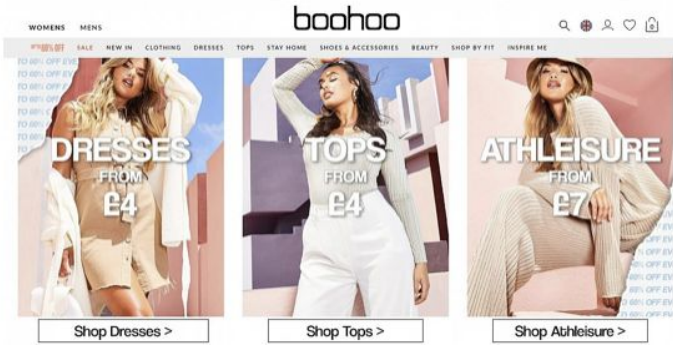


Fashion in the 2020s





Fast Fashion



Landfill

Every year 100, 000, 000, 000 new items of clothes are made.

But 3 out of 5 items are thrown away and end up in landfill within 12 months.



Average Consumer Bought **60%** More Clothing in 2014 Than in 2000,
But Kept Each Garment Half as Long

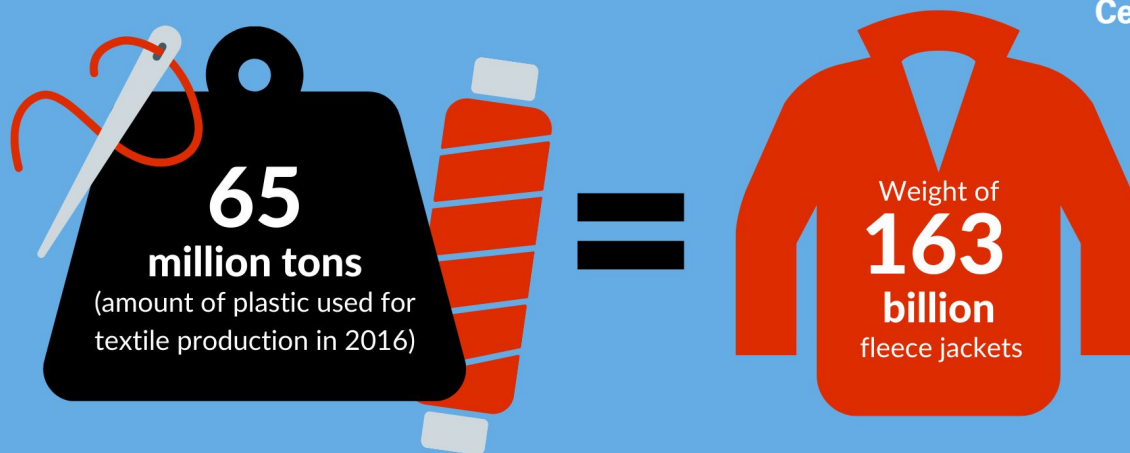


Source: McKinsey & Company

Being Fleeced by Plastic Pollution



Wilson
Center



Enough for 20 fleece jackets for each person on the planet!

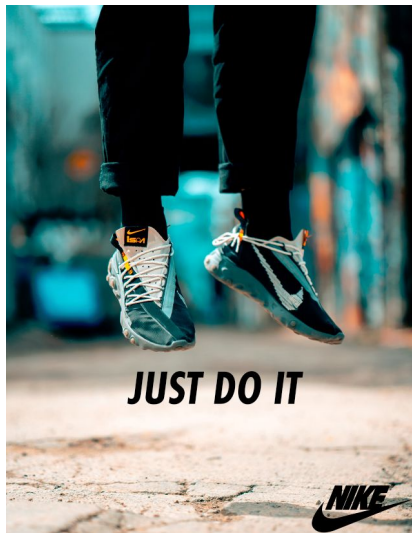


2,700 liters of water are needed to make one cotton shirt.



Source: World Wild Life Organization





What do you think should be done differently?



ECO-FRIENDLY FASHION



**ORGANIC COTTON
CULTIVATION**

Lorem ipsum dolor sit amet, consectetur adipiscing elit,
sed diam nonummy nibh euismod tincidunt.



