

The True Cost Of Fashion

The Resources Our
Clothes Demand
From The Planet And
Us

Denim

Fact:

**One Pair Of
Jeans Takes
10,000
Litres Of
Water To
Make**

What Can You Do?

- **Repair Your Jeans**
- **Buy Them Second-Hand**
- **Wash Them Less Often**

Can you imagine turning on your shower and letting the water run down the drain for 21 hours? Well, every time you buy a new pair of jeans, it's like doing that. Why? Because denim is made from cotton, which takes lots of water to grow. Think about how many jeans you have in your wardrobe - that's a lot of waste water right? That water is usually full of chemicals and dyes which impacts our rivers and seas - and that's all before the jeans even make it to our wardrobes!

**Wanna learn more?
Scan this QR code:**



LEATHER

Fact:

**Making 1kg
Of Leather
Creates 5kg
Of Waste!**

What Can You Do?

- **Repair
Your
Leather
Jacket**
- **Buy
Vintage**

You'd need 4 and a half fire engines full of water to make one pair of leather shoes! That's a lot of water. It's not only water that leather is heavy on, its land use and energy. It also emits loads of greenhouse gases, which contribute to global warming (1kg of leather produces 8kg of CO₂). The tanning process is the most polluting part of making leather. It is basically where the leather is treated so it doesn't breakdown or dry out and is flexible. Positively the cow leather made is usually from the meat industry.

Wanna learn more?

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SILK

Fact:

Silk Comes From The Cocoons Of Silkworms

What Can You Do?

- **Buy Second-Hand**
- **Buy Certified Organic Silk**

Silk is a super strong and naturally occurring fibre that's harvested from silkworms. These worms live on Mulberry tree leaves which look to be sustainably managed as there has been no decrease in forest cover. However, they take lots of water to grow. Silk is also heavy on energy as the processes involved require controlled temperatures, humidity, hot air and hot water. There are also lots of chemicals used to clean and dye it which pollutes local water resources, the air and the land.

Wanna learn more?

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POLYESTER

Fact:

**70 Million
Barrels Of
Oil Used
Every Year
To Make
Polyester**

What Can You Do?

- **Buy Pre-loved**
- **Buy Natural Materials**
- **Wash Your Clothes Less Often**

Polyester is one of the most common synthetic materials used in clothing production. Due to its low cost it appeals to manufacturers as they're able to maximise profits. Polyester is not sustainable, renewable or biodegradable. It's made from fossil fuels, which are the most significant contributor to increasing CO2 emissions. When you wash your polyester clothes, tiny micro-plastics are released into the water supply which end up in our rivers and oceans contributing to 31% of plastic pollution there.

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VISCOSE

Fact:

**Viscose Is
The 3rd
Most Used
Textile In
The World**

What Can You Do?

- **Buy From Sustainable Brands**
- **Look Out For Lyocell Instead Of Viscose**

Viscose is made from wood pulp that is treated with chemicals, filtered and then spun into thread. This process is highly polluting, releasing toxic chemicals into the air and waterways. One of the chemicals used is carbon disulfide which has been linked to coronary heart disease in textile workers and those living near the factories. 150 million trees need to be cut down every year to make viscose meaning it can be a large contributor to illegal deforestation.

Wanna learn more?

Scan this QR code:



COTTON

Fact:

**1 T-Shirt =
Enough
Water For A
Person For
2.5 Years!**

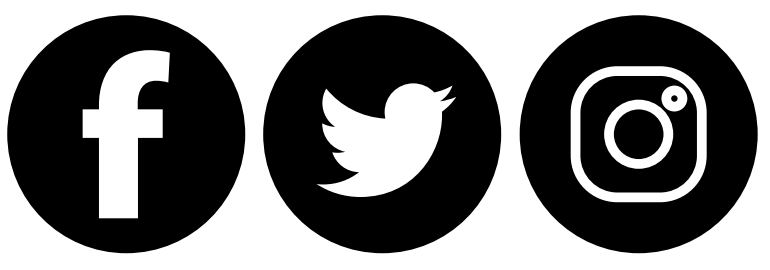
What Can You Do?

- **Keep Your Clothes For Longer**
- **Buy Certified Organic**

Cotton is a natural material so it must be good right? Unfortunately, it's not great for people or the environment. This is due to where and how most cotton is grown and the processes it goes through. Growing it uses huge amounts pesticides which can cause horrible problems for people if they're exposed. Sadly, most of the people working with cotton are forced into it. It's also a huge guzzler of water - the amount water needed to make a t-shirt is 2,700 litres!! Luckily, organic cotton is far better for people and the environment.

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