THE TRUE COST OF FAST FASHION

knof°

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Fast fashion - is cheap trendy clothing that is very quickly coming out of style.

These clothes are always cheap and meant to be disposable, when a new trend comes along

Our clothing comes at a huge cost to our living planet

The global apparel and textiles industry accounts for more CO2 emissions than international flights and maritime shipping **combined** (Ellen MacArthur Foundation, 2017)

Synthetic clothes shed microplastic into oceans, rivers, groundwater every time we wash them (The Guardian, 2019b)

Up to _____ microfibers can be shed from our clothes in a typical wash

How much?

10 000   150 000   700 000

Up to 700 000 microfibers can be shed from our clothes in a typical wash
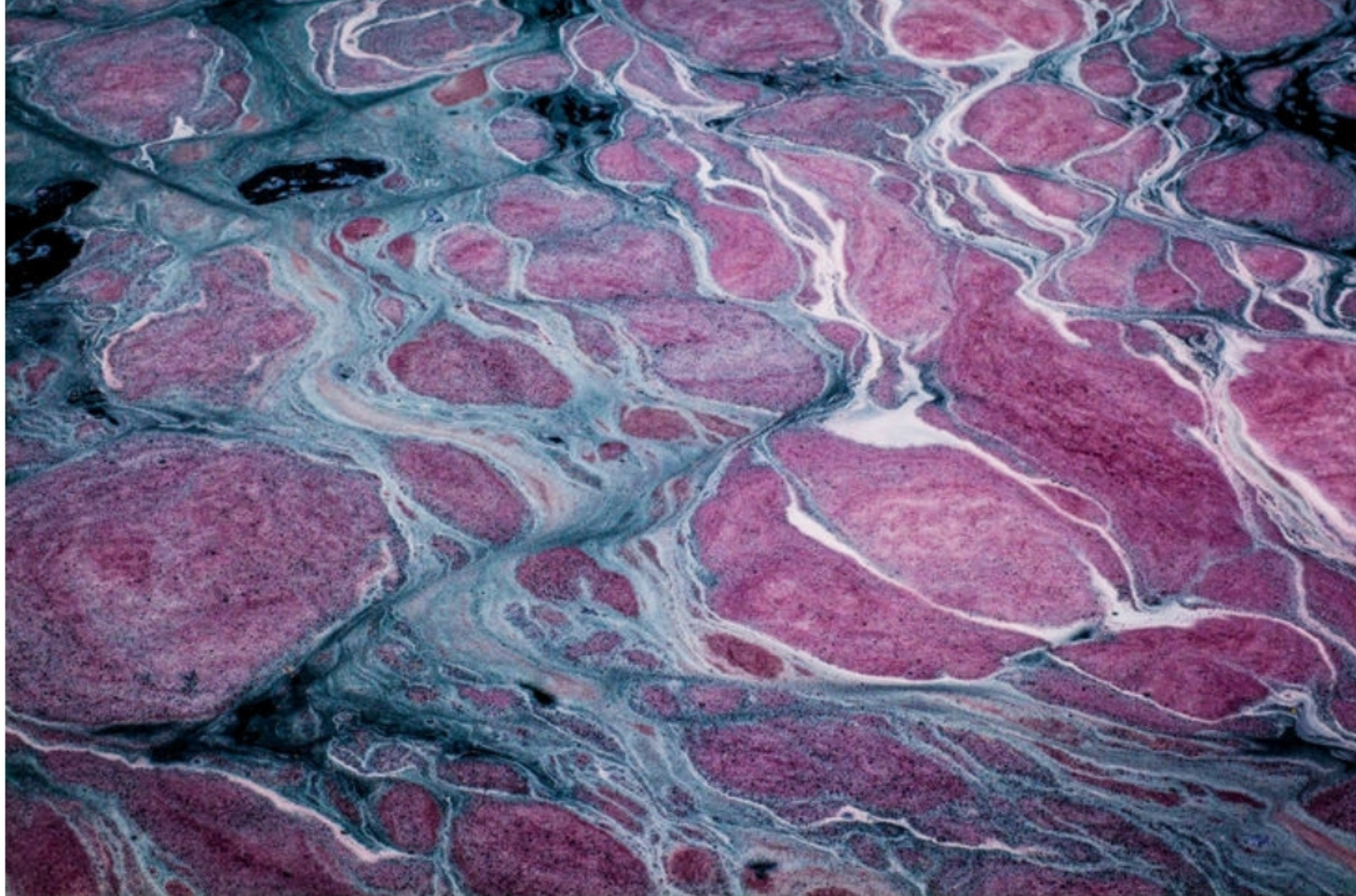
(Napper and Thompson, 2016)

Water use and water pollution are two major problems for the global fashion industry

A huge amount of water is used in agriculture to grow crops like cotton, dye and process fabrics, and wash our clothes.

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Industrial wastewater containing hazardous chemicals discharged into the Cihaur River, a tributary of the Citarum River.

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It takes a lot of water to make fabric. One cotton T-shirt requires

How many liters of water?

