Biodiversity Disposable China

Anthropocene a — z

Greenwashing Innovation Emissions Habitats Fake Fur

Jeans

Landfill S Microfibres Numbers Kyoto

Oceans

Pollution

Quality

Viscose

Water

Generation X, Y, Z

Synthetic

Recycle

FASHION

 $C\,H\,A\,N\,G\,E$

VIRONMENT

Toxic Tanneries

Unsustainable

DUBLISHED BY

Fashion Revolution

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This fanzine is dedicated to all the **Country Coordinators** who power the Fashion Revolution in brilliant, effective and creative ways around the world.

#fashionrevolution #whomademyclothes #lovedclotheslast

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The fashion industry's impact on the environment is considerable, and the issue is complicated. We know that our love of readily available clothing is putting a huge strain on our natural resources, but we often don't understand how, and what we can do to make things better. Our first weapon is knowledge. Small actions can lead to big changes but to be inspired to become a part of the solution we first need to know the extent of the problem. We asked several experts to share their knowledge and collaborated with brilliant graphic design students at Central Saint Martins in London to illustrate the many challenges, issues or solutions. As Fashion Revolution we ask you to BE CURIOUS, FIND OUT, DO SOMETHING. We hope that this fanzine inspires you to delve deeper into your wardrobes and discover how your everyday actions can make a crucial difference.



ANTHROPOCENE

We are in the midst of the most urgent wake up call that humans have ever had. The Anthropocene is the first geological era to be shaped by our actions – it names humans as homewreckers of our only shared abode. It marks a scientific consensus about what is going on and a gaping lack of cultural consensus with regard to what it means to live well. This is a question of how we perceive ourselves in nature, of which we are all a part. We must ask ourselves and each other: What is my intention? The response should shape how we define progress and success. It is about realising what is really important to us as individuals, communities and societies. Fashion is a vivid means for us to play out our identities in this context; what we make, buy, wear and cherish shapes and responds to our intentions in vital and substantial ways. The Anthropocene presents us with the biggest ever opportunity to make the ultimate fashion statement.

GET SOME FRESH AIR:

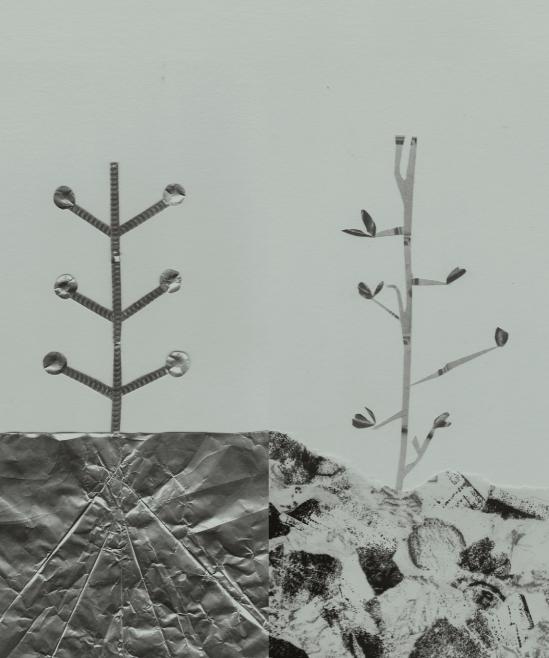
Connect with nature. Spend time in walking outside amongst the plants and trees! It's a good way to think about how you fit into the greater scheme of things and to question how your choices can make a difference to how the world will look in the future.

WATCH:

The documentary *Anthropocene*: www.anthropocenethemovie.com

READ:

Sapiens: A Brief History of Humankind by Yuval Noah Harari (Vintage).



BIODIVERSITY

The clothes you wear have an impact on the planet's fragile ecosystem in sometimes unfathomable ways. Take a cotton T-shirt, for instance. If you traced the cotton fibre back to the field where it was grown, you may discover the soil has been stripped of its nutrients and farmed to death – literally.

Biodiversity encompasses the extraordinary variety of life on earth, all 8.7 million species of animals, plants and fungi. Each species plays a fundamental role within their ecosystem. Every life is intertwined; as a plant grows and dies, it supports countless other species. This vast web is intricate and irreplaceable, yet often ignored.

In conventional cotton cultivation, insect and plant species are generally undesirable. As a result, 22.5% of the world's insecticides and 10% of all pesticides are applied to cotton crops, dismantling the web.

DO SOMETHING!

The cotton you buy matters. Choose GOTS certified organic and recycled cotton where you can, and treat your cotton as the precious resource it is. www.global-standard.org

PICK 'N MIX:

Make sure your own wardrobe has a range of fibres and textiles too – hemp, organic linen (both of which require much less water and pesticides), recycled nylon and polyester and recycled wool are all alternatives to add to the mix.



