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

1 COTTON PRODUCTION

2 FABRIC PRODUCTION

3 GARMENT MANUFACTURING

4 TRANSPORTATION & DISTRIBUTION

5 CONSUMER CARE

6 RECYCLING

END OF LIFE

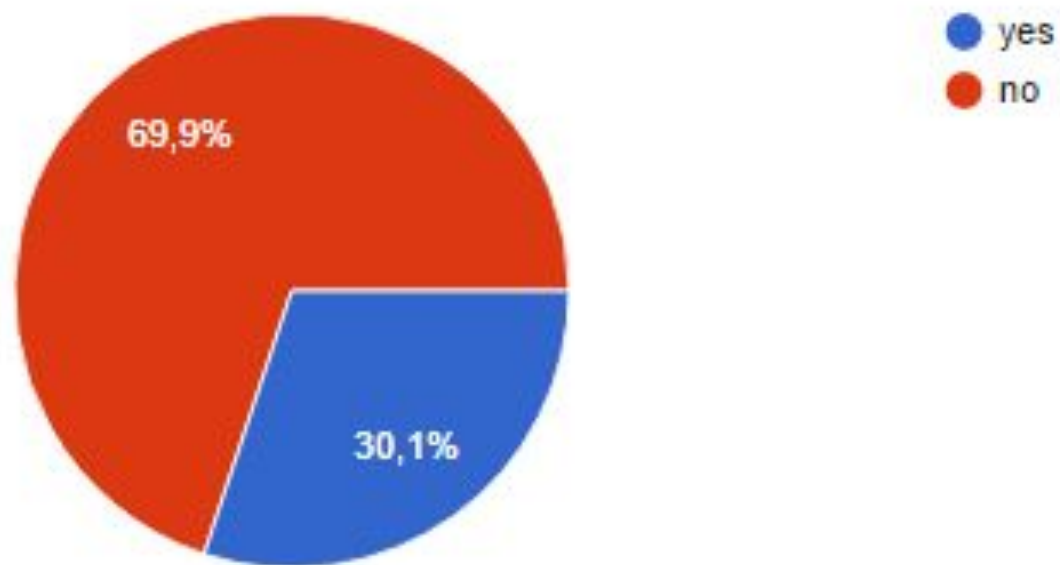**13.1 million tons** of textiles are trashed each year in the U.S.A.,