**RECYCLED MATERIAL
ECO FRIENDLY LEATHER**



**FABRIC FROM
RENEWABLE CROPS**



**ECO FRIENDLY
MATERIALS**



**JEANS MADE OF
REPURPOSED DENIM**



**SUNGLASS FRAMES
MADE RECYCLED POST
CONSUMER WASTE**







PET Plastic bottle recycling to recycled fabric



pet
plastic
bottles

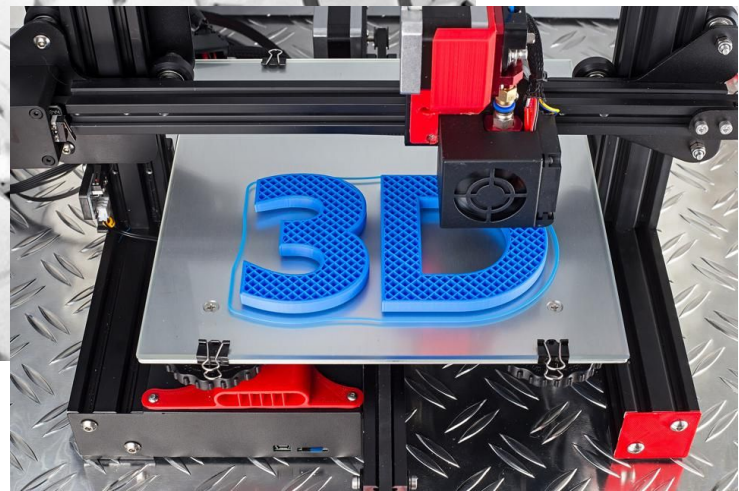
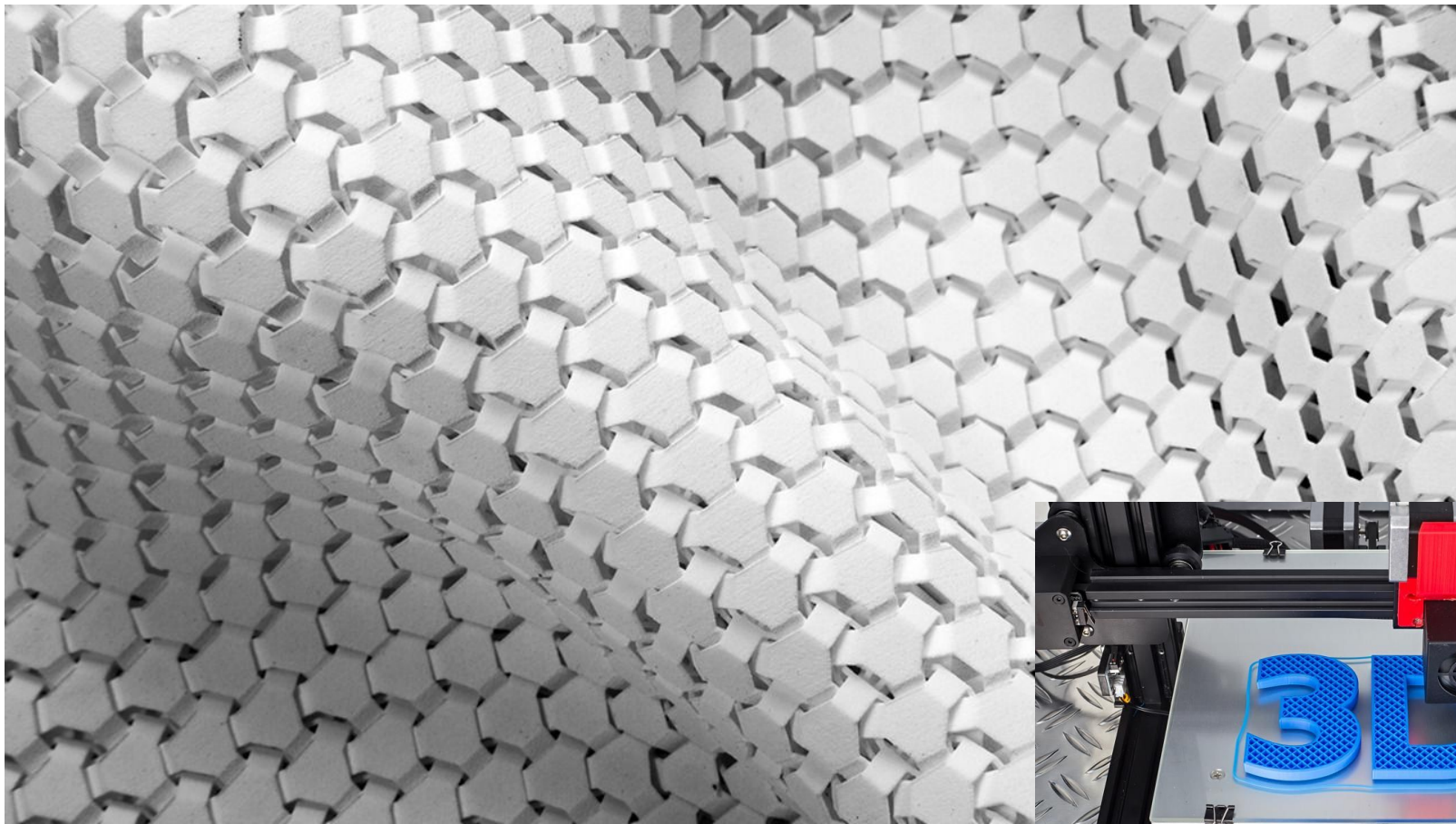
chips

fiber

yarn

fabric







- **Only buy new things when you need them**
- **Learn to mend your clothes**
- **Donate old clothes to charity**





What if skirts changed colour as you walk?
What if clothes changed shape as you moved?
What if socks cooled your feet down?
What if coat hoods could google?
What if our glasses could make phone calls?
