

Connect the solutions to the impact

There may be more than one solution for each impact.

**Water
Pollution**

Choose sustainable brands that source materials responsibly and discard them as such.
Look for garments with certification label controlling chemical content such as OEKO-TEX®, GOTS, or BLUESIGN®.

**Water
Consumption**

Choose fibres with low water consumption such as linen, recycled fibres.

**Microfibre
Pollution**

Choose natural or semi-synthetic fibres, to prevent release of microfibrils.

**Textile/Garment
Waste**

Choose natural or semi-synthetic fibres.
Buy less, buy better quality and recycle.

**Chemical
by-product
pollution**

Choose natural fibres, which will have a lower carbon footprint.

Cut the opportunity to create greenhouse gases by buying less clothing, upcycling old clothes and/or mend clothes for reuse.

Buy clothes made in countries powered by more renewable energy.

**Greenhouse
Gas Emission**

Choose organic fibres and natural fibres that do not require chemicals to be produced that can be leached into water.

Choose clothes made in countries with stricter environmental regulations for factories (EU, Canada, US) whom follow strict water pollution rules and regulates.

Choose organic fibres, which have a lower or zero chemical manufacturing process.

PROTECT
OUR FUTURE

FAST FASHION | CONNECT THE WORDS