



clothing industry

the second largest
polluter in the world



THE LIFECYCLE OF A LEVI'S® 501® JEAN

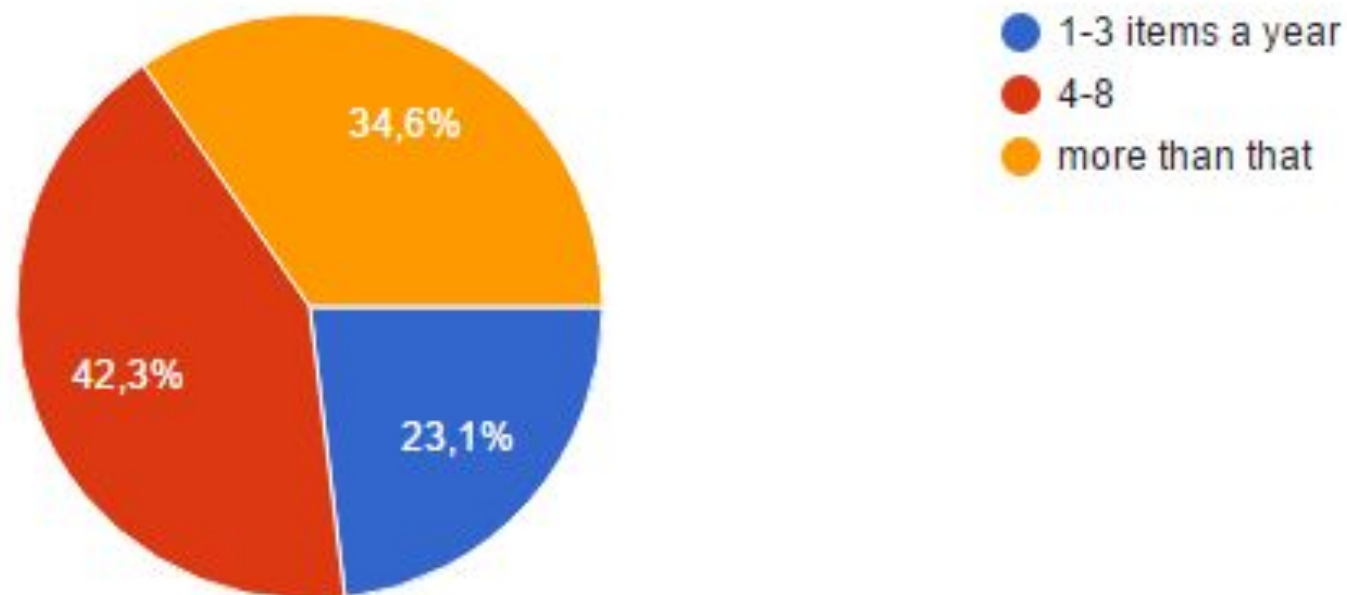


13.1 million tons of textiles are trashed each year in the U.S.A.,

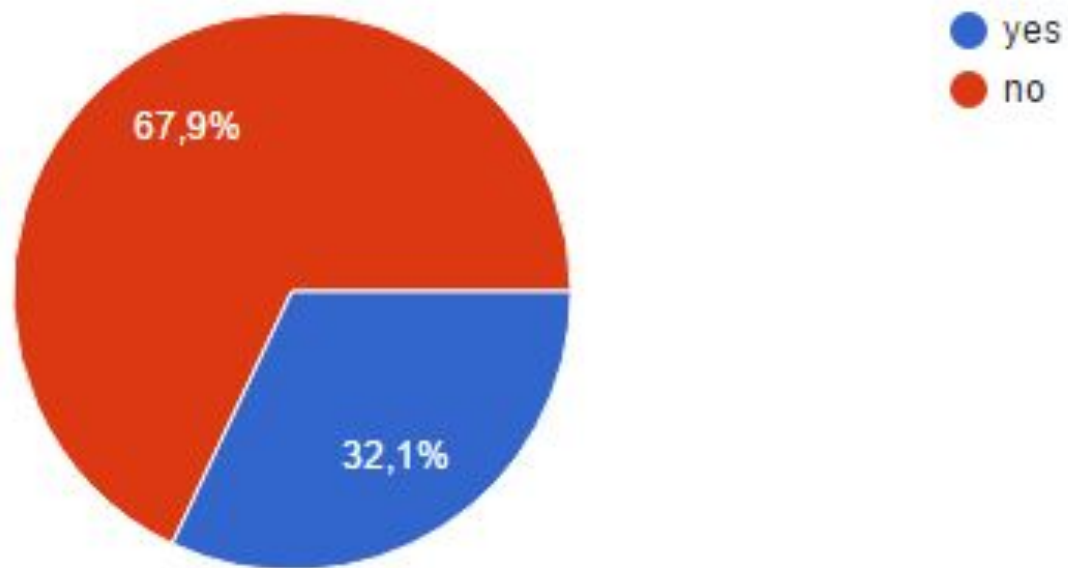
of which only **15 %** are donated or recycled.

