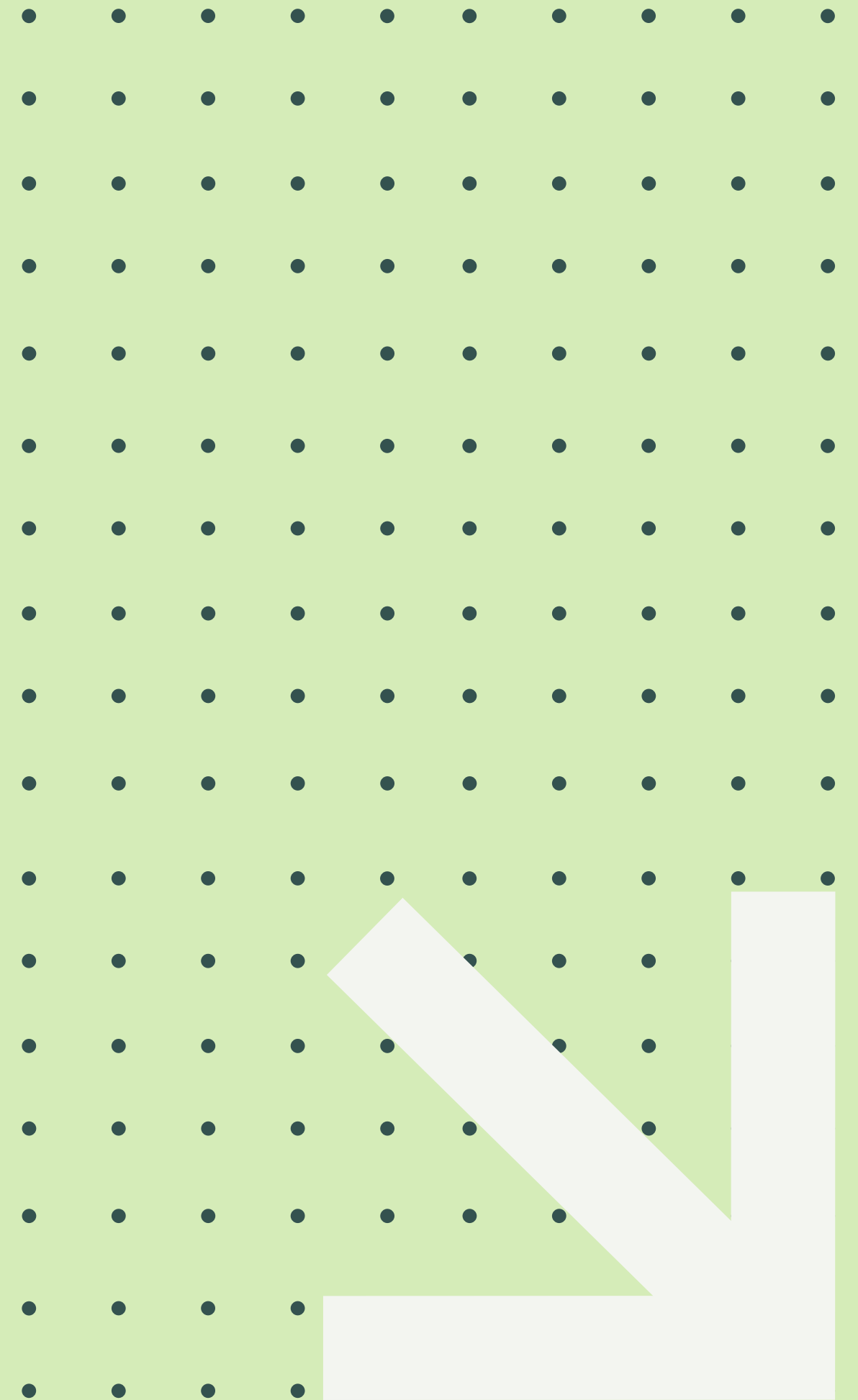


# Fast fashion and it's impact on the environment

Hannah Perkin - Vice chair -Faversham Town  
Council Climate and biodiversity committee



# What is fast fashion?



"inexpensive clothing produced rapidly by mass-market retailers in response to the latest trends."

