

# 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.

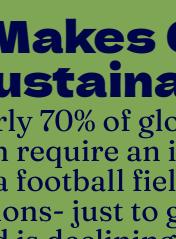


Equivocal to the weight of a city transit bus!

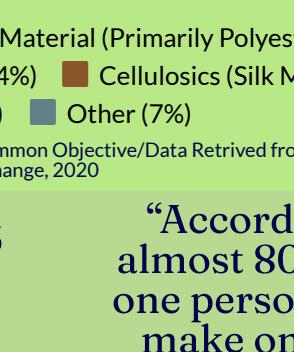
### Tees + Shirts



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 Retrieved 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.

Retrieved 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



### Shoes



Shoes are **NOT** built to last. Think about a pair of shoes you 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 CO<sub>2</sub> emissions.



### The fashion industry makes up 10% of CO<sub>2</sub> emissions.

### Top 5 Most Polluting Industries of 2022

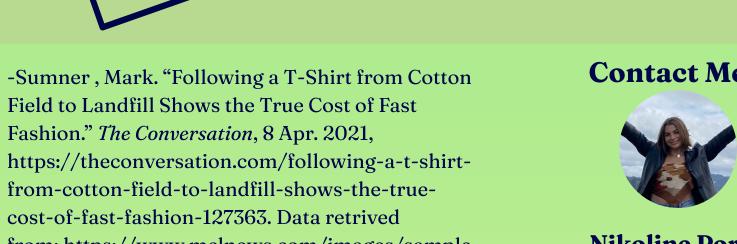


#### As fashion consumers, we need to educate ourselves and others.

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

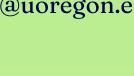
Will it stick with you through various seasons, or do you see yourself giving it away after a few months?

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



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

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