19 items of clothing per year in **1997** | **27** items per year in **2016** for a person

How often do you buy new clothes? (78 ответов)



Do you know what 'fast fashion' is? (78 ответов)



FAST FASHION DISPOSABLE BUT DAMAGING

CLOTHING
2nd largest consumer sector

America buys **20 BILLION** garments a year

AMERICANS' CLOTHING MADE IN USA

75% in 1970s
2% in 2013

That's **68 ITEMS** per person per year
Which is over **1 ITEM** per person per week

OUTSOURCE TO PLACES LIKE

Bangladesh China

127 MILLION tons of clothing thrown away each year
160 MILLION tons of clothing could be recycled

to speed up **PRODUCTION** and raise **PROFIT MARGINS**

Fast fashion retailers make over **TWICE** the profit of traditional competitors and mark up goods **65%-75%**

LARGE FAST FASHION RETAILERS

ZARA
\$11.4 billion in revenue in 2011

H&M
\$15 billion in revenue in 2011

FOREVER 21
\$2.6 billion in revenue in 2011

LABOR COSTS (OVERSEAS) < 1% OF RETAIL PRICE

Pay often influenced by **PIECEWORK SYSTEM**

LOW prices for consumers
HIGH costs for laborers

APPROXIMATE WAGE/HOUR

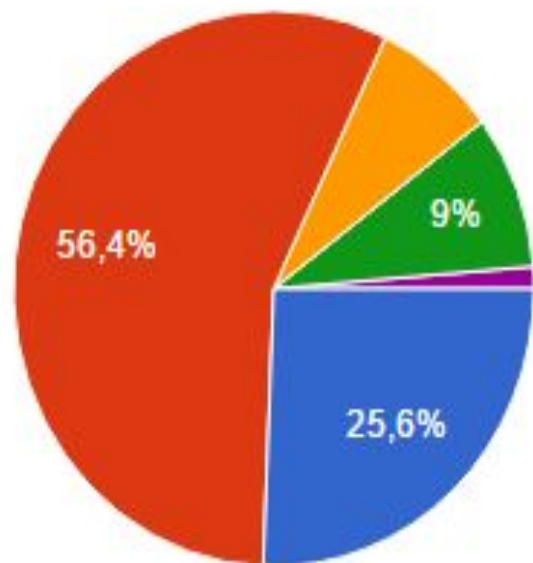
	New York	Bangladesh	Cameroon
Living	\$5.21	\$0.25	\$0.63
Min	\$8.00	\$0.43	\$1.11
Poverty	\$12.75	\$0.63	\$1.77

LARGE ORDERS WITH TIGHT DEADLINES LEAD TO overtime, overcrowding, unsafe conditions

3% of clothes sold in America are produced there, other 97%-- in developing countries

China holds 53% of the world's total textile, produces 40% of all dyeing chemicals worldwide

What do you think of fashion industry? (78 ОТВЕТОВ)



- it makes our life brighter
- It has both positive and negative aspects
- it brings more harm than use
- I have never thought of that
- It brings more harm than use

NEGATIVE IMPACT AREAS OF THE APPAREL INDUSTRY

RESOURCES
DEPLETION



CLIMATE
CHANGE



ANIMAL
SUFFERING



WATER
POLLUTION



FOOD
INSECURITY



AIR
POLLUTION



HABITAT
DESTRUCTION



HUMAN RIGHTS
ABUSES

THE APPAREL INDUSTRY

By the Numbers

2700 litres of water-- 1
cotton shirt

7 litres of water-- flax
linen shirt



68

POUNDS

The amount of clothing that the average American discards each year, 85% of which ends up in landfills or incinerators.