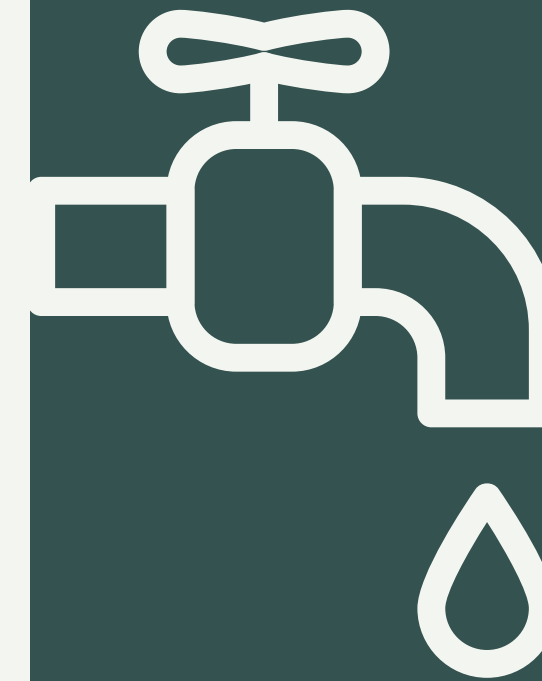
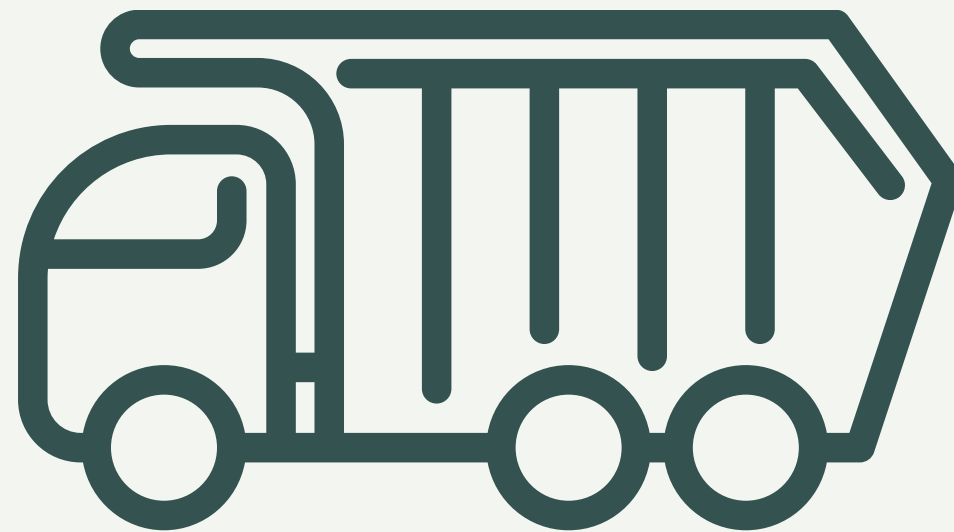
**What is the  
environmental  
impact of fast  
fashion?**





**The Carbon footprint of new clothes bought in the UK each month is greater than flying a plane around the world 900 times**

**Every second, one truck full of textiles is burned or sent to landfill**



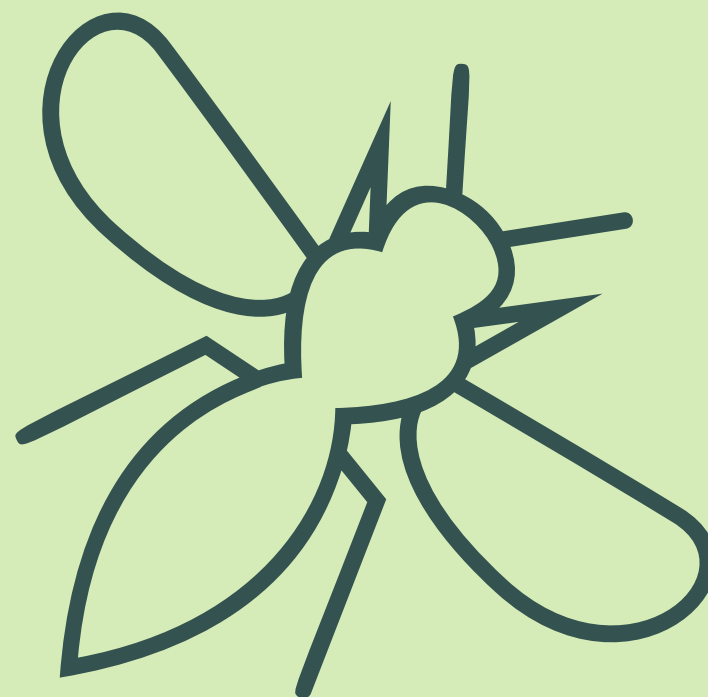
**Fast fashion accounts for 20% of the world's wastewater**

