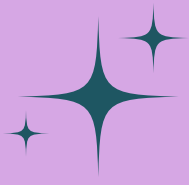


THE ENVIRONMENTAL IMPACT OF FAST FASHION



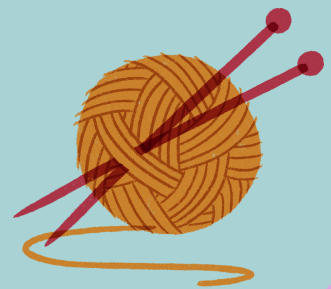
1. MATERIALS

China, India and the US are the biggest cotton producers in the world. Cotton is less harmful to the environment compared to manmade materials like polyester, however the process of harvesting cotton still has a big impact. Cotton uses the highest quantity of pesticides in the world. This directly impacts the surrounding environment and the health of farmers. Organic cotton, however, is not grown with pesticides or insecticides.



2. PRODUCTION

Once the cotton is ready, it is blended, stretched and twisted into yarn. This yarn is then sent to mills which weave or knit these fibres into the fabric we all know. It can then be dyed and bleached. Some of these dyes and bleaches are harmful for the workers and the environment as they can contaminate groundwater. This is why it is important for businesses to work with factories who treat the water before releasing it into drains.



3. TRANSPORT

The lifecycle of a garment may start in a cotton field, travel to clothing factories in Asia, and end up in high street stores in the United States. Connecting these stages requires a huge amount of transport. Shipping is made necessary by these long distances; however, it has serious environmental impacts. Container and cruise ships generate the same amount of gas emissions as a quarter of all of Europe's cars, according to a report from Transport and Environment.



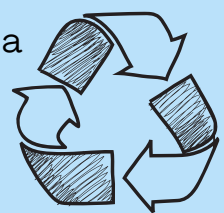
4. USE

Here we are, at the point where we consumers enter the lifecycle. Once we find that perfect T-shirt, the best thing we can do is to re-use and re-wear it as much as possible. To reduce energy when washing, it's best to wash on a low temperature and air dry if possible



5. DISPOSAL

If you no longer need this product, the best thing to do is to donate, recycle or reuse them for something like cleaning. Although cotton is a natural product, it still takes years to break down. The production of clothing has a big impact on the planet so it is important to use the item to its fullest extent.



Κατερίνα Τσιαντζή A4'