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

33,7%

41%

25,3%
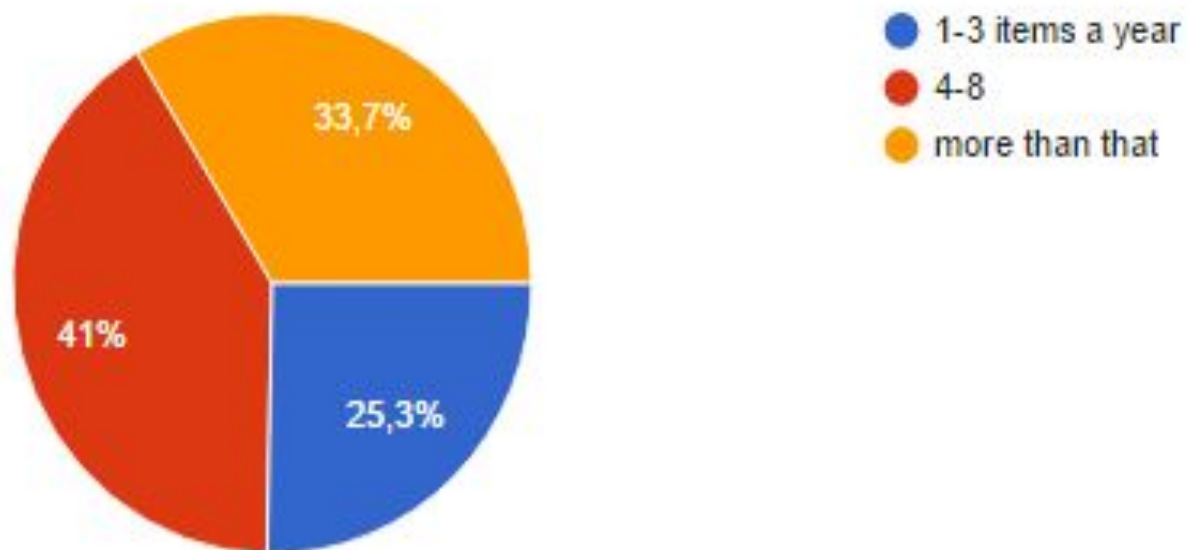
Do you know what 'fast fashion' is?
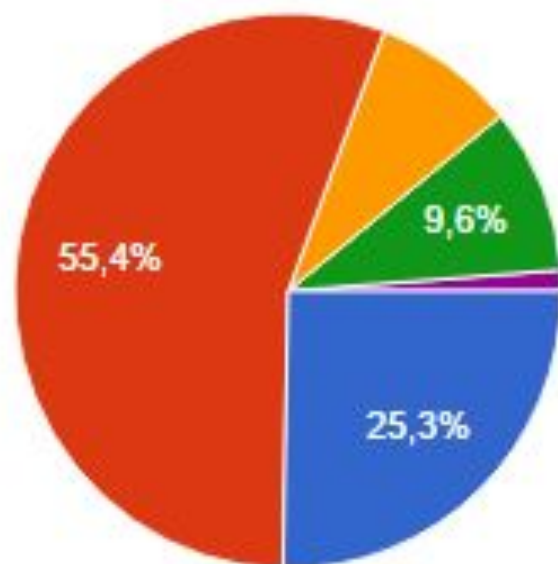

