

From Head to Toe...

How Much Does Your Outfit Cost the Planet?



Infographic by: **Nikoline Porse**

Hair Ties **20,000 pounds**

of elastic hair ties are absorbed into our ecosystem every day.



Equivocal to the weight of a city transit bus!

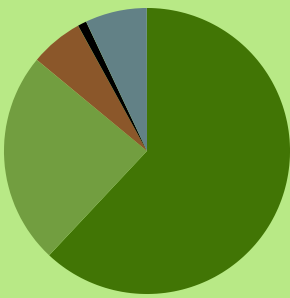
Tees + Shirts



Most shirts are made from **polyester**. Polyester is not biodegradable and is responsible for 35% of microplastics in the ocean.



In-Demand Fibers



- Synthetic Material (Primarily Polyester) (62%)
- Cotton (24%)
- Cellulosics (Silk Mimicker) (6%)
- Wool (1%)
- Other (7%)

Figure from Common Objective/Data Retrived from The Textile Exchange, 2020



What Makes Cotton Unsustainable?

Nearly 70% of global cotton production require an irrigation system a big as a football field. It uses up to 1,800 gallons- just to grow the cotton. Its demand is declining due to a spike in synthetics, like polyester.

Retrived from MCL News and Media

Did you know...

Fashion Revolution discovered that 200 million trees were cut down to produce more cellulosic fiber?

Jeans

“According to UN figures, it takes almost 8000 gallons of water – what one person drinks in seven years – to make one pair of jeans. And when those jeans are discarded, they join the 21 billion tons of textiles that end up in landfills each year”- Vogue.



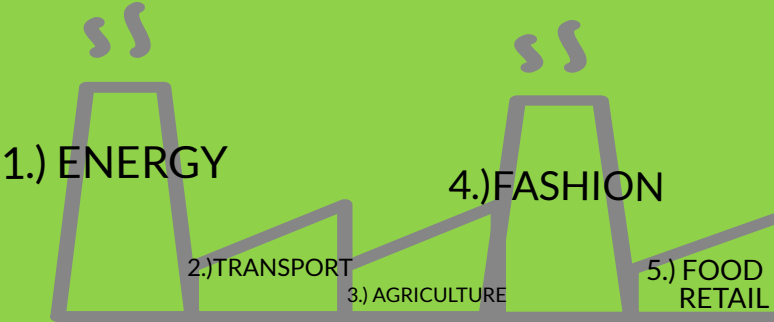
Where do your unwanted garments go?

Data Retrieved from Pulse Report, 2017



- Landfill (57%)
- Incineration (25%)
- Recycling (10%)
- Re-Use (8%)

Top 5 Most Polluting Industries of 2022



Shoes



Shoes are **NOT** built to last. Think about a pair of shoes your wear frequently. How long do they last before you need to buy a new, clean pair? An MIT study found that pair of running shoes produce **30 pounds** of CO2 emissions.



The fashion industry makes up 10% of CO2 emissions.



YOU can help make a change.

As fashion consumers, we need to educate ourselves and others.

We need to understand the purpose of garments before we want to make a purchase.

Will it stick with you through various seasons, or do you see yourself giving it away after a few months?

2/3 of shoppers are more sustainably conscious now than before COVID-19.



Shop: slow fashion, consignment stores, second-hand or thrift stores.



Sources:

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