

Co-funded by the
Erasmus+ Programme
of the European Union



THE AMERICAN
COLLEGE OF SOFIA



Project Erasmus +
2019-1-ES01-KA202-063878

**Residuos Eléctricos y Electrónicos y
Calidad del Aire**

How do clothes harm the environment?

David Gaydev
Magdalena Katanova
Katerina Hristova
Martin Lozanov
Greta Angelova
Martin Mitev

Fast Fashion & What Can We Do to Stop it



Co-funded by the
Erasmus+ Programme
of the European Union



David Gaydev 11/3
Magdalena Katanova 11/3



What is Fast Fashion?

- Fast fashion (video here) is described as low-cost, fashionable apparel that takes inspiration from the catwalk or celebrity culture and converts it into clothes in high-street stores at incredible speeds to fulfill customer demand
- The idea is to get the newest styles on the market as fast as possible, so shoppers can snap them up while they are still at the height of their popularity
- Some of the biggest fast-fashion retailers are H&M, Zara, and Topshop

Ways to Prevent Fast Fashion

- Buying less - try to reuse old clothes (style them differently, change them); think before buying something;
- Choosing what you buy - eco-friendly or sustainable brands; small businesses over well-known brands
- Make it last - take care of your clothes; wear them until they are worn out; recycling or donating them

Shopping Second Hand

- One of the most effective ways to prevent fast fashion



Why should I thrift?

- Cheaper than fast fashion
- Having unique clothes
- Better for the environment

Tips on thrifting:

- Be in a good mindset (be open-minded)
- Flip through every single hanger
- Ask yourself what you actually need
- Think about your budget
- Get familiar with the shop's schedule

Co-funded by the
Erasmus+ Programme
of the European Union



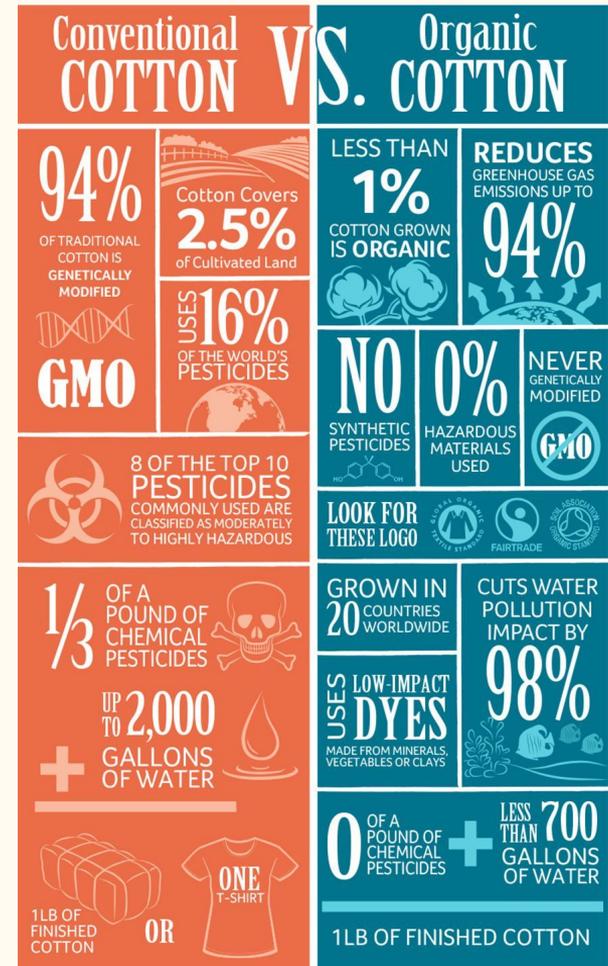
Production of Textiles

Katerina Hristova 11/2
Martin Lozanov 11/4



Textile Manufacturing

- Textile production accounts for about 20% of the pollution of the air and waters on Earth.
- The most popular materials for production (since the invention of the sewing machine in the 19th century) have been cotton, silk and wool.
- There is a type of environmental-friendly cotton, called organic cotton that is grown without the use of synthetic chemical, pesticides and fertilizers => a solution to the problem of pollution,



Painting

- Mercerization - fabric is chemically treated to expand the pores and stretched to accept as much color as possible.
- Reactive dyes are used that form a chemical bond with the textile molecules and colors never fade away.

