

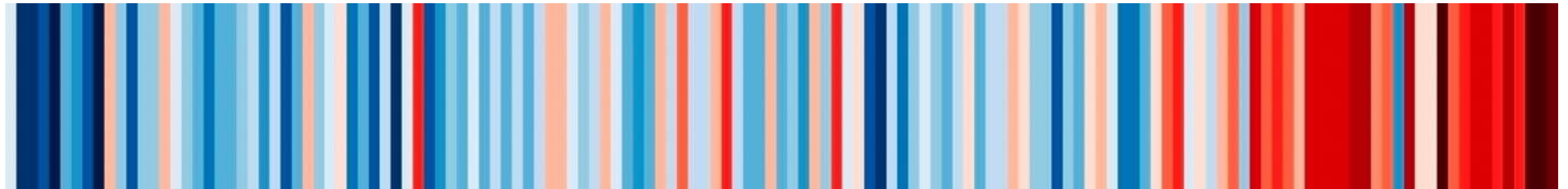
Sustainable Fashion

Why it matters and
what you can do!

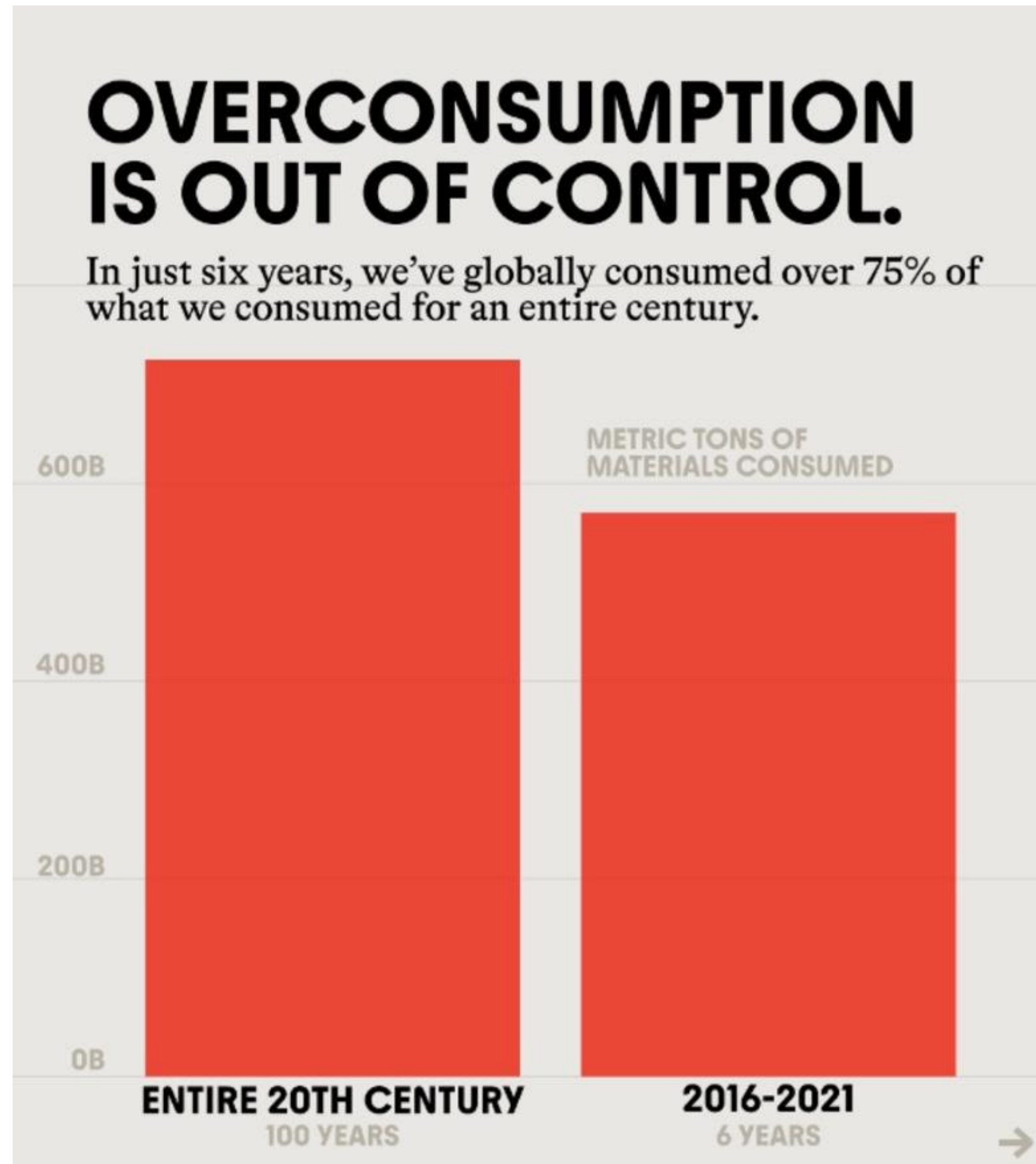
January 2025
Emersons Green Town Council x Becky Barnes
Style

Our mission....