- ● yes
- ● no

69,9%

30,1%

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

55,4%

25,3%

9,6%

NEGATIVE IMPACT AREAS OF THE APPAREL INDUSTRY

RESOURCES DEPLITION

CLIMATE CHANGE

ANIMAL SUFFERING

WATER POLLUTION

FOOD INSECURITY

AIR POLLUTION

HABITAT DESTRUCTION

HUMANRIGHTS ABUSES

2700 litres of water– 1 cotton shirt

7 litres of water– flax linen shirt

THE APPAREL INDUSTRY

By the Numbers

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

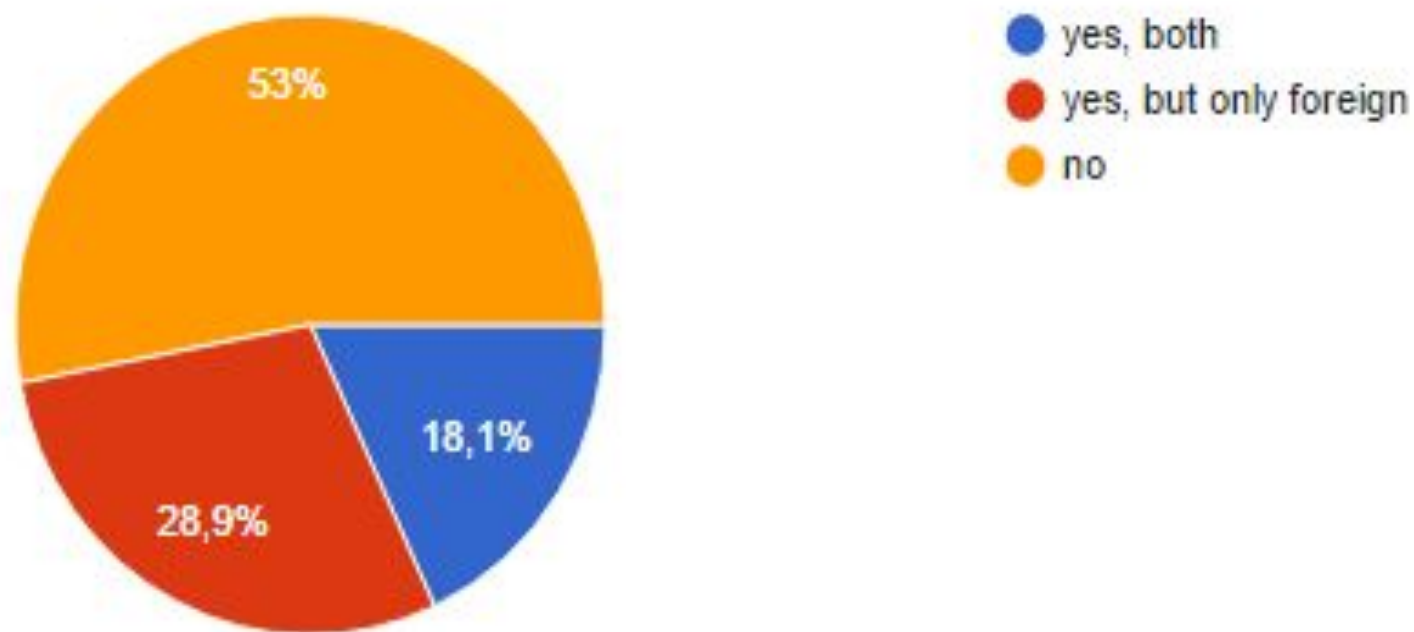Nisolo

Patagonia

Everlane

Madefair

Symbology

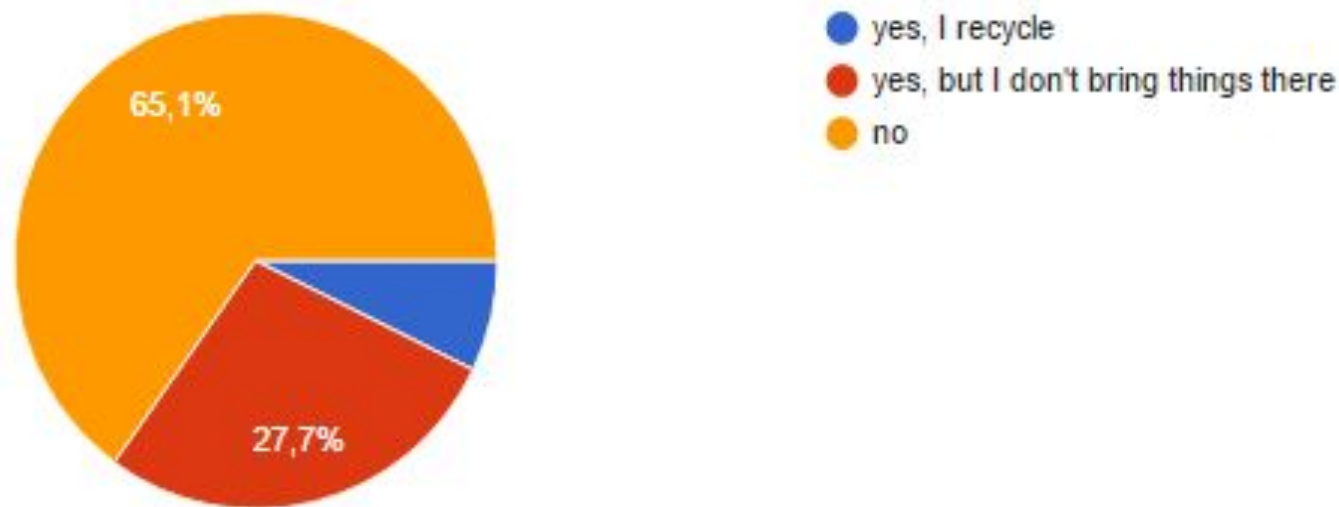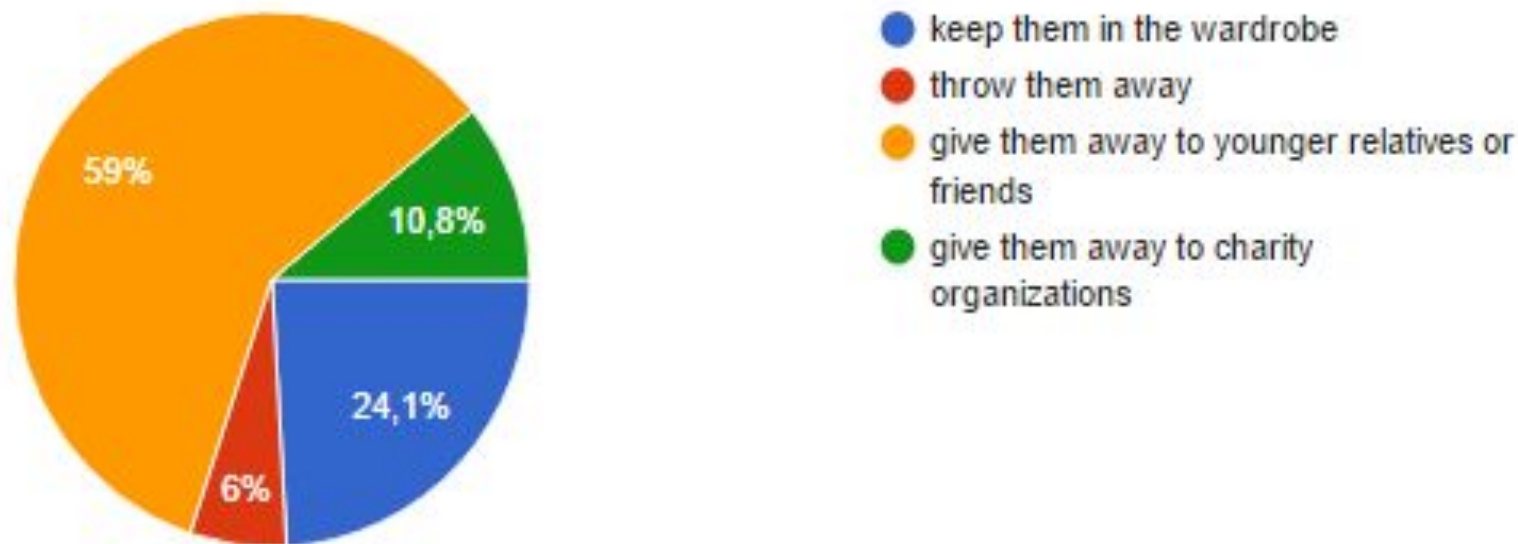Bead & Reel

