



# Our aim:

to study out the impact of the fashion industry on some aspects of our life.

# Our tasks:

- 1) to study the concept of fashion industry,
- 2) to evaluate the level of people's awareness of the problem of the negative impact of fashion,
- 3) to conduct an opinion poll among the students,
- 4) to find out what is being done in the world to improve the situation,
- 5) to suggest some practical measures that we can do on the lyceum level.

# clothing industry

the second largest  
polluter in the world



# THE LIFECYCLE OF A LEVI'S® 501® JEAN

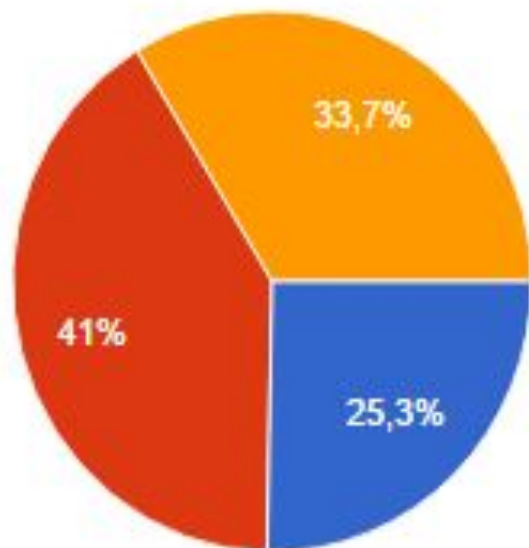


**13.1 million tons** of textiles are trashed each year in the U.S.A.,

of which only **15 %** are donated or recycled.

**19** items of clothing per year in **1997** | **27** items per year in **2016** for a person

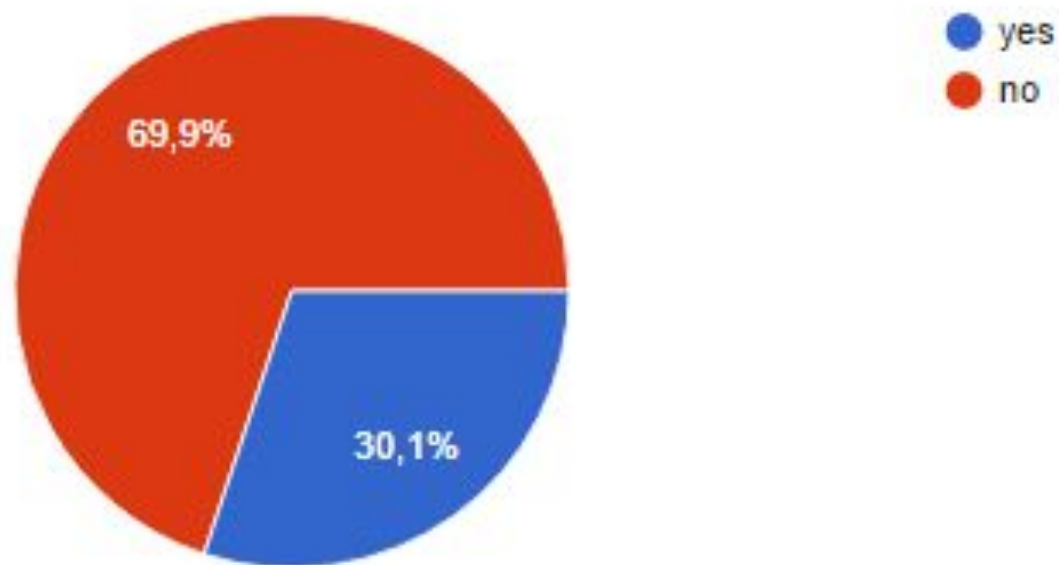
How often do you buy new clothes?



- 1-3 items a year
- 4-8
- more than that



Do you know what 'fast fashion' is?