- We have less than 10 years to cut global emissions in half
- There's a big problem with fashion but we can all make a difference



The scale of the problem



We are making and buying more than ever before

How much money is spent on clothes?

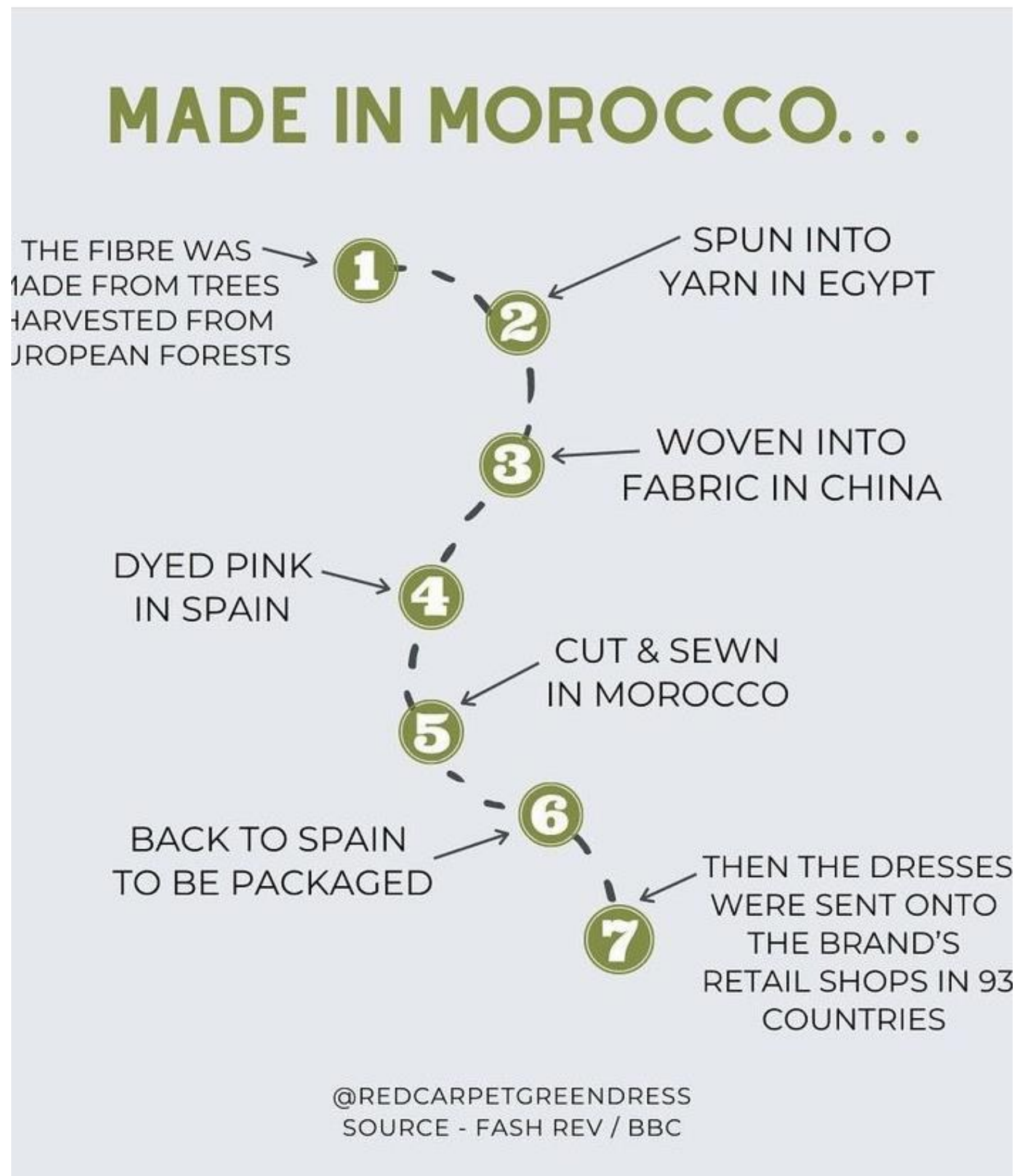
The European's New Clothes

Consumer spending on clothing in Europe
in 2018 (in billion euro)



We are the biggest
buyers of fashion in
Europe

So what's the problem?