CHINA

Only 20 years ago, bicycles still ruled the road in China, and the vast majority of its billion plus people lived in the countryside. Today, China is the workshop of the world, manufacturing more than 50% of the world's textiles, 60% of its buttons and 70% of its shoes. China is manufacturing for the rest of us; we get to live in our clean towns, thousands of miles away from the egregious environmental impacts of making the stuff we buy. But China is beginning to change. Factories are now required continuously to monitor their pollution discharges; the biggest-polluting factories are being shut down. The government is investing in renewable energy. And China is now rejecting the plastics and paper waste the rest of the world has been sending it for recycling over the past decade, because it was so poorly sorted and washed that it could not be reused. The best multinational corporations welcome these changes in manufacturing. But the worst are moving to Vietnam, Cambodia, Laos, Myanmar, where they hope to repeat the cycle of cheap and irresponsible manufacturing that is no longer so easy in China.

CHECK YOUR LABEL:

Call upon your favourite brands to manufacture responsibly no matter where they source your clothes.
Ask #WhoMadeMyClothes?
www.fashionrevolution.org/get-involved

KNOW YOUR SUPPLY CHAIN:

Follow the making of a T-shirt from seed to shelf in five easy episodes: https://apps.npr.org/tshirt



DISPOSABLE

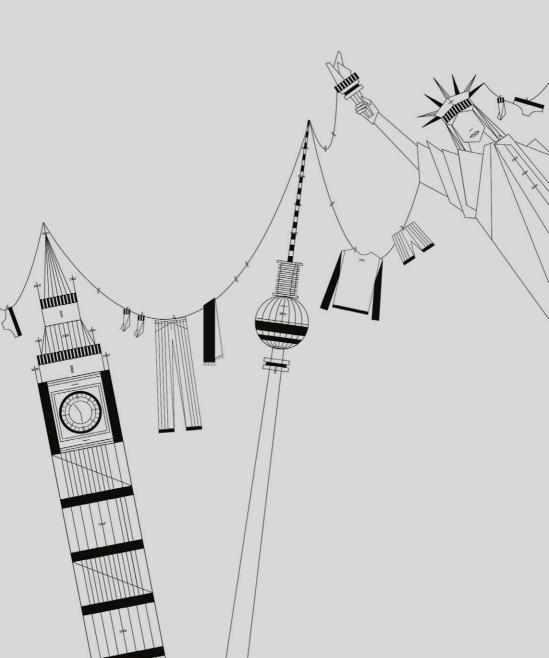
I wanted a red one But I could only get blue So two days later in to the chute It had a repairable tear But that's such a hassle So like a cheap tassel I threw it away There was also... And then there was... Can't forget about the... So much bought, So little saved At night I sleep easy as my load has been lifted Taken to a far away place, Space between said rubbish and I, I imagine to be infinite, Galaxies and Ouasars seem closer in mind Still I fear for their return, Smothering me as I wake.

READ MORE:

Wilson Oryema's poems on consumption and waste in his collection of poetry, *Wait*. www.wilsonoryema.com

SHARE THE LOVE:

We need to change our relationship with our clothes. Write a love story about an item of clothing you cherish. www.fashionrevolution.org/lovestory



EMISSIONS

One pair of 501 jeans produces 33.4kg of carbon dioxide, which is equivalent to 69 miles driven by the average U.S. car or watching 246 hours of TV on a big plasma screen. No wonder we are seeing a progressive buildup of carbon dioxide in the atmosphere. NASA climate scientist James Hansen says that "the safe upper limit for atmospheric CO, is no more than 350 parts per million (ppm)" and levels are currently above 407 ppm. Many scientists believe that levels over 450 ppm will result in the greatest disaster that human civilisation has ever faced. Scientists estimate we will reach this level by 2050 if we don't take quick and significant collective measures now. While the textile production of your jeans contributes towards 27% of its carbon footprint, you can make a huge difference by washing cold and air drying. We wear our jeans on average just 2.3 times between each wash. If we washed every 10 wears instead, we could reduce energy usage by 77%. Easy.

URGENT ACTION REQUIRED:

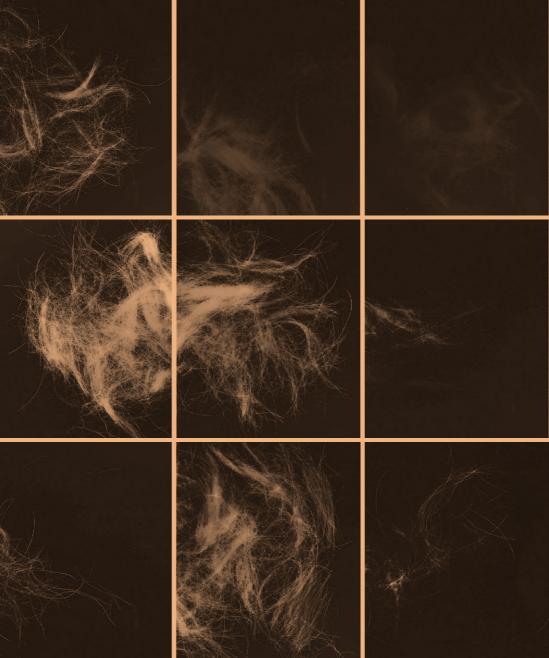
Follow the official daily CO₂ update from Scripps Institution of Oceanography as concentrations pass 400 parts per million on Twitter: www.twitter.com/keeling_curve

