

## SUSTAINABILITY AND FASHION

To be sustainable in the environmental context, one needs to avoid the depletion of natural resources so as to maintain an ecological balance.

Sustainable clothing is versatile, durable and long-wearing, and results in as little waste and impact to the environment as possible. Sustainability examines the product and manufacturing process as a whole -- the composite materials used in the product, the manufacturing process itself, the product's packaging, the way the product is shipped, and the treatment of the workers making the product. Some manufacturers make clothing and footwear out of recycled polyester and post-consumer water bottles, as this eliminates the need to create new polyester thereby reducing the fossil fuel expended. Sustainable companies ensure that their product packaging is both efficient and not wasteful, are concerned about the working conditions and ethical treatment of their workers, and focus on what's good for the planet and not just on the bottom line.



Reduce your carbon footprint by reducing your purchases of clothing made of synthetic material such as polyester. Purchase natural fabrics, or products made of recycled plastic. Wear your clothing longer, since “fast fashion” results in overconsumption and the resultant over disposal. Remember, approximately 91% of all plastic is not recycled, and plastic in a landfill will not decompose in your lifetime. Many people throw away clothes which end up in landfills, not realizing that these clothes are made of synthetic materials and should be recycled. Ocean pollution also is rapidly increasing as a result of plastic disposal and fleece products shedding plastic microfibers when washed. Decrease your daily plastic use by not using plastic grocery bags, straws, utensils and water bottles. Use reusable cups and mugs and decrease your use of K-cups for coffee, since they mostly are plastic and will not decompose. Be aware of your environmental impact on the world, and aware of your plastic consumption. Use reusable products where possible, and recycle any plastic you use. Don't replace outfits; accessorize them. And remember that companies exist to pick up your used clothing to resell, or to recycle and repurpose the clothing for use in mattresses, pillows and insulation.

*What we do makes a difference!*