Textile Dyeing Methods:

- There are four main stages of textile dyeing:
 - Fiber Stage: either the dye is mixed with the chemicals before the manufacturing or the clothes are put in a dyebath.
 - Yarn Stage: the yarns that are spun using fibers are immersed in the dyebath, partially or completely in order to create stripes, checks, tweed, plaid.
 - Fabric Stage: colour is applied after manufacturing.
 - Garment Stage: the finished garment is put in the dyebath.



Transportation

- Most textiles come from Southern and Eastern Asia, Latin America, and Western Europe.
- For short and medium distances → road transportation using trucks.
- For long distances → ships or trains with specialized carriages.



Pollution from Clothes

Co-funded by the
Erasmus+ Programme
of the European Union



Greta Angelova 11/8
Martin Mitev 11/8



Pollution from Clothes

The fashion production industry currently contributes to 10% of humanity's carbon emissions. It is responsible for drying up water sources, as well as polluting rivers and streams. Here are some facts about how the clothing industry pollutes our planet:

- The equivalent of one garbage truck full of clothes is burned or dumped in a landfill every second.
- Washing clothes releases 500,000 tons of non-degradable microfibers into the ocean each year — the equivalent of 50 billion plastic bottles.



<https://i.insider.com/5da5084f4af9095c5e25f015?width=800&format=jpeg&auto=webp>

Pollution from Clothes

The fashion industry is leading the world to a water crisis increasingly fast.

- 20% of global industrial water pollution by the treatment and dyeing of textiles
- 80-90% of used water is returned to the environment untreated
- In 2015 it used around 79 billion m³ of water since approximately 75% of all clothes are made from cotton
- The 2nd most water-intensive industry
- H&M alone produces around 3 billion garments
- 2 million Olympic-sized swimming pools can be filled annually by the water used only in the dyeing process



Thank you!

Gracias!

Благодаря!

Ευχαριστώ!



Bibliography

“9 Thrift Shopping Tips for Saving Money and the Planet.” *Sustainable Jungle*, 24 Apr. 2021, <https://www.sustainablejungle.com/sustainable-fashion/thrift-shopping-tips/>.

Lavi, Bonita. “Fashion Industry Is Killing People.” Bonita Lavi | A Beat of Me, 27 Nov. 2016, <https://bonitalavi.com/fashion-industry-is-killing-people/>.

McFall-Johnsen, Morgan. “The Fashion Industry Emits More Carbon than International Flights and Maritime Shipping Combined. Here Are the Biggest Ways It Impacts the Planet.” Business Insider, Business Insider, 21 Oct. 2019, <https://www.businessinsider.com/fast-fashion-environmental-impact-pollution-emissions-waste-water-2019-10#a-lot-of-this-clothing-ends-up-in-the-dump-the-equivalent-of-one-garbage-truck-full-of-clothes-is-burned-or-dumped-in-a-landfill-every-second-5>.

Mogavero, Taylor. “Clothed in Conservation: Fashion & Water.” *Sustainable Campus*, 16 Apr. 2020, <https://sustainablecampus.fsu.edu/blog/clothed-conservation-fashion-water>.

Scott, Mike. “Out of Fashion - the Hidden Cost of Clothing Is a Water Pollution Crisis.” *Forbes*, Forbes Magazine, 18 Sept. 2020, <https://www.forbes.com/sites/mikescott/2020/09/19/out-of-fashionthe-hidden-cost-of-clothing-is-a-water-pollution-crisis/?sh=41035a92589c>.

This project has been funded with support from the European Commission. This publication [communication] reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



Bibliography

Segran, Elizabeth. “H&M Is One of Fashion's Biggest Polluters. Now Its Foundation Is on a \$100 Million Quest to Save the Planet.” *Fast Company*, Fast Company, 28 Jan.

2021, <https://www.fastcompany.com/90596456/hm-is-one-of-fashions-biggest-polluters-now-its-on-a-100-million-quest-to-save-the-planet>.

The business of fast fashion. Online MBA Programs | Find the Best Schools and Degrees. (2021, September 28). Retrieved October 10, 2021, from

<https://www.onlinemba.com/blog/business-of-fast-fashion/>.

“What Is Fast Fashion?” *Good On You*, 26 July 2021, <https://goodonyou.eco/what-is-fast-fashion/>.

This project has been funded with support from the European Commission. This publication [communication] reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