**The industry is the second largest clean water polluter after agriculture**

**3 out of 5 items are thrown away within a year**

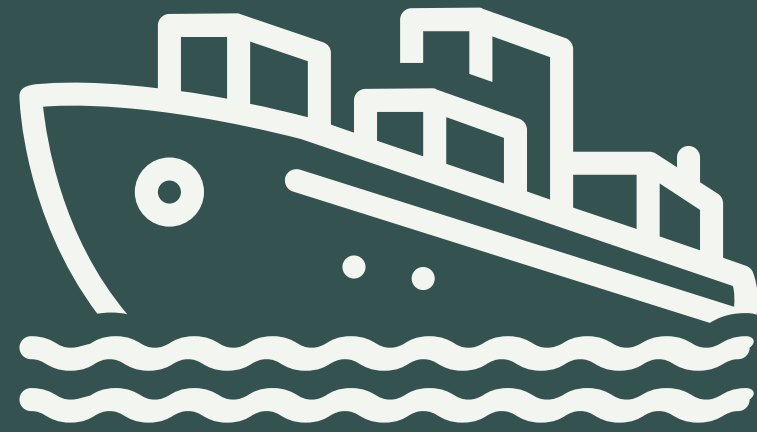
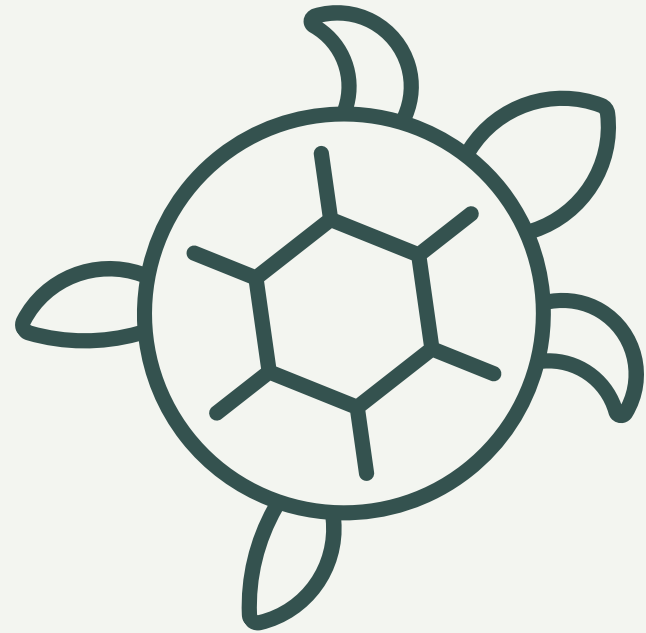


**Cotton is the most used natural fibre in the global fast fashion industry. But cotton farming requires tons of chemicals that pollute nearby environments.**

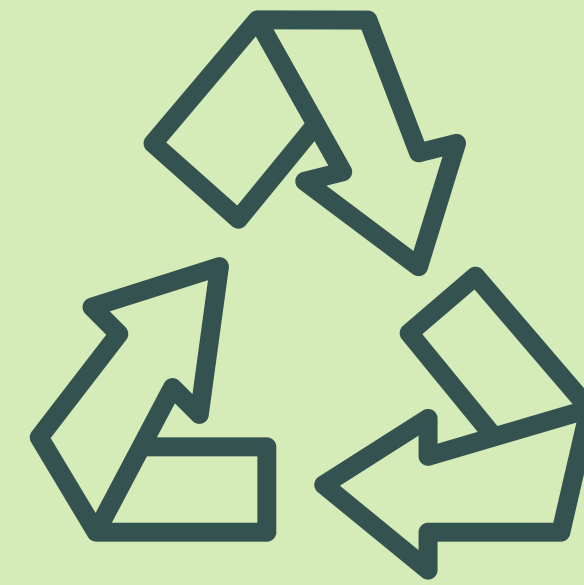


**It utilizes 4% of worldwide nitrogen and phosphorous fertilizers, 16% of all insecticides, and 7% of all herbicide**

**Washing one synthetic garment releases about 2000 microfibrres into our waterways**



**The global fashion industry emits 1.2 billion tons of greenhouse gases each year, which is more than all international flights and maritime shipping combined.**