GET CLEVER:

For tips on washing your clothes with minimum impact: www.aeg.co.uk/care/inspiration/care-more

FURTHER READING:

www.wrap.org.uk/content/clothing-waste-prevention



FAKE FUR

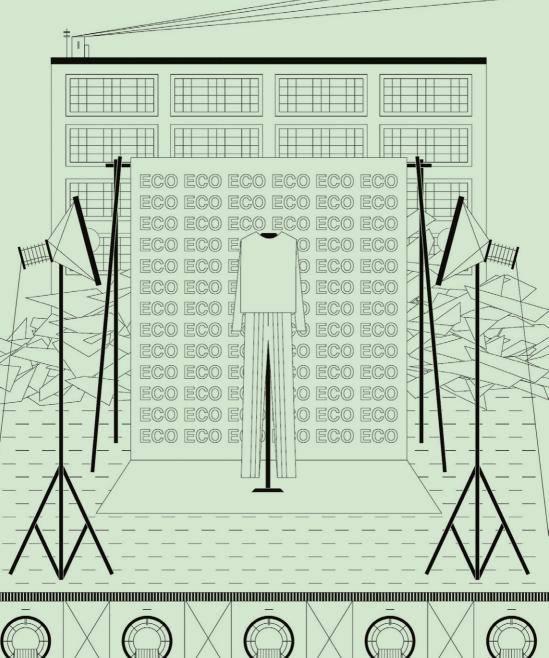
Whatever you think of fake fur, any logic around it has been fuzzied by rival propaganda from two sworn enemies the rich and powerful fur industry (predictably down on fake fur), and animal rights groups (generally pro-faux, calling it a cruelty-free alternative). The reality? Most fake fur is acrylic, made from crude oil, so you can guess what that entails. Firstly, it's a non-renewable source. It's also energyintensive — just think of the journey from raw resource to the luxuriant fluffiness of, umm, acrylic polymers. Plus it's chemically intensive, often with toxic chemical compounds being washed into rivers. And because it's synthetic, it's not biodegradable. What's more, if it's machine-washable, it will be releasing thousands of microfibres into the waterways and then into the food chain. In a 2014 report by the European Commission, acrylic had the worst environmental impact of nine fibres studied. Perhaps not so cuddly after all.

DON'T FLUFF IT:

There are alternatives made from natural fibres including alpaca, mohair, cashmere and wool. However, there is a lack of transparency around animal welfare, so if you are worried about both the environment and animal cruelty, best to steer clear of the cuddly stuff altogether.

GET REAL?:

For more on whether to fake it or not: www.fashionrevolution.org/ to-fake-or-not-to-fake-theresponsible-sourcing-dilemma



GREENWASHING

Coined by environmentalist Jay Westervelt back in 1986, this term refers to companies posturing as environmentally friendly in the name of good PR. In practice, this can involve the use of deceptive labelling, deliberately vague sustainability policies and the usage of buzzwords including 'eco-friendly', 'clean' and 'green' with little to no justification.

The recent explosion in mainstream discussions of sustainability has placed 'greenwashing' front and centre; the last year has seen the UK's Advertising Standards Agency crack down on various companies for releasing misleading ads.

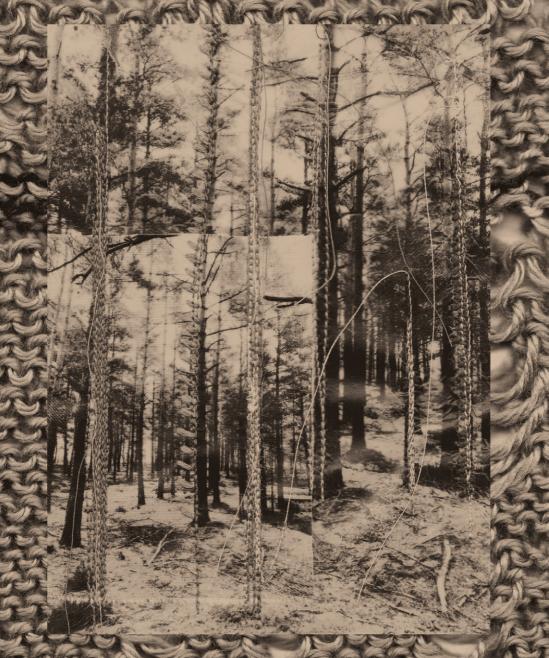
But the problem is nuanced. Companies often avoid specificity when describing environmental policies, leading conversations with promises of 'organic' beauty products, 'fuel-efficient' cars and 'clean' coal. This same lack of linguistic precision often permeates journalistic coverage of products, too. Oh, and don't forget the literal greenwashing of logos – McDonald's famously came under fire for painting its yellow arches green in 2009 without actually bothering to reduce its carbon footprint.

QUESTION EVERYTHING:

Question everything! If a product claims to be carbon neutral, 100% organic, 100% anything in fact, chances are it's 100% greenwash.