4%

The percentage of global landfills that are filled with clothing and textiles.

700
GALLONS

The amount of water it takes to produce a single cotton T-shirt.



2.6%

The percentage of global water used for growing cotton.

99%



The estimated percentage of used clothing that is recyclable.

85%-- women
13%-- children.

12 hours a day
1\$ per day



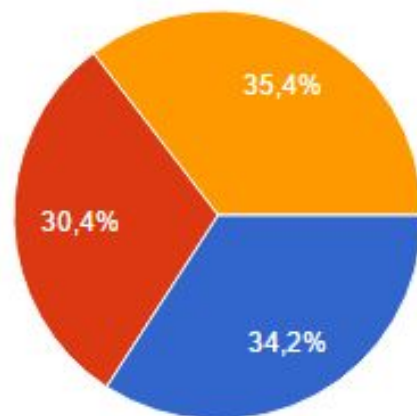
1. Organic fabric
2. Recycled / re-used materials
3. Zero - minimal chemical treatments fabric processing
4. Animal free
5. Eco-friendly printing processes and ink
6. Custom made (made-to-order)
7. Locally made
8. Ethical ,ade / fair trade
9. Fabric waste reduction
10. Green marketing and promote material
11. Eco-friendly packaging
12. Well crafted timeless slow fashion with durable fabric
13. Crafty / handmade with traditional artisanal skills
14. Resource using reduction
15. Vintage second-hand or up-cycled clothes.
16. Take social responsibilities

Slow Fashion

the Sustainable Fashion community

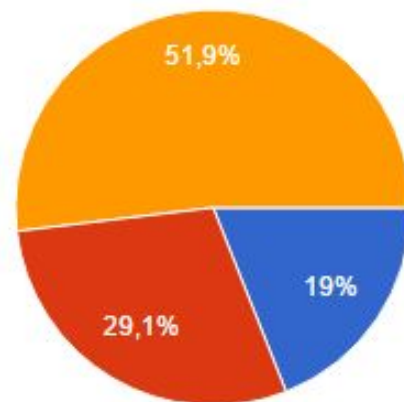


Are you in favour of any belarusian designers? (79 ответов)



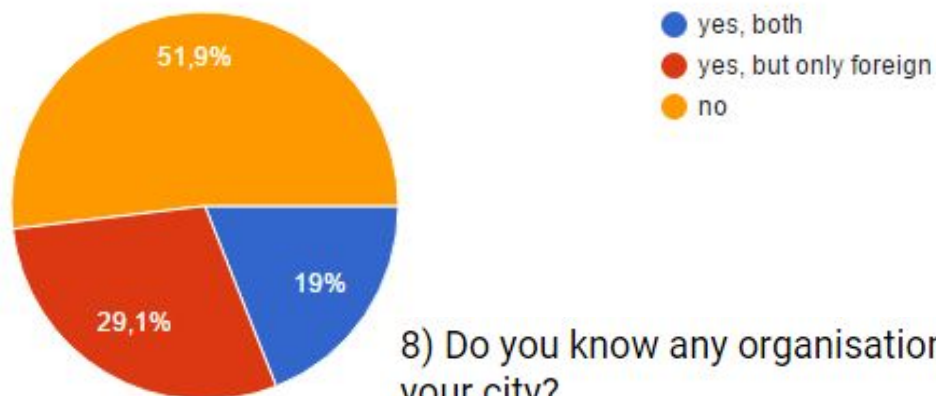
- yes
- no
- I don't pay attention to the labels

Do you know any eco-friendly belarusian or foreign designers?



