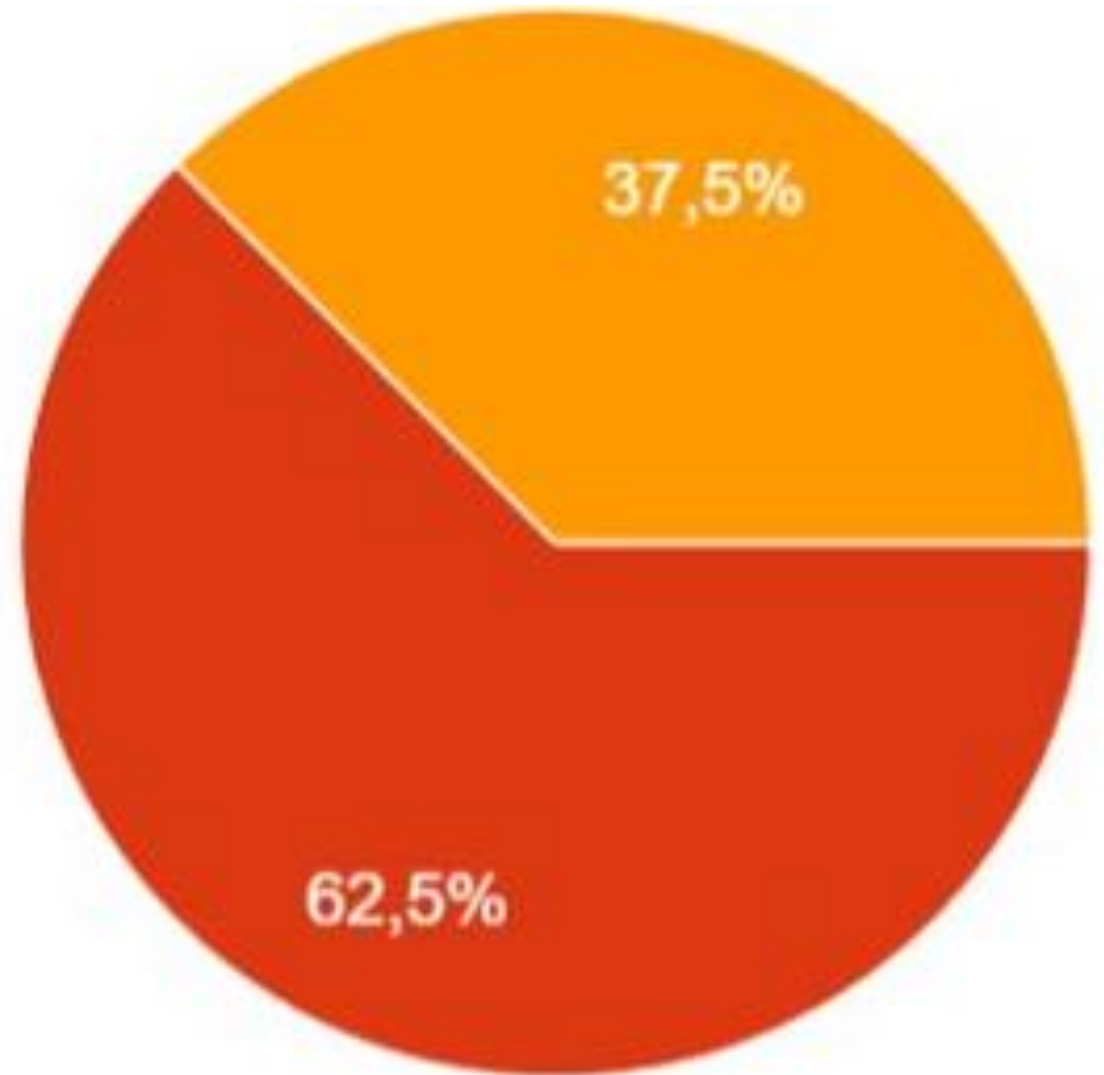


Fashion consumption



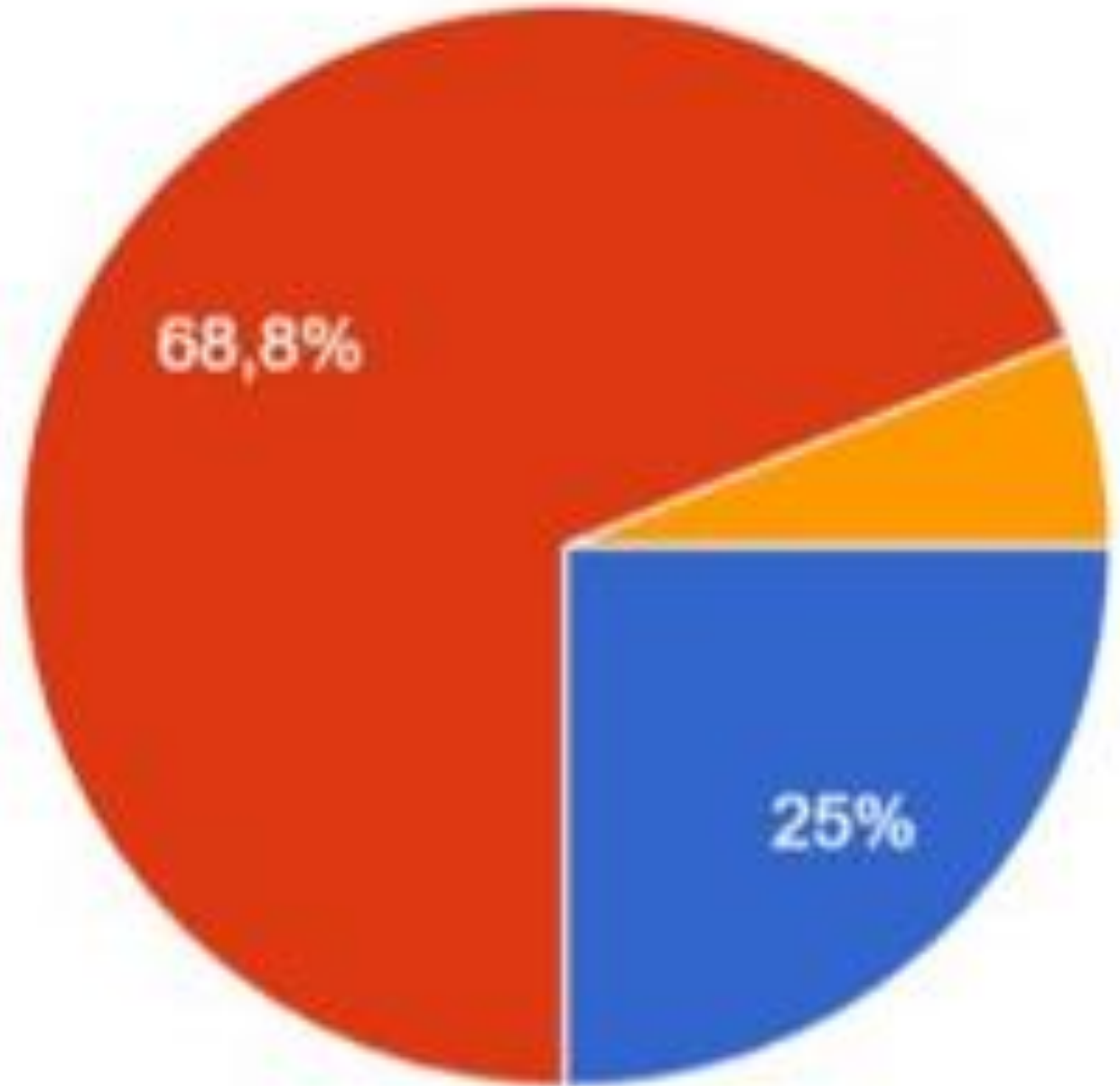
How often do you buy clothes from internet stores or physical stores

- Blue: once a week
- Red: once a month
- Yellow: once in six months
- Green: once a year