NOT SURE IF IT'S GREENWASH?

Email or tag brands on social media asking them for further information to back up their claims.



HABITATS

According to Nicole Rycroft, founder of Canopy, which works to protect the world's ancient and endangered forests, "Your shirts and skirts may be made from the great forests of the world." She isn't joking. 30% of rayon and viscose is thought to come from pulp sourced from endangered and ancient forests. 120 million trees disappear into clothing every year, a figure set to double within the next decade. And who pays for this? The world's poorest communities, urgently tilling their corrupted earth. The elephants, bears, tigers, songbirds and orangutans, distressed and disorientated, their habitats and familiar places shifting and crashing; their deep bonds with the land only leading them into bloody conflicts with humans that they never, ever win. It's time to say: enough.

The fashion industry should be able to work in

The fashion industry should be able to work in harmony with the environment, not against it.

HUG A TREE:

50% of all tree species are at risk of disappearing completely by 2050. The Rainforest Alliance is a network of communities dedicated to building strong forests. Find out what you can do: www.rainforest-alliance.org/ issues/wildlife

PROTECT AND SURVIVE:

Check out the Millennium Seed Bank at Kew Gardens in London and learn about the amazing work being done to protect the world's seeds and plants most at risk from extinction:

www.kew.org/science/collections/seed-collection/about-millennium-seed-bank



INNOVATION

We want to see a landscape where toxin-free, renewable materials are conceived and produced within a circular and waste-free model. This will enable textiles to be engineered to return to technical or biological cycles, ready for the next cycle to begin. The future textiles industry depends on innovation. We need to see a reduction in the dominance of non-renewable, oil-based polyesters and resource thirsty, conventionally grown cotton. New technologies will increase our choice of recycled synthetics and plant-based materials.

Already, biosynthetics are offering viable alternatives, harvesting both pre- and post-consumer waste – including by-products from the food industry. Lab-grown materials will be more commercially available; lab-grown diamonds and methane-free leather substitutes are just the start.

Innovation is the key to our future material world.

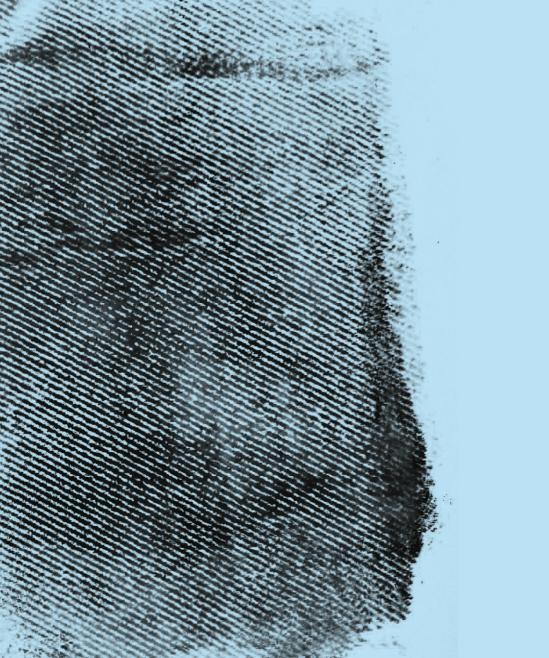
READ:

The material world is moving fast. Keep up to speed with Ellen MacArthur's game-changing report: www.ellenmacarthurfoundation.org/programmes/systemic-initiatives/make-fashion-circular

DISCOVER MORE:

To stay in tune with the latest in textile innovation, check out: www.innovationintextiles.com

Find out about the next Future Fabrics Expo at thesustainableangle.org



JEANS

Jeans: a canvas that is the fabric of so many stories. They have crossed all cultural barriers to represent our social and political attitudes, from workwear in the early 1900s, to the peaceful hippie protests in the 1960s, to punk. Never ironed, seldom washed, you'd own one pair (maybe a spare), and they mirrored your image, they changed with you, aged with you.

We have no time for that any more: now we want our jeans lived in even if we don't have time to wear them. Distressed denim – where the wear and tear is the result of chemicals and bleach, not time and experience – is the symbol of fast fashion; its most perfect visualisation.

There is no joy in owning these jeans. They are a monument to all that has gone wrong with this industry. Pre-distressed jeans are the physical manifestation of a senseless race to the bottom with its dramatic social and environmental consequences.

LOVE YOUR JEANS:

Look for timeless classics that will age gracefully as you do. Respect them, repair them and they will reward you forever. Jeans hate being washed. The best way to keep your jeans looking super cool is to freeze them.