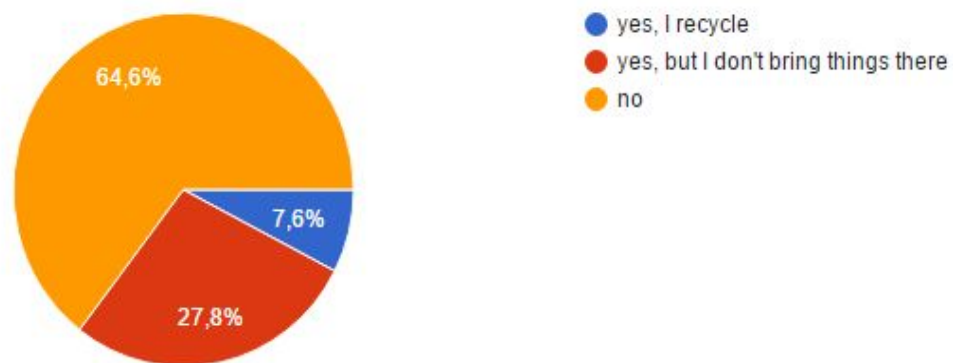
- yes, both
- yes, but only foreign
- no

Do you know any eco-friendly belarusian or foreign designers? (

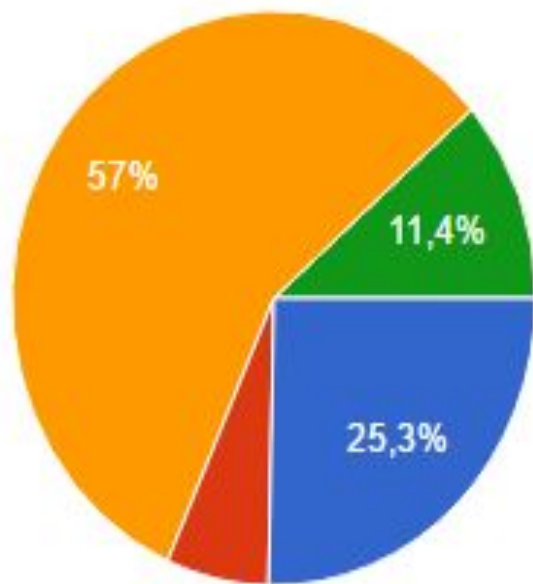


8) Do you know any organisations where people can recycle their clothes in your city?

(79 ответов)



What do you do with the clothes you don't wear anymore? (79 ответов)



- keep them in the wardrobe
- throw them away
- give them away to younger relatives or friends
- give them away to charity organizations

Masherova, 9, the 111 office. Everyone can bring their old clothes and accessories to the organisation on the 1st and 3rd Sunday of each month from 12 am to 8 pm.

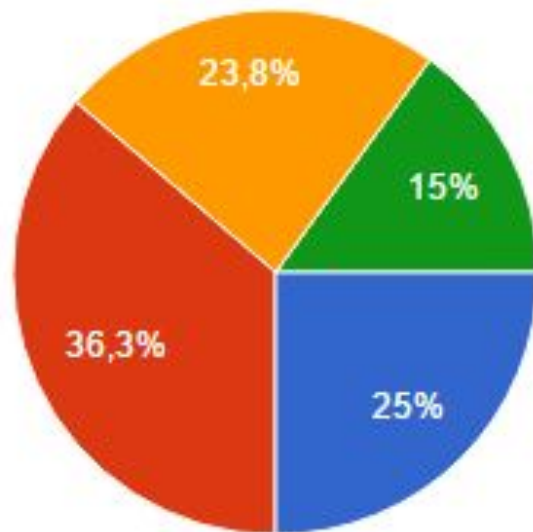


KALILASKA

Fashion week

1. The lecture on the slow fashion, 3Rs rule and sustainable consumption topic
2. Collecting clothes to charity organisations
3. Vintage fashion day
4. Retro disco
5. Mass media promotion.

4) Do you wear you parent's old clothes and how often? (80 ответов)



- a few items
- yes, from time to time
- no
- no but I wouldn't mind to