

Clothing & Apperal

Circular clothes

The global fashion industry consumes more than 98 million tons of mostly non-renewable resources every year, including 53 million tons of textiles.

While sales for the \$1.3 trillion industry have steadily risen over the years, usage of clothing has dropped significantly; this can be attributed in large part to fast fashion.

fast fashion - using mass production strategies (if you make more it will cost less) to sell high fashion clothing to more people at lower prices

Only a fraction of fashion products are recovered & they are difficult to recycle. Their production consumes a significant amount of:

- ❑ *Fertilizers for cotton production*
- ❑ *Oil for synthetic fibers*
- ❑ *Chemicals for dyes*

A Circular Economy for the Fashion Industry...



Uses renewable (and less toxic) materials and manufacturing methods that make it possible to recycle clothing when it's no longer usable.

What happens to clothing after its usefulness has expired is rarely, if ever considered in the original design. Cycling and recycling clothing and other textiles effectively requires coordination between designers and producers; and reducing (or ideally eliminating) the use of harmful materials like chemicals, dyes and microfibers.

And gets the most out of fashion products by supporting businesses that keep them in use. New business models are making that possible.

Rental models provide customers with a greater variety of fashion options available at lower costs.

Resale models create platforms for people to sell clothing that no longer fits their needs.

Care and repair models allow customers to maintain their clothes for longer periods of time.