REINVENT:

If your jeans need a new lease of life, check out our DIY #Haulternative challenge to revitalise and transform your clothes.

www.fashionrevolution.org/haulternative



KYOTO $(AND\ TRANSPARENCY)$

Kyoto Protocol was the world's first legally binding agreement on mitigating climate change and ensuring transparency of reporting. It took eight years to negotiate among 84 signatories and required industrial countries to cut greenhouse gas emissions to 5% below 1990 levels by 2012. To help meet this target, the Protocol set out a range of market mechanisms such as emissions trading, emission reduction credits and carbon taxes. Unfortunately, the Kyoto Protocol did little to reduce global greenhouse-gas emissions. However, it did lay the groundwork for the Paris Agreement on Climate Change, which became effective in 2016 and has 195 signatories, accounting for at least an estimated 55% of total global emissions. The aim is to keep the global rise in temperature below 2°C. Considering the textile industry accounts for more greenhouse-gas emissions than all international flights and maritime shipping combined, our clothes have a very important part to play in mitigating climate change.

COOL IT:

Wash your clothes less frequently and at 30 degrees to keep your own emissions down. It seems like a tiny drop in the ever more polluted ocean, but small behavioural changes can have a massive impact when adopted widely. www.clevercare.info

FIND OUT MORE:

Did you know polyester is made using fossil fuels? Read Fashion at the Crossroads from Greenpeace which explains why you should ditch the polyester and invest in quality over quantity. www.greenpeace.org/international/publication/6969/fashion-at-the-crossroads



LANDFILL $(AND\ INCINERATION)$

Each year, Americans bury 10.5 million tons of clothing in landfills for decomposing or incineration. A tiny 15% of unwanted clothes are being recycled or donated. In one season's wardrobe clear out, each Briton throws seven items of clothing in the trash, on average. These mounting textile graves are also being filled with pre-consumer waste that comes from textile and clothing production. 15% of fabrics intended as clothing end their life on the cutting room floor. Not only do we waste precious natural resources and energy in creating the textiles, but decomposing fabrics release methane, a harmful greenhouse gas that contributes to global warming. Chemicals and dyes from clothes also contaminate soils and waters. Polyester alone takes up to 200 years to biodegrade. Brands must minimise waste generation at each step of the design and production process. Governments should

put in place strong policies that address pre- and postconsumer waste, and make donating and recycling textiles more convenient – if not compulsory.

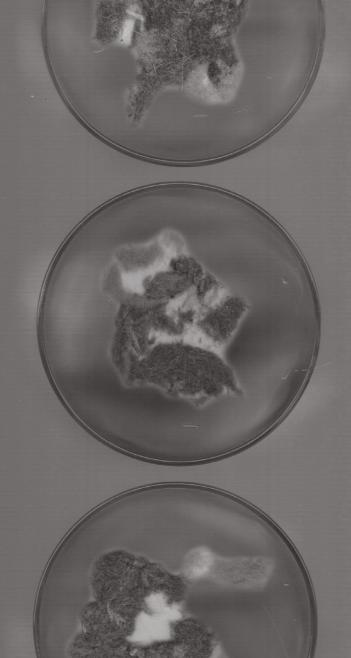
READ:

Get inspired by the new generation of fashion visionaries designing out waste from their collections as part of the Redress Design Awards. www.redressdesignaward.com

MAKE SMTHNG:

Why not get involved in *Make Smthng Week* and customise or recycle items you already own.

www.makesmthng.org



MICROFIBRES

When we think of ocean pollution we tend to think of singleuse plastic, such as bottles, plastic bags and straws, but the fashion industry is responsible for a staggering one-third of all the plastic pollution in the world's oceans. Textiles are the largest source of both primary and secondary microplastics, accounting for 34.8% of global microplastic pollution. Mostly, this comes from microfibres that shed from our synthetic clothing. Each time we wash a fleece jacket two grams of these micro killers will find their way into the sea. This has prompted Gregg Treinish, executive director of Adventure Scientist, to declare that "If you eat fish, you eat plastic". Microfibres have been found in table salt in China, in Arctic waters and in fish and make up to 85% of human debris on shorelines across the globe. Nobody wants particles of synthetic fibres from their tracksuit bottoms to end up at the bottom of the sea. This is an issue in need of urgent action.

SIGN THE PETITION:

Ask brands to take responsibility for the microfibres their clothes are going to shed: action.storyofstuff.org/sign/stop_microfiber_plastic_pollution

USE YOUR VOICE:

Tag your favourite brand on social media and ask them what they are doing about their contribution to the microfibre pollution timebomb.



NUMBERS

Less than 1% of material used to produce clothing is recycled into new clothing. 10-20,000. The number of litres of water needed to produce 1kg of cotton. You can reduce your own carbon footprint by **700,000** tonnes of CO₂ by simply reducing your washing temperature and line-drying your clothes. Small behavioural changes on a mass scale empower us all to do something positive that makes a difference. **140 million**. That's how many pounds worth of clothing the UK sends to landfill each year. It's like throwing money into a giant hole — and these days even the plastic cash won't biodegrade. There are so many ways to sell your clothes after you've finished with them. If we continue as we are, total clothing sales are estimated to reach 160 million tonnes in 2050. That's three times the amount we are already producing which will result in catastrophic amounts of non-renewable resources and inconceivable amounts of plastic-based fibres being released into the oceans.

