

- ✓ NEED FOR STYLE AND IT'S IMPACT ON CLIMATE
- ✓ MAKING FASHION SUSTAINABLE
- ✓ IMPORTANCE OF SUSTAINABLE FASHION
- ✓ CONSCIOUS CLOTHING FOR YOUR WARDROBE

FloCard News

Decoding a Better Planet Together



A CONSCIOUS CLOSET BUILDS SUSTAINABLE FASHION

How many times have you wondered you have nothing to wear to that office party inspite of a wardrobe full of clothes?

We are so obsessed with keeping up with fashion trends, that we often partake in excessive consumerism. At the supply side, the industry's paramount objective is profits. Consequently the production pace and design has evolved into 'fast and lucrative' with little to no regard for its environmental and social impact.

NEED FOR STYLE AND IT'S IMPACT ON CLIMATE

400% more clothes are produced now compared to 20 years ago. With the surge in production the environmental and social consequences have multiplied.

The water requirement of the industry is sky high. 93 billion cubic meters of water is used by the industry each year. Whereas, 750 million people in the world do not have to access to drinking water.

The apparel industry is responsible for 10% of total annual global carbon emissions due to their energy intensive supply chain. To add up to that, 70 million trees are cut down each year to make our clothes. Coupled with massive use of chemicals at every step of production, soil degradation is inevitable.

The fashion industry is the second largest polluter globally, dumping 92 million tons of textile waste in landfills every year. It is polluting our oceans too, from chemicals to microfibers discharge, risking aquatic life. Every year microfibers equivalent of 50 billion plastic bottles is dumped into the oceans.

Environmental impacts are not the only concerns with the industry. The intensive use of chemicals is a health hazard for the workers of the industry as well as the end consumers.

Additionally, the working conditions of the people in this industry are hardly ever adequate. Most of our clothes are made in countries where labour rights are limited or outright non-existent.

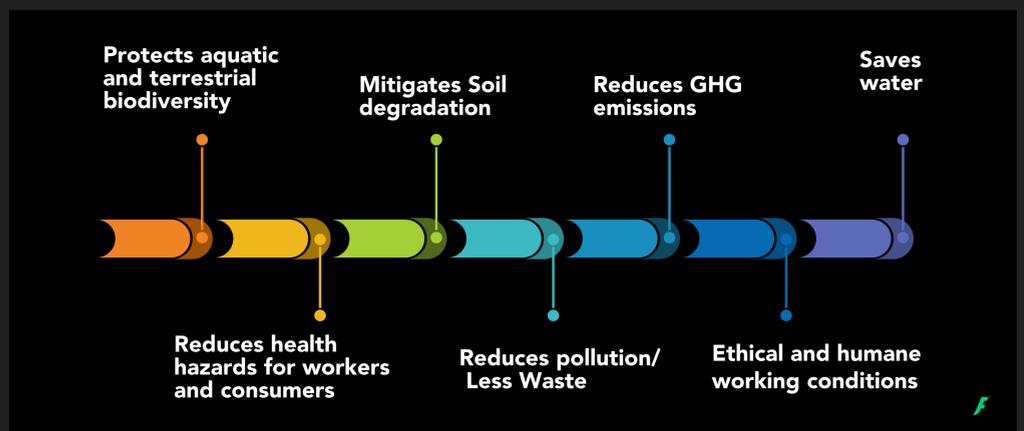
Absence of minimum wage pay, irrational working hours, child labour and unsafe working environment are a few of many adversities faced by the employees. Accidents, fires, injuries are very frequent occurrences on textile production sites.

These social and environmental impacts are just the tip of the iceberg. To help alleviate these problems, we need to become conscious consumers and opt for sustainable fashion.

MAKING FASHION SUSTAINABLE

It is an all-inclusive term describing products, processes, activities, and actors (policymakers, brands, consumers) aiming to achieve a carbon-neutral fashion industry, built on equality, social justice, animal welfare, and ecological integrity.

IMPORTANCE OF SUSTAINABLE FASHION



CONSCIOUS CLOTHING FOR YOUR WARDROBE

A root of the problem lies in our excessive consumerism. Our constant desire to keep up with the trend has led to 400% more clothes production as compared to 20 years ago. And even the greenest garment brands use resources for production and transport, creating some environmental impact.

Even in the "100% natural" fabric, 27% of it is made of chemicals. So, If we stop buying poor quality of garments, all the clothing brands, big or small would start to improve their quality. It will allow us to keep our clothes longer, which not lessens the burdens on our wallet and but also our environment in the long run.



Given the pollution statistics, try to not throw your clothes right away. Rather choose to reuse, resell, repair, recycle or donating your clothes. Also, to be at the other end of it by buying secondhand clothing, or swapping clothes or prefer renting clothes that will not wear as much.

Lastly, buy clothes from sustainable brands. Buy clothes manufactured in countries powered by more renewable energy. Make sure the brands that you are buying from treat their workers right. Thankfully fashion brands are now progressively taking into account the environmental and social impact of their production and are as affordable.