# SUSTAINABLE CLOTHING 101

The fashion industry is wrought with textile waste and questionable manufacturing processes. Seek out clothing made with the following materials to reduce your footprint and buy more ethically.

**80 BILLION** Pieces of clothing discarded worldwide annually.

**70 LBS** Clothing thrown away yearly by the average American. The equivalent of 181 t-shirts per person.

**218 BILLION LITERS** Water saved from the organic cotton harvest in 2014/15. The equivalent of 87,000 Olympic pools.

## What we wear, matters

<table>
<thead>
<tr>
<th>ORGANIC COTTON</th>
<th>WHY</th>
<th>Grown without conventional pesticides, fertilizers and with non-GM seeds. LABEL HINT</th>
<th>Organic Content Claim 100% (OCS) OCS Blended, or GOTS certified.</th>
</tr>
</thead>
<tbody>
<tr>
<td>LINEN</td>
<td>WHY</td>
<td>One of the most biodegradable fabrics made from flax plant fibers. LABEL HINT</td>
<td>100% linen. Thicker than cotton.</td>
</tr>
<tr>
<td>HEMP</td>
<td>WHY</td>
<td>Requires less water and land to grow, and doesn’t use herbicides or pesticides. LABEL HINT</td>
<td>100% hemp or cannabis sativa fiber.</td>
</tr>
<tr>
<td>ALPACA</td>
<td>WHY</td>
<td>Doesn’t lead to overgrazing like cashmere production. LABEL HINT</td>
<td>Choose alpaca that’s fair trade or from a cooperative.</td>
</tr>
</tbody>
</table>

## FAIR TRADE CERTIFIED™

Why > Supports better working conditions for cotton farmers and factory workers. They earn a premium to invest in social development projects and improve their communities.

**FAIR TRADE CERTIFIED™ RIGOROUS STANDARDS ENSURES:**

- Safe, dignified working conditions
- Gender equity and supports women’s empowerment
- Rights for workers
- No forced labor or child labor
- Community development through economic investments
- Proper waste-management systems
- No hazardous pesticides or fertilizers
- Non-GMO

**RESPONSIBLE WOOL**

Why > Certification program to protect animal welfare and farmland health. LABEL HINT | Products made with 100% certified wool carry the Responsible Wool Standard logo.

**LYOCELL**

Why > Sourced from eucalyptus. LABEL HINT | Sold as the branded fabric TENCEL®.

**RECYCLED FABRIC/PLASTIC**

Why > Reduces global textile and plastic waste and reduces GHG emissions. LABEL HINT | Made from recycled textiles, or recycled post-consumer PET bottles.

**MODAL**

Why > Made from the renewable and biodegradable fiber of beech trees. LABEL HINT | “Modal” listed as fiber content sold as Lenzing Moda®.

MAKE THE PACT TO SWITCH TO SUSTAINABLE CLOTHING.

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PACT