10 liters	150 liters	2700 liters	3500 liters

One cotton T-shirt requires 2700 liters of water. One person can drink this amount of water for 3 years

One pair of jeans requires

How many liters of water?
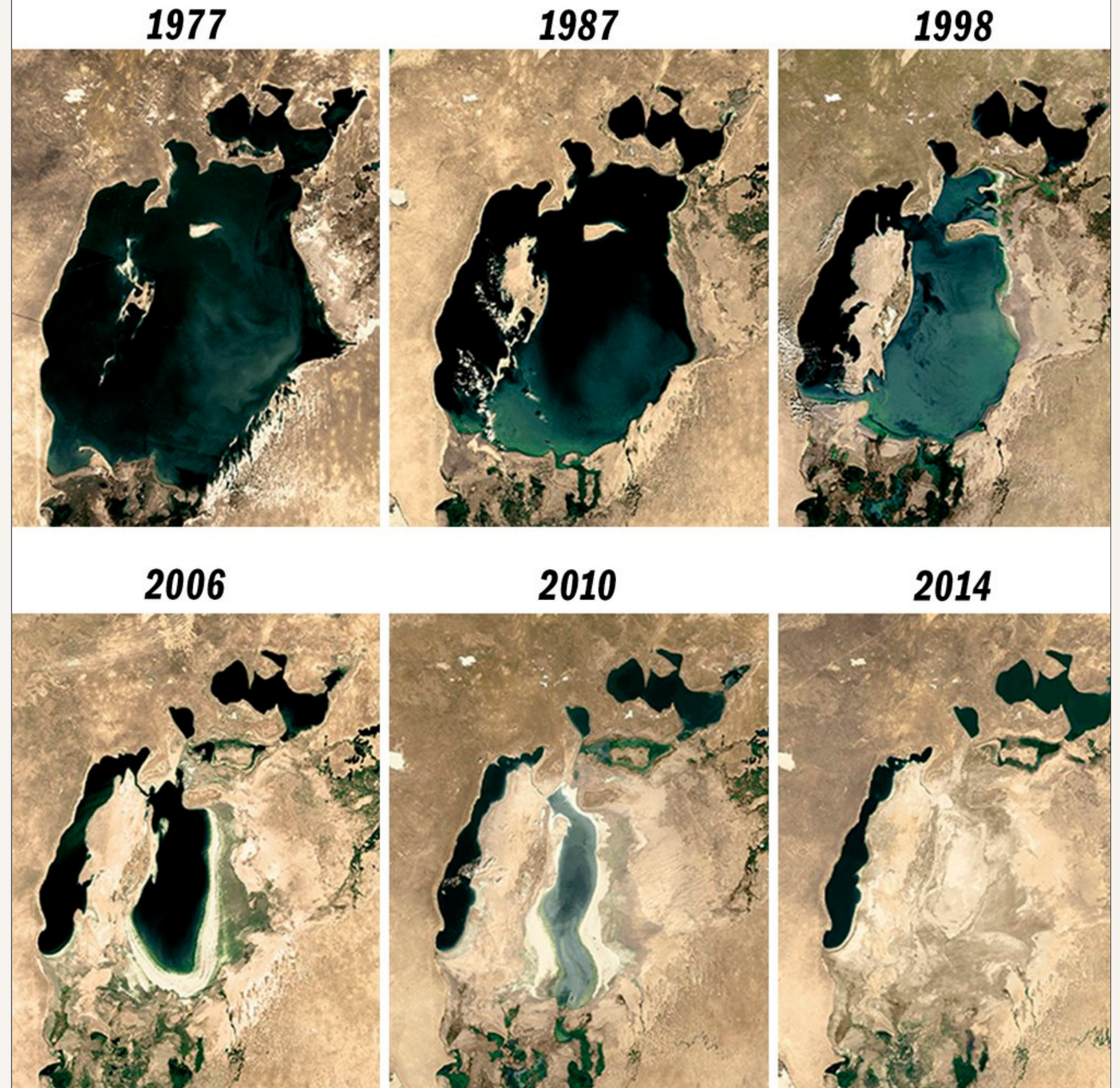
| 1500 liters | 2700 liters | 7500 liters | 13000 liters |

One pair of jeans requires 7500 liters of water

The Aral Sea used to be the world's fourth-largest freshwater lake, famously shrank to a tenth of its original size because of cotton irrigation

The fashion industry is guilty for cheap labor.
In Bangladesh, the legal minimum wage is €16 per month, while the actual living wage for a single person is €72 per month and €142 per month if someone has a family to support (Wage Indicator Foundation, 2019).

The same situation is in China, El Salvador, Ethiopia, Sri Lanka, and several other countries where our clothes are made.

A young girl helps her family pick cotton on October 19, 2005. Source: Chien-min Chung

Textile waste makes
up for around 13 mln
tones per year

This is the Atacama Desert in Chile

Every year, some 59,000 tons of used and unsold clothing end up in Chile from all over the world. In the Atacama Desert, entire landscapes are now covered by new and old garments.

