

Who
made
my
clothes?



**WHY DO WE NEED A FASHION
REVOLUTION ?**

**FAST FASHION
ISN'T FREE.
SOMEONE
SOMEWHERE
IS PAYING**

– LUCY SIEGLE –

ROHSTOFFE



VERARBEITUNG / VEREDELUNG





ARBEITSBEDINGUNGEN / ARBEITSSICHERHEIT

KONSUM & ENTSORGUNG



NEUE STYLES PRO WOCHE

Shein

CA. 21.000

Asos

BIS ZU 4500

H&M

CA. 295

Missguided

CA. 250

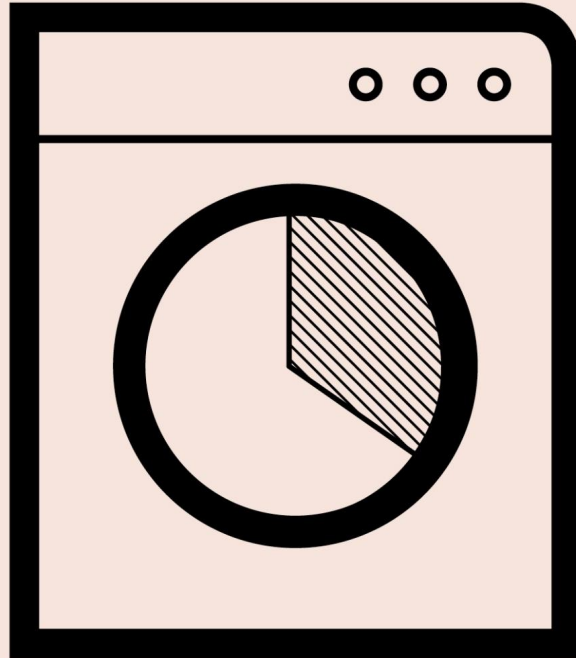
Boohoo

CA. 100

QUELLE: THE GUARDIAN, SPIEGEL







**Clothes and textiles are the #1 source of
primary microplastic to the oceans,
accounting for 34.8% of the global total**

#FASHIONREVOLUTION



what you wear matters

#LOVEDCLOTHESLAST

**The most
sustainable
garment is the
one already in
your wardrobe.**

— ORSOLA DE CASTRO —

BY DOUBLING THE USEFUL
LIFE OF CLOTHING FROM ONE
YEAR TO TWO YEARS REDUCES
EMISSIONS OVER THE YEAR BY 24%



FASHION
REVOLUTION

IN PARTNERSHIP WITH **GREENPEACE**



Think climate, wash in low
temperature, avoid tumble dry



Wear often wash less
for a happy environment!



THE BUYERARCHY of NEEDS

I WANT TO BUY SOMETHING.



DO I REALLY NEED IT?

YES

NO

DOES IT NEED TO BE NEW?

NO

YES



CAN I BUY IT ETHICALLY?

YES

NO

BUY IT
TO LAST





BUY LESS,
CHOOSE WELL,
MAKE IT LAST

Vivienne Westwood

**BE CURIOUS.
FIND OUT.
DO
SOMETHING.**

fashionrevolution.ch