



Sustainable Fashion Resources for Bandaloop's FIELD work in Atlanta, GA

**Prepared by Pilio
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1. RECENT REPORTS

McKinsey's *The State of Fashion 2021* Report

<https://www.mckinsey.com/~media/mckinsey/industries/retail/our%20insights/state%20of%20fashion/2021/the-state-of-fashion-2021-vf.pdf>

This source is particularly helpful for information on the social impact and conversation surrounding fashion, laid out in section 04. Seeking Justice (pg. 47).

Notable facts:

- 54% of consumers believe brands have a responsibility to speak out about important social justice issues
- 66% of consumers say they would stop shopping a brand if they found out they were not treating their employees or suppliers fairly
- Suppliers to the fashion industry lost over \$16 billion in revenue between April and June 2020 due to canceled orders from COVID-19

Geneva Environment Network's *Environmental Sustainability in the Fashion Industry*

<https://www.genevaenvironmentnetwork.org/resources/updates/sustainable-fashion/>

Notable facts (many more in the article, quick read):

- The fashion industry accounts for 8-10% of annual global carbon emissions (second only to oil), and this is projected to jump to 26% by 2050 if the industry continues on its current trajectory
- People bought 60% more clothing in 2020 than in 2014 but only kept the clothes for half as long
- Approximately 60% of materials used by the fashion industry are made from plastic
- 500,000 tonnes of microfibers are released into the ocean each year from washing clothes

Good On You's *Fast Fashion's Environmental Impact: The True Price of Trendiness*

<https://goodonyou.eco/fast-fashions-environmental-impact/>

Notable facts:

- 92 millions tonnes of textile waste are created every year
- 84% of clothing ends up in landfills or incinerators even though 95% of clothing has the ability to be recycled
- 90% of the world's clothing is produced in low and middle income countries as a means of cheap labor, meaning these areas feel the biggest environmental impact from production

Fashion Revolution's *Fashion Transparency Index 2021*

https://issuu.com/fashionrevolution/docs/fashiontransparencyindex_2021

The Key Results and Key Findings sections (pg. 6 - pg. 17) serve as an easy resource/factsheet on fashion transparency.

2. ATLANTA

Atlanta Sustainable Fashion Week (SFW)

<https://sustainablefw.com>

Instagram: @atlsfw

Contact: Tanjuria Willis, founder of SFW Atlanta and eKoset, a luxury consignment boutique

<https://www.linkedin.com/in/tanjuriawillis/>

- October 28-30
- Creating a platform for environmentally conscious brands
- Goal is build a network of over 100,000 by Sustainability Day, October 28th 2021
- Aiming to support and promote the SFW Atlanta Textile Recycling Program to make textiles available for reuse by designers and consumers

Christina Yother

<https://christinayotherdesigns.com>

- Fashion brand committed to expanding quality and sustainability
- Hopes to expand the fashion industry in Atlanta and the south generally

More on their sustainability:

<https://christinayotherdesigns.com/pages/sustainability>

- Use of post-consumer recycled materials, natural alternatives to plastic buttons, and 100% cotton in pieces
- Dyed following responsible practices
- Garments made using MicroModal fabric from beech trees, produces very little waste
- Also use cupro, a fabric made from leftover fibres from cotton production that otherwise go to waste
 - Production also uses less water and dye than for cotton pieces
- Scrap fabrics are made into one of a kind accessories

Last Bottle Clothing

<https://lastbottleclothing.com>

Contact: Stuart Wood, founder at Last Bottle

<https://www.linkedin.com/in/stuartwood/>

- Creating an ethical, closed-loop supply chain
- Clothing made from recycled plastic bottles that is made to be recycled itself
- Requires less than a gallon of fresh water to create one of their shirts, as opposed to roughly 700 gallons for a standard cotton shirt
- Clothing made to last, meant for various occasions/settings

Barka's

<https://barkhascustomsourcing.com>