YOU DO THE MATHS:

Add up what percentage of your wardrobe you never wear, get your friends to do the same and organise a clothes swap.

www.globalfashionxchange.org

READ:

Greenpeace's report *Time Out* for Fast Fashion:
www.greenpeace.org/archiveinternational/Global/international/
briefings/toxics/2016/Fact-SheetTimeout-for-fast-fashion.pdf



OCEANS

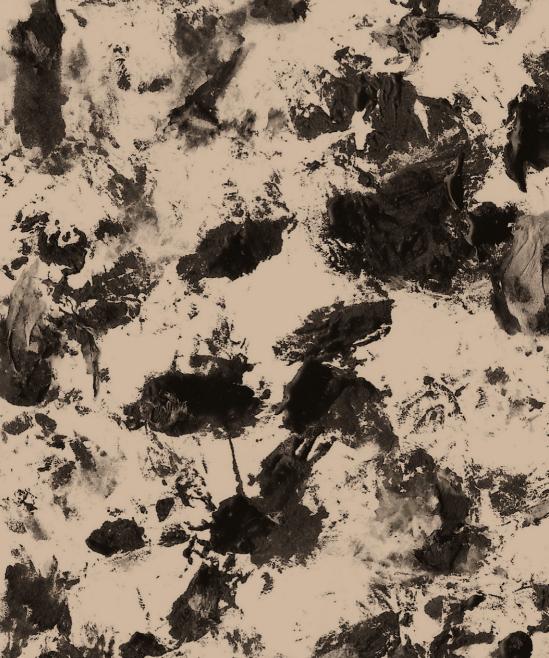
The numbers are staggering. Every year, 8 million tonnes of plastic waste enter the oceans. At the 2017 International Coastal Cleanup, volunteers collected 1.6 million plastic bottles, 1.1 million bottle caps and more than 900,000 plastic bags. That's a hell of a lot of non-nutritious "food" for turtles and seabirds. A plastic bottle can take 450 years to completely degrade. An abandoned nylon fishing net? Up to 600 years. By 2050 there will be more plastic (by weight) than fish in the sea. Could the circular economy provide the solution? Imagine designing out waste from the system. Trash becomes a resource, something valuable to be cycled endlessly back into the loop. Those plastic bottles can become trainers or jeans. Those fishing nets can find a new life as bikinis made from recycled nylon. It is already happening. We're a long way off a truly circular system, but it is possible. Humans are ingenious. If we can manage to create all this plastic, to warm up the Earth, to change the oceans' chemistry, to make Crocs cool, well... we can do anything, can't we?

LISTEN:

You've already seen both *Blue Planet* series but you are guaranteed to learn something new every time you watch it. www.bbc.co.uk/programmes/p05jv4yz/episodes/downloads

CLEAN UP!:

Ocean guardian Tim Silverwood talks to Clare Press about waging a war on ocean plastics (*Wardrobe Crisis* podcast ep. 47) www.clarepress.com/podcast/2018/6/22/podcast-ep-47-ocean-plastic-warrior-tim-silverwood



POLLUTION

I was born and brought up as the son of a factory owner in Erode, a small industrial town in Tamil Nadu, India, with a not so small textile production capacity. An average textile factory here can process and produce over 20000 metres of textiles per day and there are thousands of these textile factories in this region. There is so much to talk about the effects of pollution in Erode — the highest levels of cancer and infertility rates, colourful rivers, smog in the city, landfills, water scarcity, corroded agricultural land and so on. Though there is a lot of conversation on sustainability in the fashion industry, there is very little action in places like Erode where tons of textiles are produced each day for global fashion brands. I believe the root cause of the problem lies with the top management of the factories, and the solution lies here too. A very small number of these high-level executives have authority over an enormous workforce and working sites. Instead of raising awareness from the bottom up, perhaps it would be more effective to start with top down. Once the senior management is convinced and committed to do the right thing, there would be a profound positive impact in the industry.

BE CURIOUS:

Ask your brands #WhoMadeMyClothes – and what chemicals, toxic dyes and safeguards they are using along the way: www.fashionrevolution.org/get-involved

GET ON THE WAGON:

Eighty brands have committed to detox as a result of Greenpeace's *Detox My Fashion* campaign. Get the lowdown with *Destination Zero*: Seven years of detoxing the clothing industry www.greenpeace.org/international/publication/17612/destination-zero



QUALITY

After decades of fake gloss, of quantity over quality, of badly made clothes sold cheaply and equally cheap clothes marked up as luxury, you'd be forgiven for not knowing what quality is. We don't see artisans on our high streets toiling away on individually crafted pieces, as we don't value the textile supply chain workers who make the clothes that fill our stores. There should be quality in both: a beautiful product, or a piece made in dignity. Demanding accountability is the next frontier. We need to look at a fashion horizon that goes beyond just loving a brand because it looks good, but trusting it because it does good. It isn't enough just looking for quality in the things that we buy, we must ensure that there is quality in the lives of the people who made them.

