

# ENVIRONMENTAL IMPACT - FASHION INDUSTRY

Did you know that producing just one cotton T-shirt requires about 2,700 liters of water? This astonishing amount highlights one of the many ways the fashion industry impacts our planet. Fast fashion, in particular, has severe environmental consequences.

**Water Pollution and Usage:** The fashion industry consumes vast amounts of water and contributes significantly to water pollution. Textile dyeing and treatment processes are responsible for 20% of global industrial water pollution, often releasing harmful chemicals into water bodies in Asia and Africa.

**Landfill Waste:** The fast fashion model encourages overproduction and overconsumption, leading to a significant increase in textile waste. On average, 85% of all textiles are disposed of in landfills or incinerated. This contributes to the rapid growth of global waste, with an estimated truckload of textiles being discarded every second.

**Carbon Emissions:** The fashion industry accounts for 10% of global carbon emissions. From production to transportation, the reliance on fossil fuels in the fashion supply chain significantly contributes to climate change.

**Microfiber Pollution:** Synthetic fabrics, when washed, release microfibers that end up in the oceans, contributing up to 35% of the primary microplastics polluting marine environments.

**Deforestation:** The production of fabrics like rayon, which is derived from wood pulp, contributes to deforestation. This practice not only destroys habitats but also impacts biodiversity and carbon sequestration capabilities of forests.

Despite these challenges, there is hope. Many brands are adopting sustainable practices, such as using eco-friendly materials, implementing waterless dyeing technologies, and committing to circular fashion models that emphasize recycling and longevity of garments.

# SIMPLE LIFEHACKS

How can you contribute to a more sustainable fashion industry?

- Choose eco-friendly or recycled materials.
- Support brands that prioritize transparency and ethical practices.
- Wash clothes less frequently and at lower temperatures to save energy and reduce microfiber release.
- Invest in high-quality, durable clothing instead of frequently buying new items.
- Donate, sell, or recycle unwanted clothes instead of discarding them.
- Buy second-hand or vintage clothing to reduce demand for new production.
- Use microfiber filters in your washing machine to capture synthetic fibers.
- Repair clothes to extend their life.
- Participate in clothing swaps to refresh your wardrobe sustainably.
- Consider the environmental impact of shipping and packaging when shopping online.

Spread awareness about sustainable fashion in your community.

By making mindful choices and advocating for eco-friendly habits, we can help create a future where style and sustainability coexist harmoniously. Join us in transforming fashion's environmental impact and making the world a better place for future generations.