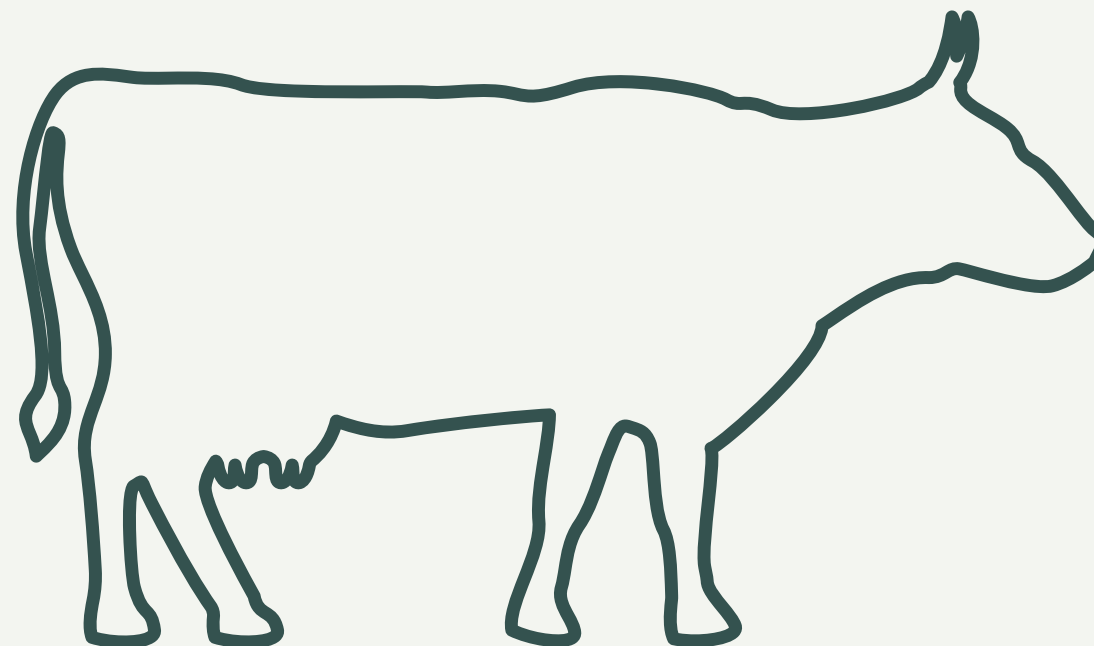


**Less than 1% of all textile waste is recycled**

**Textile waste generated by fast fashion releases toxic gases and carbon dioxide into the atmosphere. It contributes to global warming, air, land, and water pollution**



**The fast fashion industry's emissions will grow more than 50% by 2030**



**Fast fashion exploits billions of animals every year. Intensive animal farming exploits billions of animals every year to make animal-derived products used for fast fashion, such as wool, leather, fur, silk, and down feathers**

# **What can we do about it in Faversham?**



## The clothes we buy:

### **Buy less**

Don't buy something unless you truly need it.

### **Shop second hand**

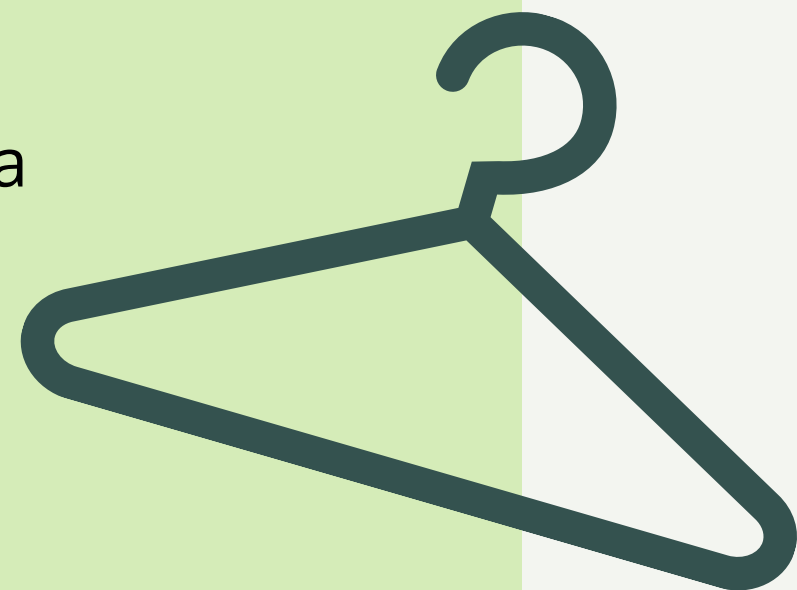
In Faversham we have a wealth of charity shops and online selling pages

### **Shop sustainably**

Do your research on the companies you purchase from and their practices

### **Avoid trend shopping**

build a wardrobe with more basic staples that you can get a lot of wear out of, and just a handful of trendier pieces.



## The clothes we have:

### **Take care of the things you have**

Utilise repair cafes and make do and mend

### **Consider creating a capsule wardrobe**

High quality items that you love, declutter things you don't love

## The clothes we don't want:

### **Give them to someone who wants them**

If you need to donate some items, check with your family and friends first to see if they want to take anything

### **Resell them**

There are lots of ways to resell your clothes, which is a great way to ensure they don't end up in a landfill

### **Get creative**

Done something creative and make something new



# What can Faversham Town Council do?





# The Big Faversham Clothing swap

Help to facilitate a bi-annual clothing swap event in collaboration with external community groups like the sharing community and community wardrobe.



## Textiles recycling point

Make enquiries into having a textiles recycling point in central Faversham



## Supporting local initiatives

Faversham has a wealth of Community initiatives that champion the environment. The Council could take an active role in promotion of these groups and events including the Youth Climate Panel



# Thank you

any questions?