On average clothes are worn 7 times before we get rid of them
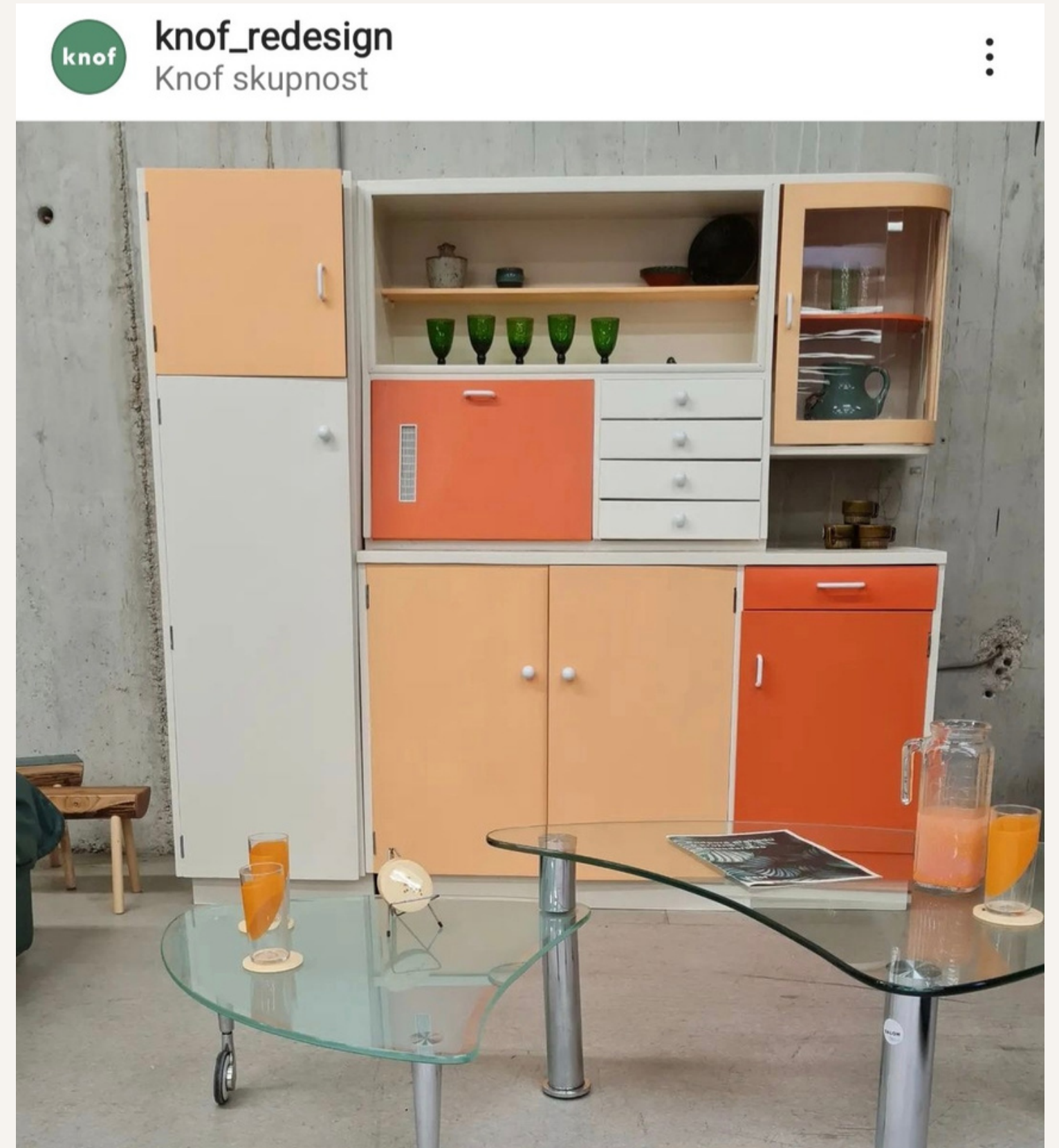
This is the our second-hand clothing store

This is our furniture store

@knof_salon_

@knof_redesign

@knof_collection

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In Krško we get approx. 1 tonne of clothes every month

Around 70% of clothes we can't resell because of their condition (stains, holes, smell)

Less than 1% of textiles and clothes are genuinely recycled into new textiles and clothes (Ellen MacArthur Foundation, 2017)

Let's have an experiment and check the materials of the clothes you are wearing right now

55% cotton
45% polyester

UNLESS IT'S DIRTY
WASH AT 30°

Wash and dry similar

If you are wearing **blended** materials, that means, that this is an end product and today it can't be recycled

Cotton materials can be turned into rags - this is the only thing we can do in Slovenia so far

One garbage truck of textiles is landfilled or incinerated every second around the world.

(Ellen MacArthur Foundation (2017)

The living planet simply cannot handle this amount of overproduction, overconsumption, and waste.

As we face an unprecedented climate crisis, we cannot continue making, buying, and discarding clothing at the rate we have done for the past three decades.

What are the solutions?

- Reuse or buy second-hand
- Choose local designers
- Mend and take care of your clothes
- Know your personal style (it's a part of conscious consumption)
- Take part in actions

What are the solutions?

- Raise the awareness

- Conscious consumption (use what you already have, buy less, better, and only what you need)