

RETHINK

We can change our mindset about clothing items by considering them in terms of the environmental impacts caused by their production and usage!



GROWTH

- Growing cotton plants uses 2.4% of global land and requires the use of harmful pesticides
- These chemicals kill both non-target pollinators like bees and target pests like locusts, harming biodiversity
- It takes 10,000 litres of water to grow the kilo of cotton necessary for one pair of jeans!



MANUFACTURING

- Clothes are treated with harmful chemicals like AZO dyes and chlorinated solvents, which are toxic to human health
- It takes 10 times as much energy to produce 1 ton of textile than to produce 1 ton of glass



USE AND DISPOSAL

- 87% of the total fibre input that goes into clothing is either landfilled or incinerated
- Synthetic polymers do not biodegrade like natural materials like wood
- Synthetic clothes leak 0.5 million tonnes of plastic microfibres into the ocean when washed the same as 50 billion plastic bottles
- Crabs who ingested contaminated water displayed lower food consumption and growth rates