The journey of a dress **BEFORE** it gets to the shops

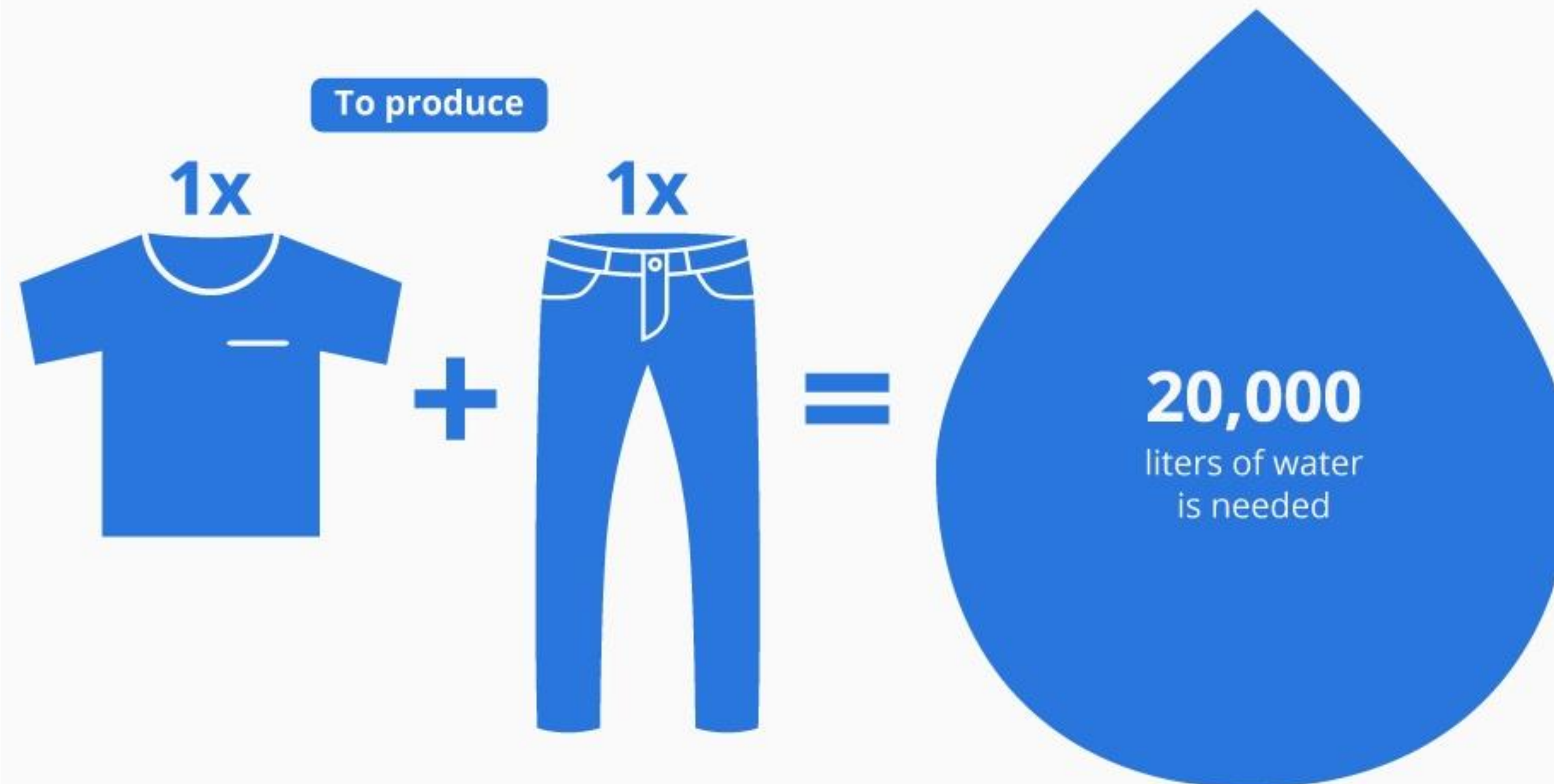
Which means.....



