

Every year, tones of
fashion items are being

THROWN AWAY

“More than \$500 billion of value is lost every year due to clothing underutilization and the lack of recycling”

Ellen MacArthur Foundation,
2017

A woman with long braids, wearing a denim jacket, is holding a piece of white rope in her mouth. She is standing next to a large, colorful pile of discarded clothing. The background is a solid light blue.

**95%
could be
recycled**



ENVIRONMENTAL IMPACT OF THE FASHION INDUSTRY

Fashion creates 10% of the world's carbon footprint

The amount of clothes bought in the EU per person has increased by 40% in just a few decades, driven by a fall in prices and the increased speed with which fashion is delivered to consumers.



The Pulse of Fashion found that in 2015, fashion put 1,715 million tonnes of CO₂ into the atmosphere

The UN estimates fashion uses more energy than aviation and shipping combined.



Clothing Accounts

According to a report of European Parliamentary Research Service, clothing accounts for between 2% and 10% of the environmental impact of EU consumption.

Less than half of used clothes are collected for reuse or recycling when they are no longer needed.

Only 1% are recycled into new clothes



The average water footprint of cotton per kilo — equal to a shirt or pair of jeans — is some 10,000 to 20,000 litres.

Cotton used extensively in denim creates a large fraction of textile waste but is land and water intensive

According to Ellen MacArthur Foundation, more than \$500 billion of value is lost every year due to clothing underutilization and the lack of recycling.

Peppermint Magazine found that in 2019, less than 11% of brands are implementing recycling strategies for their items

Instead of recycling or donating clothing that wasn't sold, most fast fashion companies are often spotted tossing or burning the unsold stock, which leads to terrifying losses of natural and financial resources.

Converting waste denim into reusable cotton fibres efficiently has proved elusive. Ionic liquids — salts that are liquid — have been used in research to dissolve cotton textiles into cellulose building blocks which can then be spun into new viscose-type fibres. This is expensive and difficult.

The new process said to cut solvent costs by 77% and, by retaining colours, also cuts water and energy use that would be needed for dyeing