transported across the world.

people who make our clothes do not always get a fair wage





Production

It takes around 25 baths of water to make a single pair of jeans, from growing the cotton, to manufacturing the end product.

That's around 7,500 litres of water and 7 years of drinking water for the average person!

Decomposition

Polyester is the most widely used fabric. It can take up to 200 years for polyester to fully decompose dependent on the blend.

By comparison:

- Cotton - up to 5 months
- Nylon - up to 40 years
- Linen - approx. 2 weeks
- Hemp - up to 14 months.



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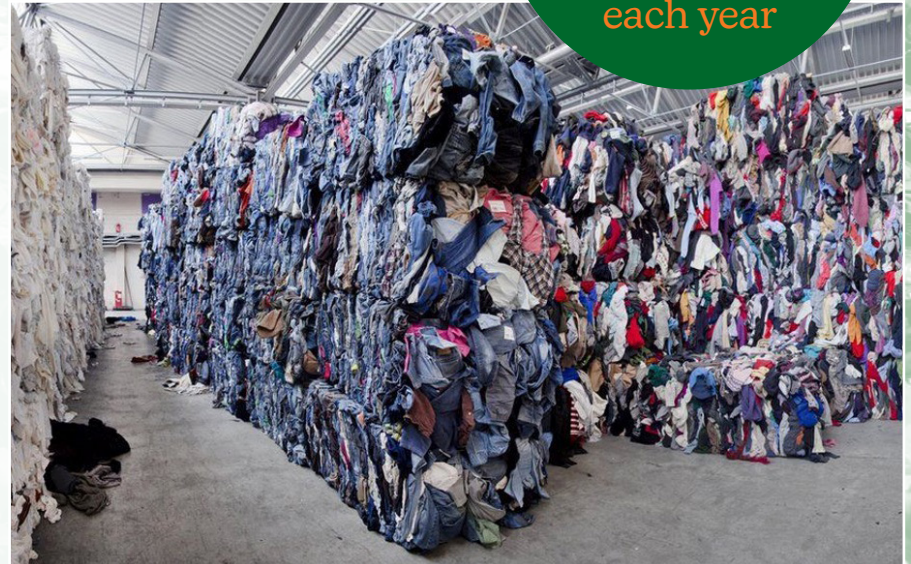




Every second, one bin lorry of discarded clothes is incinerated or dumped as landfill.

Over half of the average person's clothes are thrown out every year - most of which ends up in landfill.

Not only does this have an impact on the environment when thrown out, as everything we throw away to landfill emits greenhouse gas as it degrades – up to 200 years of emissions for one polyester item of clothing.



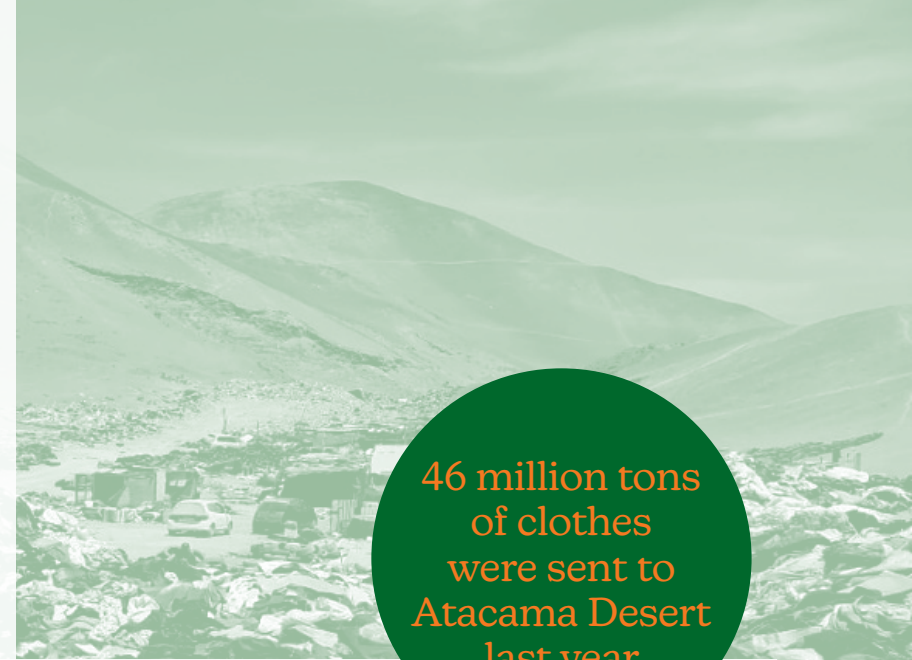
about 60% of your wardrobe could end up in landfill or incinerated each year



50 billion garments are discarded within a year of being made.

The Atacama Desert, Chile in South America is the fastest growing dump.

This is the fastest growing dump for discarded fashion with 46 million tons of clothes being sent there last year.



46 million tons of clothes were sent to Atacama Desert last year



Each year, tons of textile waste is dumped into the Atacama Desert.
Credit: Martin Bernetti/AFP



Washing our clothes also harms the environment.

Every time synthetic fibres are washed in the washing machine, clothes made of polyester, nylon, acrylic and other synthetic materials shed millions of plastic threads called microfibres.

The good news is, that there are microfibre collection balls or even bags that you can add to your wash load to help stop the microfibres escaping.



use a
microfibre
collection balls
or bag in your
washing machine
to trap
microfibres





Microfibres and Microplastics

Microfibres and microplastics are tiny threads/ pieces of plastic shed from man-made materials.

It is estimated there are currently 1.4 million trillion microfibers in our oceans.

Between 2015 and 2050, an estimated 22 million tonnes of microplastics will enter our oceans.

Microplastics harm the environment:

- microplastics contain harmful chemicals from dyes and fire-retardant treatments;
- microplastics are ingested by fish causing catastrophic damages to the fish;
- microplastics end up in humans as a result of humans eating fish.



microplastics
are ingested by
fish which are
then eaten by
humans





Greenwashing

Greenwashing is a Public Relations tactic that makes a company or their products appear environmentally friendly, without actually reducing the environmental impact.

Greenwashing
is a Public
Relations tactic



Women from Alto Hospicio search for salvageable used clothing amid the piles of waste. Credit: Agence France-Presse



To help the environment
we should only buy the
clothes we really need.

Making the clothes in the
first place contributes
anywhere from 2% to 8%
of the world's greenhouse
gas emissions each year.