VALUE YOUR CLOTHES:

Good news! A recent report by WRAP highlights some positive ways our behaviour is having positive effects on reducing clothing waste and CO₂: www.wrap.org.uk/sustainabletextiles/valuing-our-clothes

RESPECT THE SEAMS:

Learn how your clothes are made. Find a local dressmaking course and make your own masterpiece. ASHANA STUCKTONE

RECYCLE

For designers – and creative fashion lovers – who make clothes out of waste, charity shops are treasure troves. In a circular economy, the process of recycling is possible at every stage, from design to production. Recycling, upcycling and utilising what we have by giving new life to our possessions shows that we are conscious of the environment and our impact upon the world and on each other.

As Fashion Revolutionaries, we have the opportunity to showcase this in new ways and inspire others to do the same. The future of both production and consumption in the fashion industry is dependent upon our ability to infiltrate the process of recycling into every stage of the cycle. As young creatives, we especially have the freedom to be innovative with recycling and explore both its limitations and opportunities. Raising awareness of this in our current cultural landscape is vital for the fashion and other creative industries to exist in the near future; it is the new zeitgeist.

FOLLOW:

Treat waste as the precious resource it is. For inspiration, check out @mpfneedham, @barnardosretail — surprsingly fun and inspirational, and @congregationdesign on Instagram

LOVE YOUR CLOTHES:

Repairing your favourite pieces means you can wear them for longer. Find some great tips on looking after your clothes, repairs and recycling here: www.loveyourclothes.org.uk



SYNTHETIC

Smooth! Lightweight! Wrinkle Resistant! Shrink Resistant! Strong! Quick Drying! CHEAP! Synthetics have been the rage for more than 50 years and now comprise roughly two-thirds of fabrics made today. Synthetic materials — polyester, nylon, acrylic, and more — are taking over our closets and drawers. Tights, yoga leggings, swimsuits, prom dresses, fleece jackets,

jeans and blouses with that little bit of extra stretch.

Synthetic fabrics are petrochemicals, pure and simple, derived from non-renewable petroleum and coal, which has been pumped and blasted out of the ground. We purify and synthesise these dirty raw materials into polymers and these reactions have an enormous carbon footprint. When we are done with our synthetic clothing, there is nothing good to do with it; the fabrics are nearly impossible to recycle, given the thousands of blends and colours they are made from. What's more, synthetic fibres cast microfibres into our rivers, lakes and oceans. Plastics were labelled the future five decades ago. Now we must make them a thing of the past.

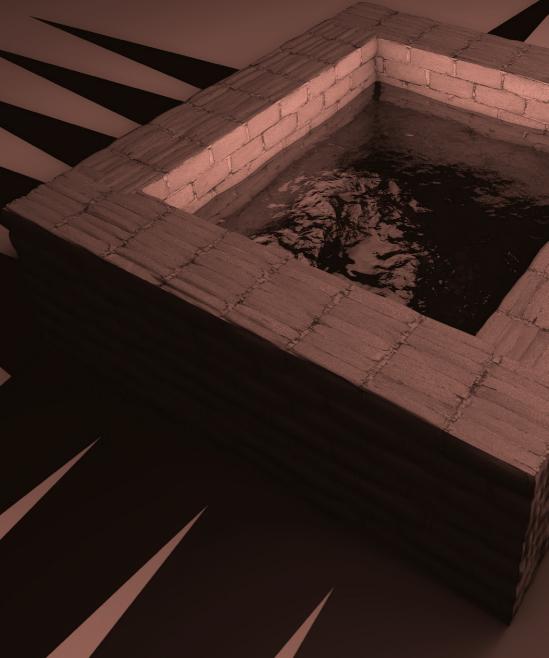
GROW YOUR OWN:

Imagine a future where synthetics are replaced by biotextiles grown from mushrooms, spider DNA and food waste. *Bolt Fabrics* is one of a new breed of textile-tech companies whose experiments include making leather from mushrooms:

www.boltthreads.com/technology/mylo

TAKE CARE:

We all have synthetics in our wardrobes, be it our running gear or our hoodies. Wash cool and inside out to stop pilling and reduce shedding (see *Microfibres*), air dry (it won't take long) and think before you buy anything new because chances are, you don't need it.



TOXIC TANNERIES

Supply chains for leather goods are complex, globalised and fragmented. The tanning process is associated with risks to both human rights and the environment. It generates a large amount of wastewater containing hazardous chemicals which, if not properly treated, can pollute soil, groundwater and waterways on which local communities depend for drinking and agriculture. Until recently, the district of Hazaribagh housed the majority of Bangladesh's tanneries. Not only did severe labour abuse, including child labour, occur but decades of untreated chemical waste has poured into the local Buriganga river. The river has turned black and is now classified as biologically dead. The government has relocated most of the tanneries to the Savar district, but health and safety and labour issues are no better and the promised infrastructure is not yet in place: tannery effluent covers the ground in puddles, drainage ditches flow into the Dhaleshwari river and solid waste such as animal tails lies discarded on the streets. It's not until you see the tanneries with your own eyes that you fully understand the problem.

ASK QUESTIONS:

Tag your favourite brand on your social media and ask who tanned the leather for your shoes or your bag. Ask brands to be transparent about their processing facilities.