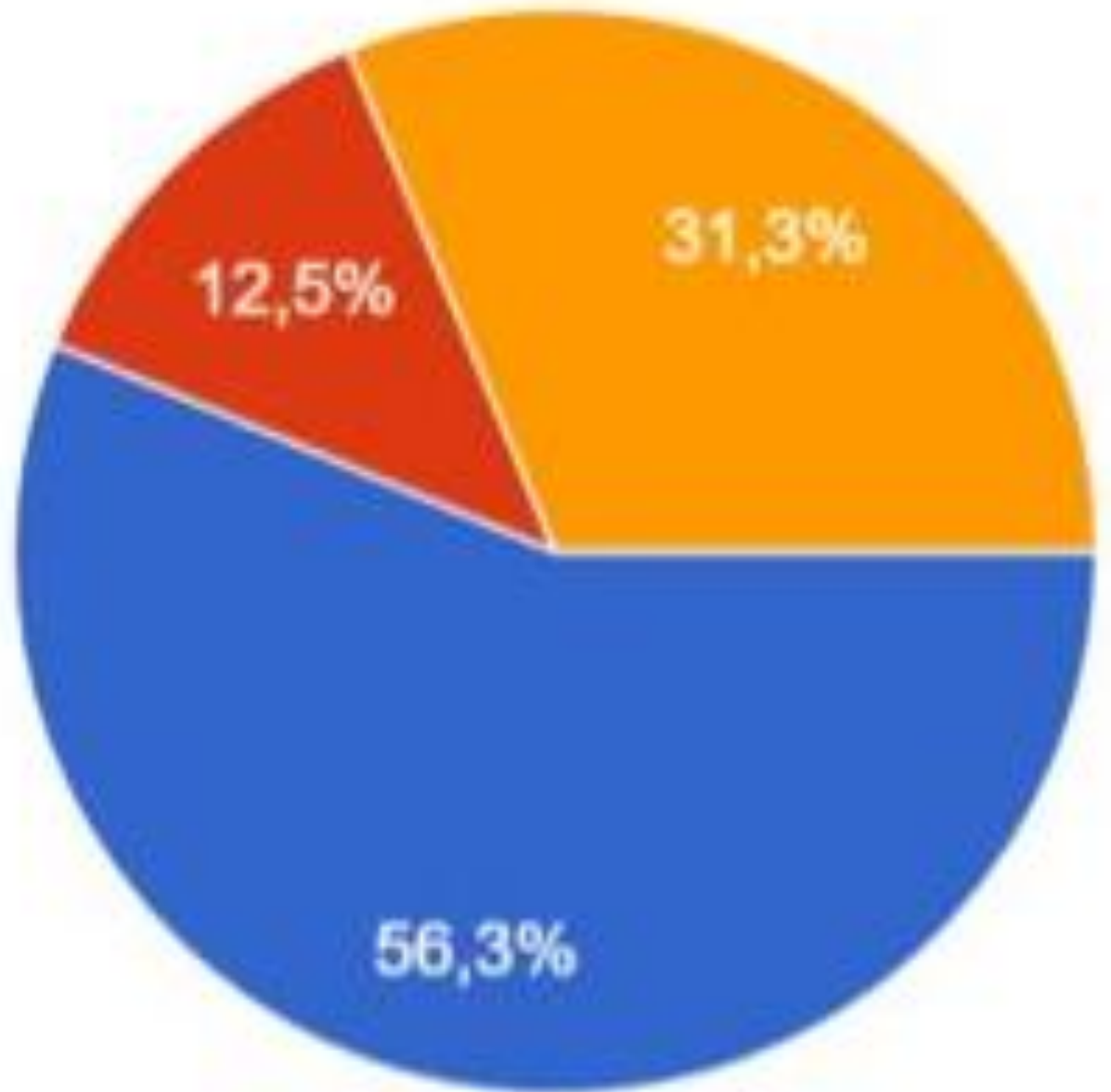
How often do you buy used clothes (thrift shop)

