

TRASH TALK!

Our top level sound bites!

Fashion Industry – Fact sheet

What's the issue	What you can do ⁽⁴⁾
<ul style="list-style-type: none">• Consumption has doubled in last decade• Clothing industry 4th worst polluter• By 2030 fashion industry will use 35% more land for cotton and forests for cellulosic fibres• Fast fashion manufacturers usually violate human rights to get cheap clothes produced to feed overconsumption	<ul style="list-style-type: none">• Wear your clothes more• 'Stich' not 'ditch' damaged clothes• Buy less• Buy responsibly• Take unwanted clothes to charity shops• Take beyond use clothes to recycling• Cutting down on washing & drying

How fast fashion impacts earth

- Fashion industry accounts for about **8-10% of global carbon emissions**, and nearly 20% of wastewater.
 - Uses more energy than **both aviation and shipping combined**.⁽³⁾
- On average, we now buy 60% more items of clothing and keep them for half as long compared to what we did 15 years ago.⁽²⁾
- The average number of times a piece of clothing is worn **decreased by 36% between 2000 and 2015**.⁽³⁾
 - In the same period, **clothing production doubled**.
 - **Nearly half of the clothes** in the average **UK person's wardrobe are never worn**
- When **buying online, returning items** can double the **emissions from transporting your goods**.
 - It's also **cheaper for internet retailers and fashion brands to dump or burn returned goods**, rather than attempting to find another home for them.⁽³⁾
- In US, in 2017 **10.2m tonnes of textiles ended up in landfills** while **another 2.9m tonnes were incinerated**.

IT'S ALL IN THE JEANS

- A single pair of jeans requires 1 kilogram of cotton needing 7,500–10,000 litres of water.
 - That's about 10 years' worth of drinking water for one person.⁽³⁾
- A pair of its iconic 501 jeans will produce the equivalent of 33.4kg of carbon dioxide equivalent across its entire lifespan
 - about the same as driving 69 miles in the average US car



TRASH TALK!

Continued



The real cost of cheap clothing

- Fashion industry is one of the most labor-intensive, highly exploiting, frequent abusive sectors, employing more than 75 million worldwide today, 80% of whom are women and girls. ⁽²⁾
 - Workers are frequently paid below minimum wage (around \$68/month in India)
 - There is little if any comparable wage between men and women
 - Most worker work six days a week, 10-14hr shifts in dangerous environments
 - In 2016 **60% of women experience intimidation and violence in the workplace**, with **one in seven women reporting sexual violence** at work
 - It is estimated that 170 million children are subjected to illegal child labor
- *Next time you 'can't believe how cheap an item of clothing is' consider why this may be.*

What can we do? Less for you is more for the planet! ⁽³⁾

- Reduce the amount of clothes you buy - Only buy clothes you really need
- Use your voice to encourage greater transparency in the fashion supply chain by asking brands #whomademyclothes?
- Appreciate and care more for the clothes you have
 - Extend life of garment is crucial, an extra 9 months reduces CO₂, H₂O and waste footprint by 30% per item
- Invest in higher-quality clothing (you will wear them more often and hold them longer) ⁽⁴⁾
- Buy from vintage and secondhand clothing shops ⁽⁴⁾
- Give your clothes to friends or to charity shops if you do not wear them anymore
- Shop ethically and responsibly eg programs like the Better Cotton Initiative and Global Organic Textile Standard can help consumers work out how green their jeans is
- Online shopping can have a lower carbon footprint than travelling to traditional shops, but try not to return items

Washing & drying

- Increases wear and tear on clothes
- Uses water, electricity, detergents (goes into water supply), generates heat, decreases the life span of your machine, microplastics in water (costs more) ⁽⁴⁾
- Drying clothes in machines, energy, heat, cost, microplastics in the atmosphere as particulate matter

What you can do ⁽⁴⁾

- Wash clothes less frequently (are they really that dirty?)
 - Wear them clean!
- Air dry clothes
- Air clothes to help increase their wear before you wash them



SOURCES



1. Can fashion ever be sustainable?
2. [Fast fashion, The human cost: Fast fashion: the human cost](#) — Together Street
3. [Can fashion ever be sustainable? - BBC Future](#)
4. [How to fix the Planet \(when you're a teenager\) by Jen Zead](#)