Indigenous

Apolis

Naja

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

- yes, both
- yes, but only foreign
- no

53%

18,1%

28,9%

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

- yes, I recycle
- yes, but I don't bring things there
- no

65,1%

27,7%

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

59%

10,8%

24,1%

6%

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.
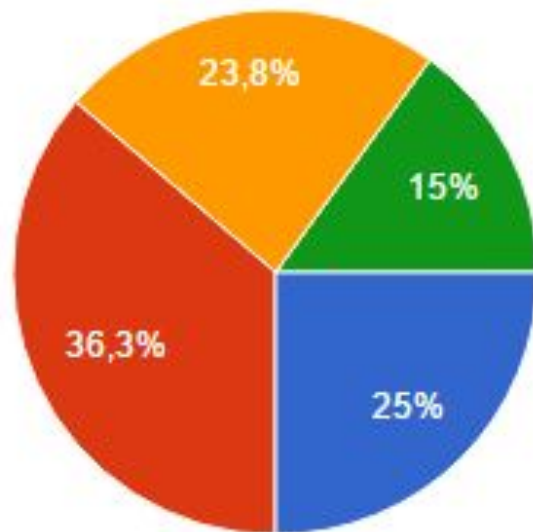

KALILASKA

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

23,8%

15%

36,3%

25%

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.