

# INTERCONNECTED

Sustainable fashion is about understanding that everything is **interconnected**.

This means that design, development, production and use of fashion products are required to meet today's necessities, without compromising future generations' needs. Think about what you buy, know which philosophies you are supporting, and ask yourself:

"Are you really going to wear that?"

In 1 year =  x 80 billion pieces of clothing are produced  
 (This is up 400% from 20 years ago)



Adidas is aiming to phase recycled plastic into its shoes.



## #GoTransparent

The goal of this campaign is for brands to share key information about their suppliers, in order to help workers by allowing unions and other labor advocates to alert brands to labor abuses.

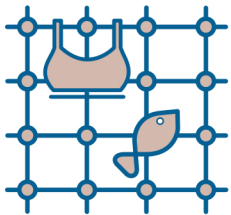


## #WhoMadeYourClothes

A campaign and hashtag that makes it quick and easy to contact brands and retailers through social media.

"Use your voice to change the fashion industry."

 =  x 30  
 In the USA, 10.5 million tons of clothing is sent to landfill every year.  
 (That's about 30 times as heavy as the Empire State Building)



Girlfriend Collective released a workout clothing line made from recycled fishing nets.

(One of the ocean's largest pollutants)

## DO YOU WANT TO CHANGE? HERE'S HOW!

- Write to a company to ask them to be more transparent and to commit to paying living wages;
- Write to your local politicians and tell them you want better conditions for workers and environmental impacts in the fashion industry;
- Try an #Haulalternative: mend, reuse, recycle, customise or swap your clothing with a friend;
- Buy something better from a brand with positive social or environmental impact, or buy something from a charity or vintage shop.

# TIME TO CHANGE

BEAUTY FILM  
**LA FASHION FESTIVAL**  
 RETAIL INNOVATION