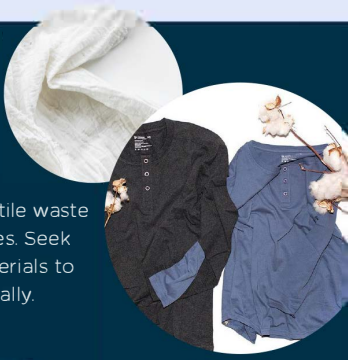


SUSTAINABLE CLOTHING 101

THE FASHION INDUSTRY is wrought with textile waste and questionable manufacturing processes. Seek out clothing made with the following materials to reduce your footprint and buy more ethically.



80 BILLION



Pieces of clothing discarded world-wide annually.

70 LBS



Clothing thrown away yearly by the average American. *The equivalent of 191 t-shirts per person.*

218 BILLION LITERS



Water saved from the organic cotton harvest in 2014/15. *The equivalent of +87,000 olympic pools.*

What we wear, matters

1

ORGANIC COTTON

WHY > Grown without conventional pesticides, fertilizers and with non-GM seeds.

LABEL HINT > Organic Content Claim 100% (OCS) OCS Blended, or GOTS certified.

2

LINEN

WHY > One of the most biodegradable fabrics made from flax plant fibers.

LABEL HINT > 100% linen. Thicker than cotton.

3

HEMP

WHY > Requires less water and land to grow, and doesn't use herbicides or pesticides.

LABEL HINT > 100% hemp or cannabis sativa fiber.

4

ALPACA

WHY > Doesn't lead to overgrazing like cashmere production.

LABEL HINT > Choose alpaca that's fair trade or from a cooperative.

5

FAIR TRADE CERTIFIED™

WHY > Supports better working conditions for cotton farmers and factory workers. They earn a premium to invest in social development projects and improve their communities.

FAIR TRADE CERTIFIED™ RIGOROUS STANDARDS ENSURES:

Safe, dignified working conditions

No forced labor or child labor

Proper waste-management systems

Gender equity and supports women's empowerment

Community development through economic investments

No hazardous pesticides or fertilizers

Rights for workers

Non-GMO



LABEL HINT
Look for the Fair Trade Certified™ Seal

6

RESPONSIBLE WOOL

WHY > Certification program to protect animal welfare and farmland health.

LABEL HINT > Products made with 100% certified wool carry the Responsible Wool Standard logo.

7

LYOCELL

WHY > Sourced from eucalyptus.

LABEL HINT > Sold as the branded fabric TENCEL®.

8

RECYCLED FABRIC/PLASTIC

WHY > Reduces global textile and plastic waste and reduces GHG emissions.

LABEL HINT > Made from recycled textiles, or recycled post-consumer PET bottles.

9

MODAL

WHY > Made from the renewable and biodegradable fiber of beech trees.

LABEL HINT > "Modal" listed as fiber content; sold as Lenzing Modal®.