**FAST FASHION** DISPOSABLE BUT DAMAGING

**CLOTHING**  
 2nd largest consumer sector

America buys  
**20 BILLION**  
 garments a year

**AMERICANS' CLOTHING MADE IN USA**

75% in 1970s  
 2% in 2013

That's  
**68 ITEMS**  
 per person per year  
 Which is over  
**1 ITEM**  
 per person per week

**OUTSOURCE TO PLACES LIKE**

Bangladesh China

127 MILLION  
 tons of clothing  
 thrown away  
 each year

160 MILLION  
 tons of clothing  
 around the world  
 for reuse

to speed up **PRODUCTION** and raise **PROFIT MARGINS**

Fast fashion retailers make over  
**TWICE**  
 the profit of traditional competitors and mark up goods  
**65%-75%**

**LARGE FAST FASHION RETAILERS**

**ZARA**  
 \$11.4 billion in revenue in 2011

**H&M**  
 \$15 billion in revenue in 2011

**FOREVER 21**  
 \$2.6 billion in revenue in 2011

**LABOR COSTS (OVERSEAS) < 1% OF RETAIL PRICE**

Pay often influenced by  
**PIECEWORK SYSTEM**

↓ **LOW** prices for consumers  
 ↑ **HIGH** costs for laborers

	APPROXIMATE WAGE/HOUR		
	New York	Bangladesh	Cameroon
Living	\$5.21	\$0.25	\$0.63
Min	\$8.00	\$0.43	\$1.11
Poverty	\$12.75	\$0.63	\$1.77

**LARGE ORDERS WITH TIGHT DEADLINES LEAD TO**

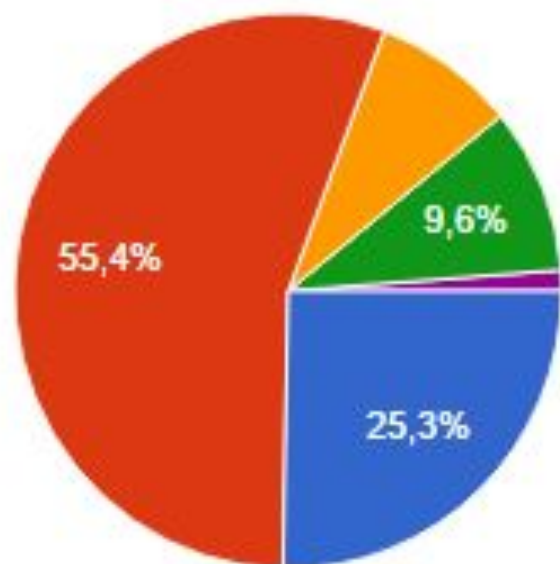
overtime  
 overcrowding  
 unsafe conditions

3% of clothes sold in America are produced there, other 97%— in developing countries

China holds 53% of the world's total textile, produces 40% of all dyeing chemicals worldwide



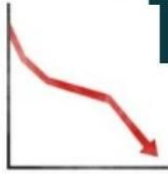
What do you think of fashion industry?



- it makes our life brighter
- It has both positive and negative aspects
- it brings more harm than use
- I have never thought of that
- It brings more harm than use

# NEGATIVE IMPACT AREAS OF THE APPAREL INDUSTRY

RESOURCES  
DEPLETION



CLIMATE  
CHANGE



ANIMAL  
SUFFERING



WATER  
POLLUTION



FOOD  
INSECURITY



AIR  
POLLUTION



HABITAT  
DESTRUCTION



HUMAN RIGHTS  
ABUSES

# THE APPAREL INDUSTRY

## By the Numbers

2700 litres of water— 1  
cotton shirt

7 litres of water— flax  
linen shirt



**68**

**POUNDS**

The amount of clothing that the average American discards each year, 85% of which ends up in landfills or incinerators.



**4%**

The percentage of global landfills that are filled with clothing and textiles.

**700**

**GALLONS**

The amount of water it takes to produce a single cotton T-shirt.



**2.6%**

The percentage of global water used for growing cotton.

**99%**



The estimated percentage of used clothing that is recyclable.

85%— women  
13%— children.



- **Respecting People**

- **Resourcefulness:**

Slow Fashion brands focus on using local materials and resources when possible and try to support the development of local businesses and skills.