READ MORE:

Read more about Carry Somers' visit to the tanneries here: www.fashionrevolution.org/who-tanned-the-leather-for-your-designer-bag



UNSUSTAINABLE

The scale at which the fashion industry is now operating does not make sense. The sheer volume – in the last 15 years, clothing production has almost doubled – is shocking. More than 1.1 million tonnes of clothing was purchased in the UK alone in 2016. We are buying more but wearing it less. The overstuffed wardrobes of the Western world are a familiar story. So too are the overstuffed rails of the charity shops which can't sell our second hand (barely worn) fast fashion as cheaply as it is sold new. The stories of brands incinerating their surplus stock because they can't sell it cheap enough to get rid of it all are unbelievable. Why are we burning clothes to power factories to make more clothes we don't need (or even want)? There's just one word: unsustainable.

We can't take any more. Someone needs to press stop and recalibrate so that this fashion industry can find a more sustainable model that supports and values its workers, invests more in finding alternative resources that don't cost the earth, and reduces its output to a level that can clothe the world, not suffocate it.

GET POLITICAL:

There is hope. The UK's Environmental Audit Committee is launching an investigation into the sustainability of the fast fashion industry:
www.fashionrevolution.org/new-inquiry-sustainability-of-the-fashion-industry

READ:

For an excess all areas guide to fashion, read *Overdressed* by Elizabeth L Cline www.elizabethlcline.com/overdressed



VISCOSE

When it was invented in the late 1800s, viscose was exalted as a cheaper alternative to silk, yet its problematic production chain has seen it fall from grace. Made from tree pulp which is put through an intensive production process, its irrigation-heavy sourcing contributes to deforestation, while its processing uses toxic chemicals that are detrimental to the environment (see Habitat and Biodiversity). However, some companies have been working hard to improve the way viscose is sourced and produced in order to reduce its impact. Canopy is a non-profit organisation working with brands to verify that its supply chain is free from wood originating from ancient and endangered forests. Canopy requires that the raw material comes from FSC-certified forests, all the chemicals used are recovered and pulp bleaching processes are 100% chlorine-free in order to significantly lower emissions and water impact.

CLEAN UP YOUR ACT:

Find out more about viscose's dirty secrets with this recent report highlighting the devastating polluting effects of this fibre: www.changingmarkets.org/portfolio/dirty-fashion

SWAP:

Swap your viscose for Tencel, look out for the label: www.tencel.com/refibra



WATER

Imagine a world in which every human being regarded water as a sacred element, treated it with respect, guarded it ferociously from our pollution. Imagine if we were all water warriors.

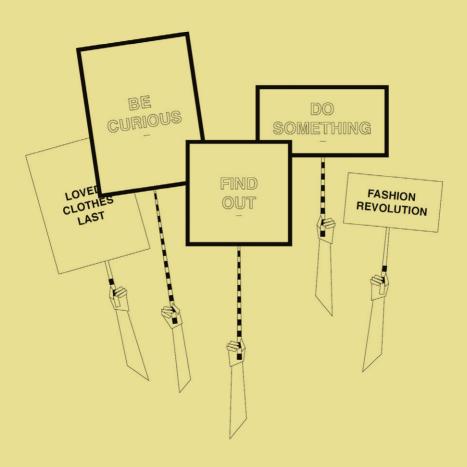
What a beautiful world this would be.

WATCH:

The world's rivers are being polluted and destroyed on an industrial scale. To see the truth behind the chemical manufacturing and dyeing processes – particularly the damage done by blue jeans – watch *River Blue*. http://riverblue.dotstudiopro.com/channel/fashion-revolution

WATERLESS:

On average it takes 42 litres of water to make a pair of jeans. Waterless denim reduces water consumption by an average of 28%. www.goodonyou.eco/fashion-andwater-the-thirsty-industry



GENERATION X, Y, Z

Generation X grew up respecting their clothes. As children, they wore hand-me-downs, whether they liked it or not (and sometimes, their mothers and grandmothers made their clothes). As teenagers, they made their own, customised, safety pinned, they used their clothes to rebel. In the 90s they discovered 'designer' clothes they couldn't afford. And then the high street discovered they could copy the catwalks and make their versions faster than the real thing. So Generation Y grew up wearing cheap and easy-to-wash clothes from the high street because it was cheaper to buy new. So cheap, they became addicted. Junk food; junk clothes, a generation raised to excess.

And where does that leave Generation Z? With a world fat with clothes, a planet gasping for air. But fashion goes round in circles (even if the industry is not yet circular) and the 90s is cool again so who needs to buy new? Be disruptive.

Your voice is a powerful tool. Together we can demand

Your voice is a powerful tool. Together we can demand change, clean up the mess, say slow down, we have enough.

JOIN THE REVOLUTION:

Ask brands #WhoMadeMyClothes and demand a fair, safe and transparent fashion industry. www.fashionrevolution.org/get-involved

STAND UP AND BE COUNTED:

Sign and share the *Manifesto for* a *Fashion Revolution*, which calls for the better fashion industry we all dream of:

www.fashionrevolution.org/manifesto

Fanzine #003



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