

Plastic Pollution and FAST FASHION

The link between the two most polluting industries in the world - the **petrochemical industry** and the **fashion industry** - is spelled **FAST FASHION**.

The numbers

Fast fashion items create massive problems throughout their mostly very short lifespan. Every year, **80 000 million** garments are sold.



The fabric

Almost **two thirds** of the material in the clothes we wear are made of **petrochemicals**. These materials include nylon, polyester, acrylic and lycra.

63%

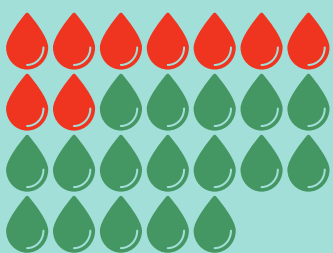
75%

75% of the clothes we wear end up in landfill. The rest get burned in incinerators, or scarcely, recycled or reused.

Because the clothes are made of petrochemicals, they are **not biodegradable**. Instead they break apart, into **microfibres**.

Micro Fibres

As much as **millions of micro fibers** could wash off our clothes every time we do laundry.



Out of the primary microplastics in the ocean, **35%** is believed to be micro plastic fibers from textiles.

It's time to ask

WHY PLASTIC?