- The **materials** used for eco-friendly production are 100% **natural or upcycled.**

# Slow Fashion



# Fair trade & ethical clothing brands betting against Fast Fashion. The USA

Nisolo

Patagonia

Everlane

Madefair

Symbology

Bead & Reel

Indigenous

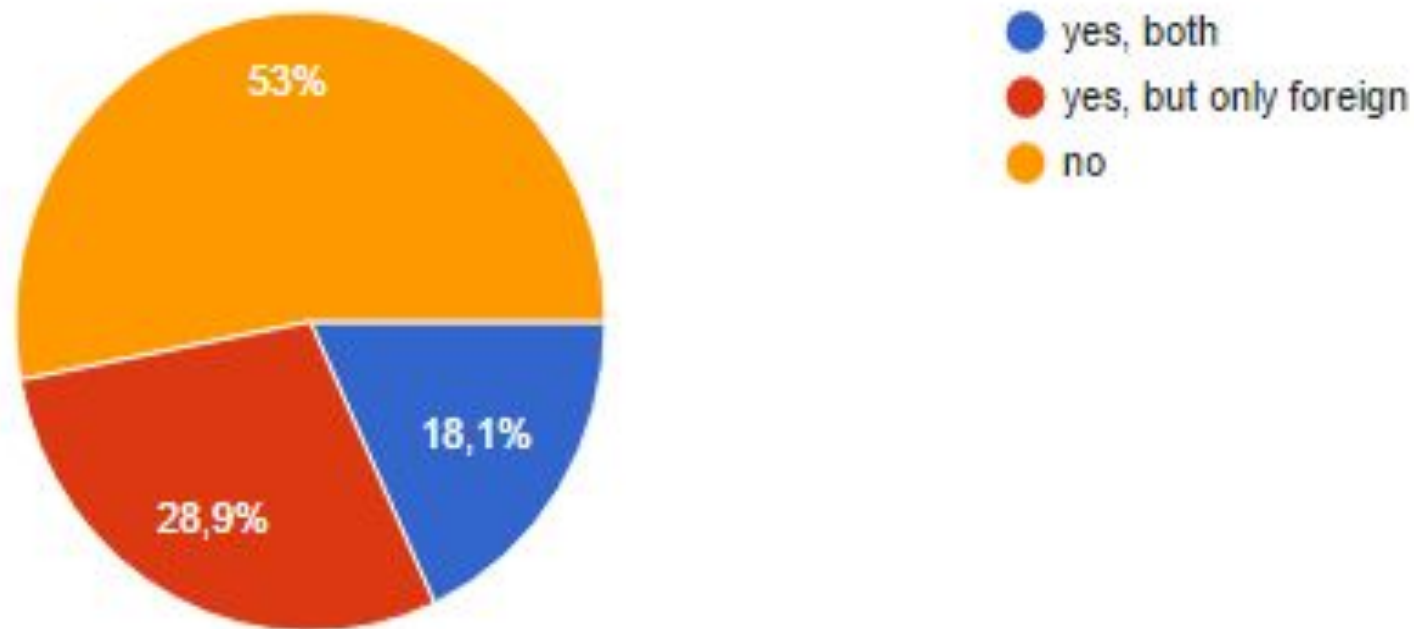
Apolis

Naja

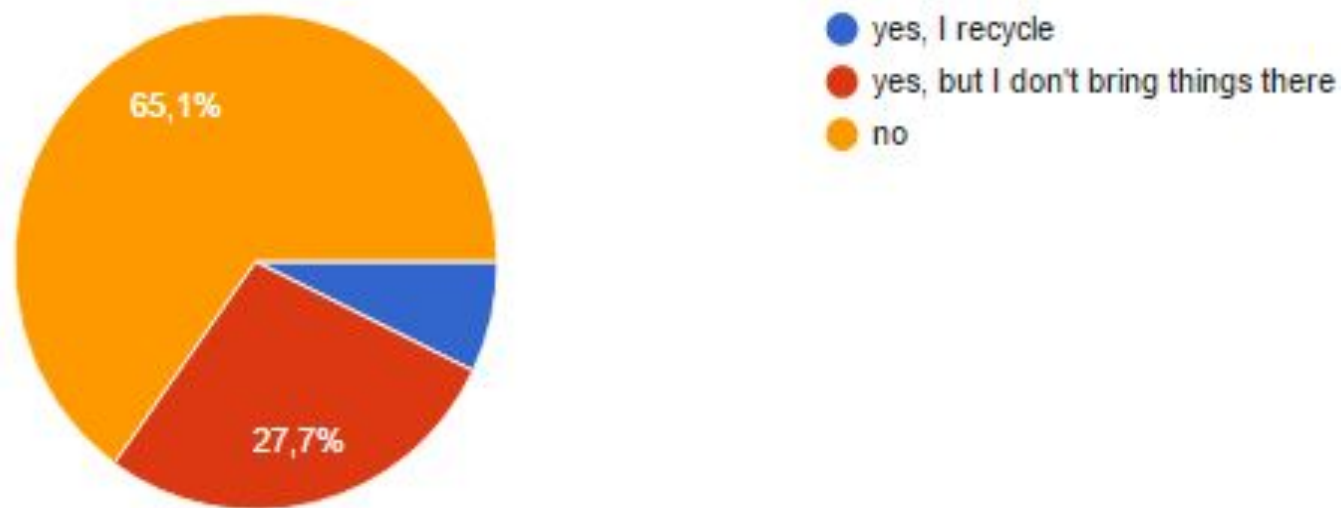




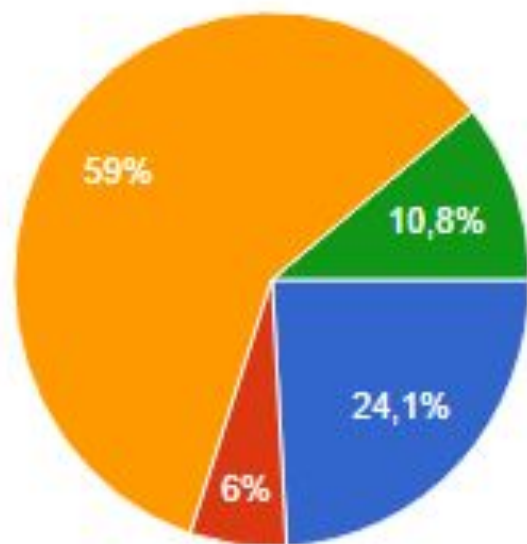
Do you know any eco-friendly Belarusian or foreign designers?



Do you know any organisations where people can recycle their clothes in your city?



What do you do with the clothes you don't wear anymore?



- keep them in the wardrobe
- throw them away
- give them away to younger relatives or friends
- give them away to charity organizations

Masherova, 9, the 111 office. Everyone can bring their old clothes and accessories to the organisation on the 1st and 3rd Sunday of each month from 12 am to 8 pm.



KALILASKA

