

# THE FACTS ABOUT FAST FASHION



## WHAT IS FAST FASHION?

- Clothing made of **non recyclable** materials.

## WHAT ARE CLOTHES MADE OF?

- Clothes are made of materials like **polyester**, **cotton**, and **wool**.
- Certain materials like **polyester** are bad for the environment because they are not recyclable. They are made with **oil** which is a **non renewable resource**.

## WHERE DO OLD CLOTHES END UP?

- Most old clothes end up in landfills or dumps.
- It causes a lot of waste.

## WHAT CAN WE DO?

- Donate clothing instead of throwing it away
- Look at labels or tags for what types of fabrics are used.

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## WHERE DO OLD CLOTHES END UP?

- **40 million tons** of clothes end up in landfills or dumps.
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## SUSTAINABILITY

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## COST OF FAST FASHION

- Most old clothes end up in landfills or dumps.
- Up to 40% of fashion's carbon emissions are from the production of polyester and polyester production is expected to grow by 47% over the next 10 years.

## SUSTAINABLE FASHION

- refers to a clothing supply chain that is ecologically and socially responsible. It aims to reorient the industry and consumers away from the fast fashion model and toward sustainable practices from sourcing to consumption.



## **Fracking to Fashion: How Does Oil Become Fabric?**



## **Fabric Guide: What is Modal Fabric?**

**Understanding How Modal is made and whether it is an environmental choice**