- Blue: never
- Red: sometimes
- Yellow: always



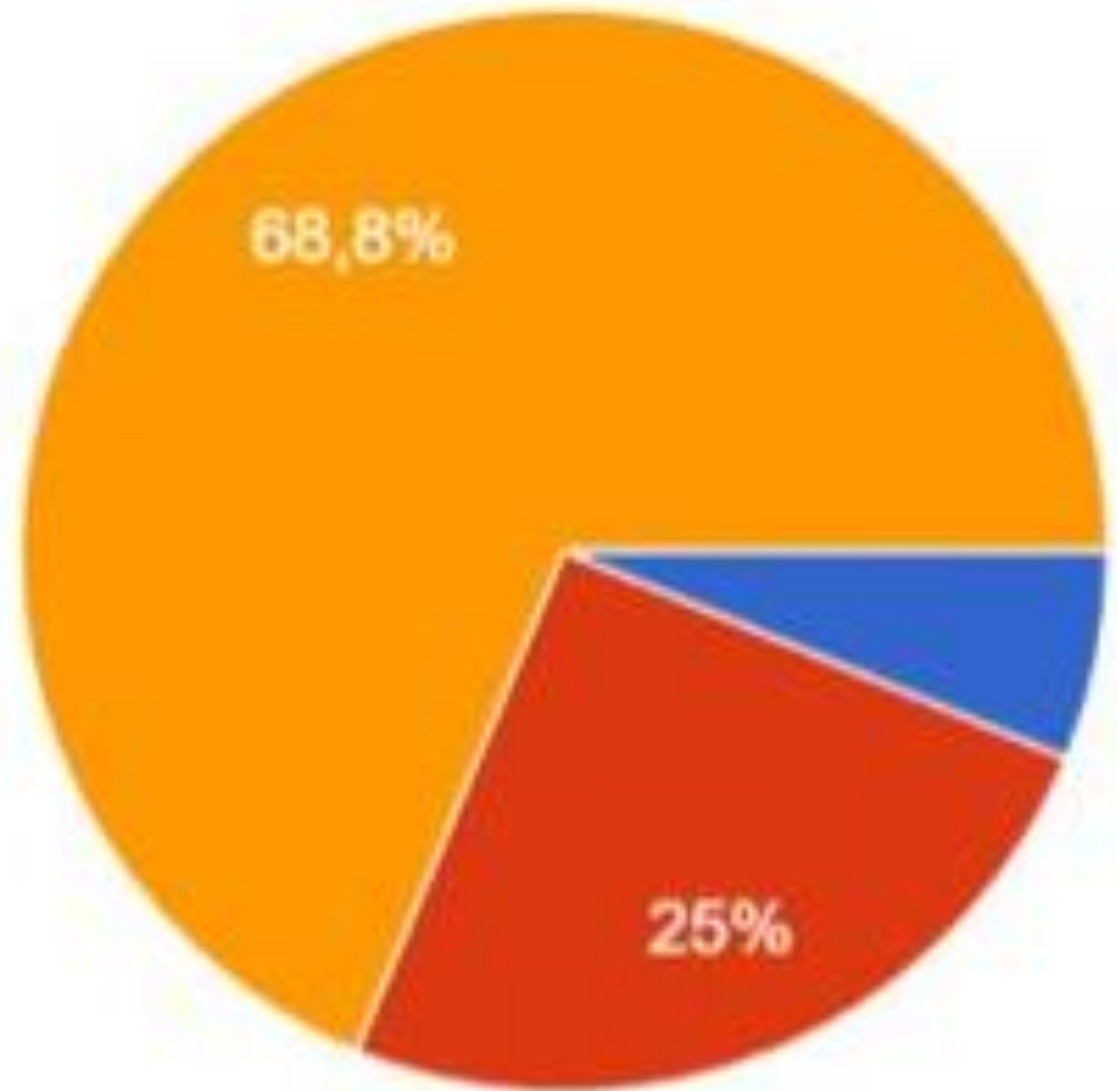
Do you recycle your clothes or other textiles