Fashion week

- 1) The lecture on the slow fashion, 3Rs rule and sustainable consumption topic. The ecological education is the most important part of raising the awareness of the problem.

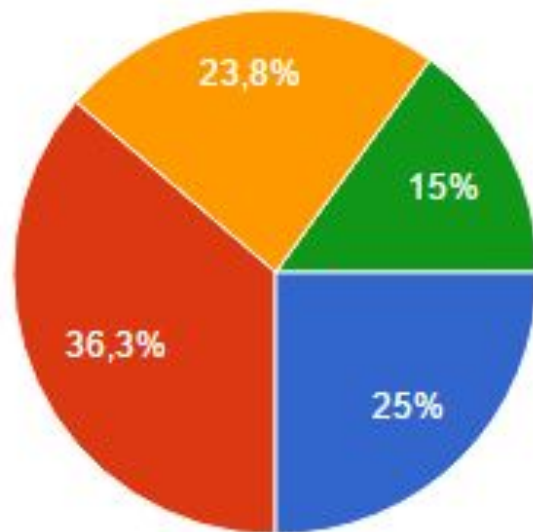




## 2) Collecting clothes to charity organisations



4) Do you wear you parent's old clothes and how often? (80 ответов)



- a few items
- yes, from time to time
- no
- no but I wouldn't mind to

### 3) Vintage fashion day





## 4) Vintage party



## 5) Mass media promotion



# Conclusion:

We have discovered the level of people's awareness and general knowledge of the problem through the opinion poll. We also have studied the concept of fashion and compared the concept of sustainability in West countries and in Belarus. And, finally, have suggested a number of practical measures of the improving the situation.



Thank you for your attention. I'm open to your questions.