Impact on water

The Insatiable Thirst of Fashion

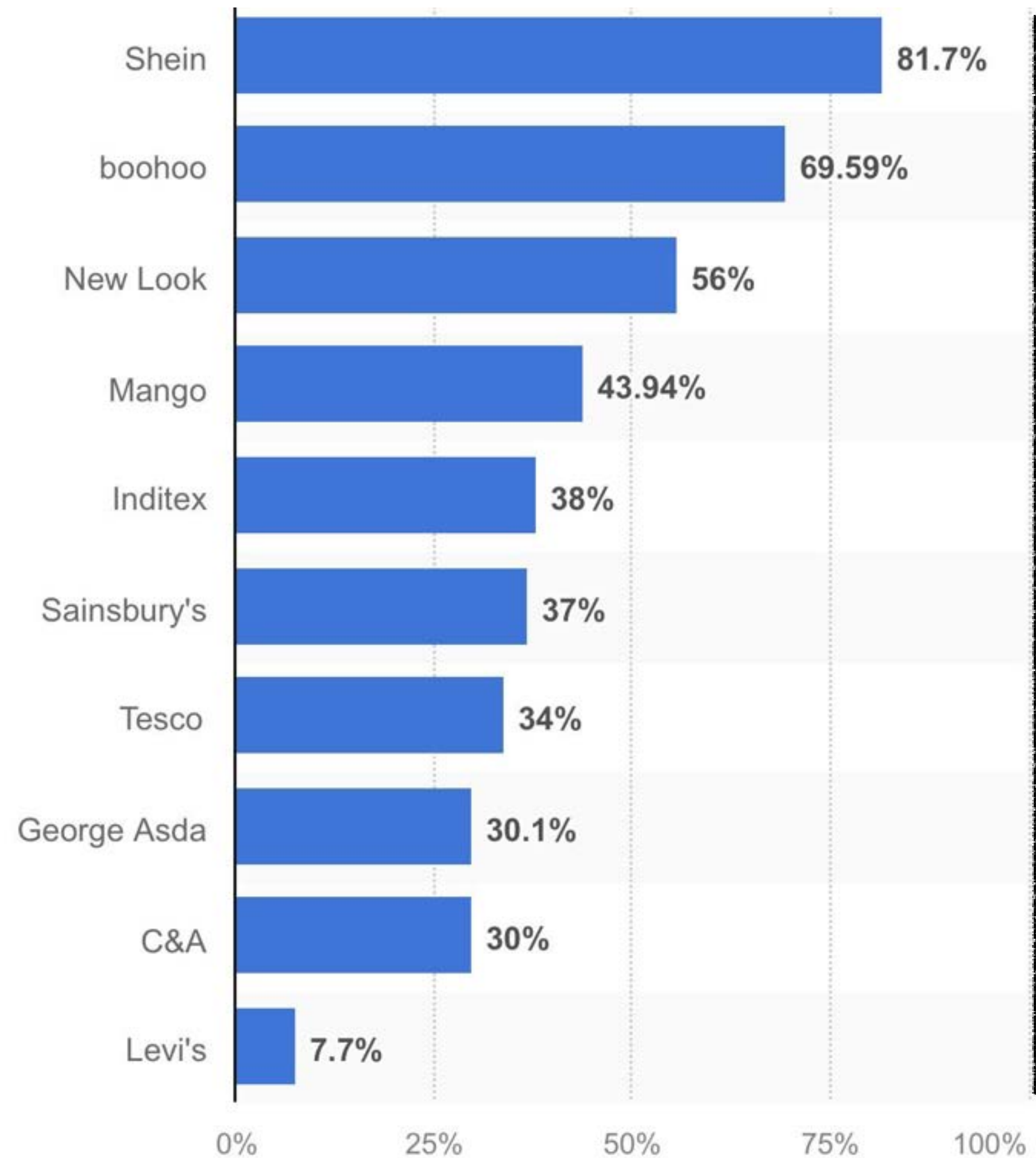
Estimated water required in the production of cotton clothing items*



Impact on water



We're wearing more plastic



= Using fossil fuels

= Creating micro plastics

= Unable to biodegrade

From 4 fashion seasons to 52



That's 862 brand new items
being listed every day....

More clothes means more waste



I know....it's depressing!



So what can WE do??

Buy less,
Choose well,
Make it last.

Vivienne Westwood

Buy less

Only buy what you need.
Think function not fashion.

Choose well

- Think secondhand first
- Choose quality over quantity
- Support ethical brands
- Look at the labels



Choose well

- Renting
- Swapping
- Making your own



Make it last

- Care for your clothes properly
- Wash less and with colour temperatures
- Repair rather than ditch
- Upcycle or recycle where possible

We can make a HUGE difference

THE GOAL IS

progress

NOT

perfection

Sustainable Catwalk!