- Blue: yes
- Red: no
- Yellow: sometimes



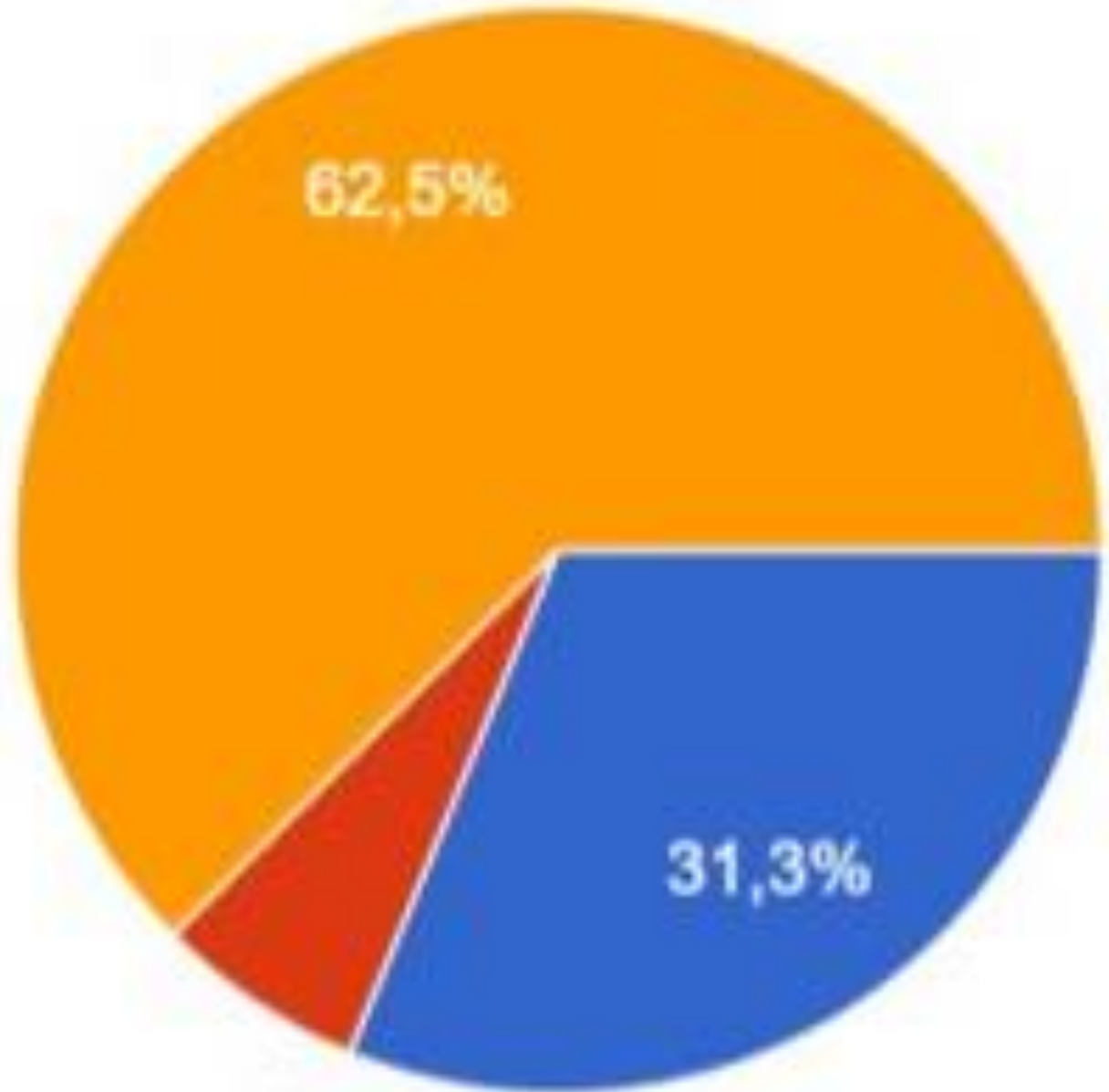
Do you fix your broken clothes

- Blue: yes
- Red: no
- Yellow: sometimes



What do you think about fast fashion

- Blue: not a good thing
- Red: best thing that I know
- Yellow: don't really care



What do these statistics tell us?

- These statistics indicate that many of us don't buy clothes too often, repair the clothes, and over half recycle clothes.
- Still in one year, 70-100 million kilos of textiles end up as waste. This number is huge and it shows that it isn't enough to recycle only 56.3% of old clothes.
- Fixing a broken clothing will give it a longer lifetime but many of us find it easier just to buy a new one.



The last diagram shows how many don't care about fast fashion and that's where we should open our eyes. Fast fashion causes lots of textile waste and it is not designed to last for a long time.

This year EU started to speak more about fast fashion and gave us a hint that there will be more regulations for example about fibers, working conditions and chemicals used in the progress of making clothes.

This type of change would make fashion eco-friendlier, but it might also make some of the stores close their doors and make textiles more expensive. It might not be a bad thing since these clothes would last longer and everything would be made with circular economy principals

Recycled

Wash

Dry

Repair

when Torn