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**RETHINK
THE WAY YOU SHOP**

**A shirt and pair of jeans can
take as much as 10,000–20,000
litres of water to produce.**

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The textile industry contributes more to climate change than all flights and shipping combined.

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It is estimated that the fashion industry will use 35% more land for fibre production by 2030.

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By 2030, global clothing consumption is estimated to rise by 63% (the same as over 500 billion more t-shirts).

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**The fashion industry is
the world's third biggest
manufacturing industry
after motor and technology
industries.**

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The fashion industry has an annual carbon footprint of about 3.3 billion tonnes CO₂e. This is close to the combined carbon footprint of all countries in the EU.

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The fashion industry consumes an estimated 79 billion cubic metres of fresh water annually.

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**20% to 35% of microplastics
in the marine environment are
from synthetic clothing.**

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**Extending the life of clothing
by nine months could reduce
carbon, waste and water
footprints by 20–30% each.**

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An increase of 10% in second-hand sales could cut carbon emissions by 3% and water use by 4%, per tonne of clothing.

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It would take 13 years to drink
the amount of water needed to
make one t-shirt and one pair of
jeans.

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Each person generates 0.6kg of oil, 60kg of water and 1kg of waste per 1kg of clothes bought new.

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The world now consumes about
80 billion pieces of clothing
yearly, 400% more than 20
years ago.

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Every year the fashion industry
uses enough water to meet
the consumption needs of five
million people.

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The fashion industry is responsible for 10% of annual global carbon emissions.

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**It takes 3,781 litres of water to
make a pair of jeans.**

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If everyone bought one second-hand item instead of new, it would save 25 billion gallons of water. That is the equivalent of 1.25 billion showers.

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One new piece of clothing produces, on average, 8kg of greenhouse gases.

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150 million trees are turned into fabric every year. That's enough trees to circulate the world 7 times.

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**Buying 1 cotton shirt results in
the same amount of greenhouse
gas emissions as driving your
car for 35 miles.**

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With current technologies, it would take 12 years to recycle what the fast fashion industry creates in 48 hours.