

Clothing 101

By the 5 Planeteers



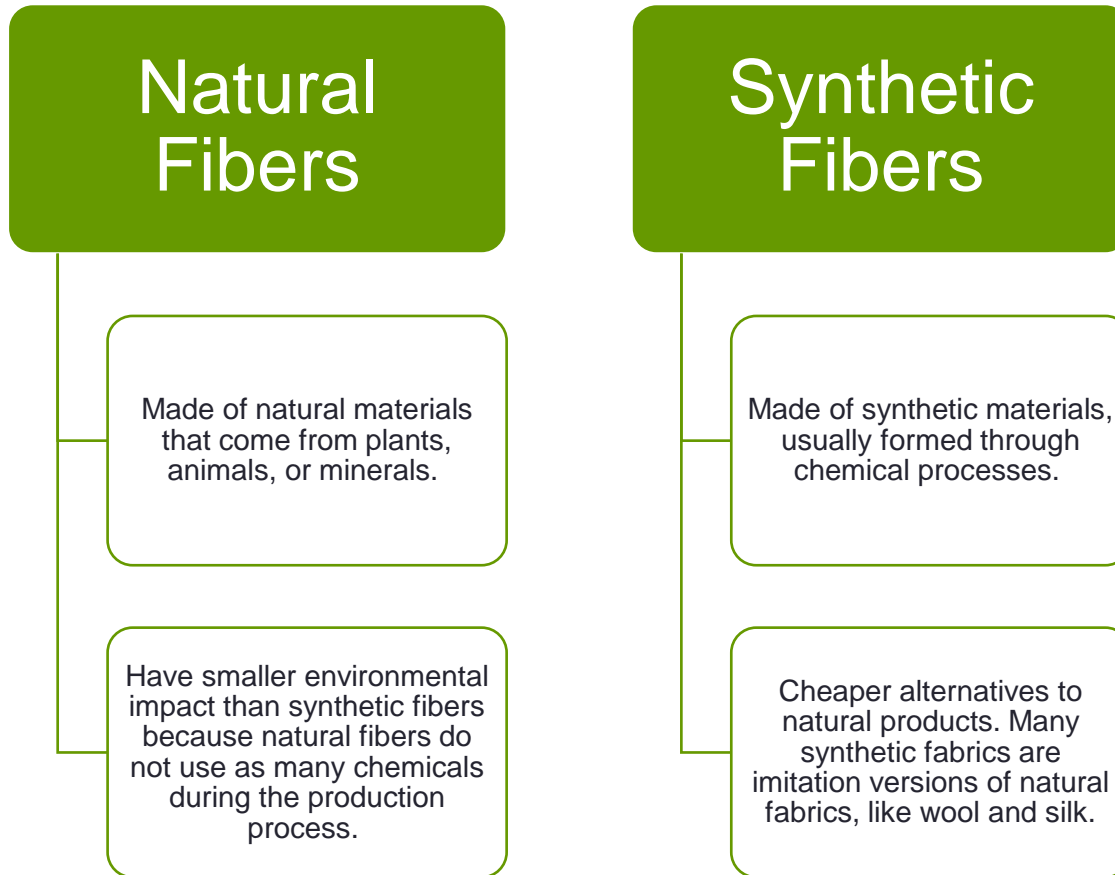
Overview

- Fast fashion
- Clothing fabrics
- Levi's campaign
- Clothing care
- Upcycling
- Donating & Repurposing

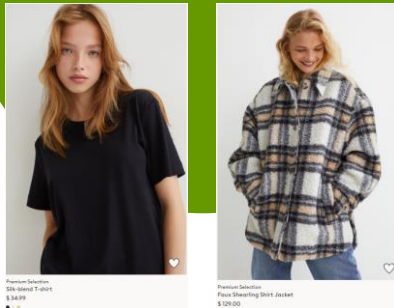
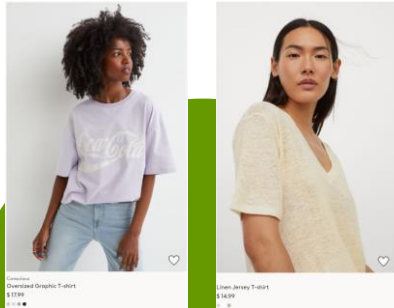
What is Fast Fashion?



Clothing Fabrics



Natural vs. Synthetic Fibers



Fibers	Decomposing Rate
Cotton	1 week to 5 months
Linen	2 weeks
Silk	4 years
Wool	1 to 5 years
Leather	Up to 50 years
Natural Rubber	100 years
Polyester	20 to 200 years
Spandex	Indefinite
Rayon	Few weeks to years
Acrylic	200 years

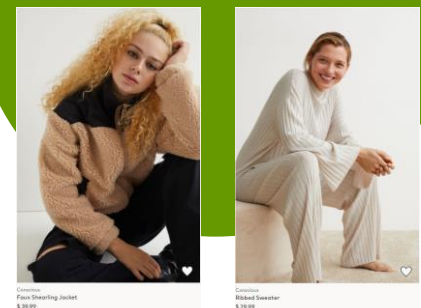
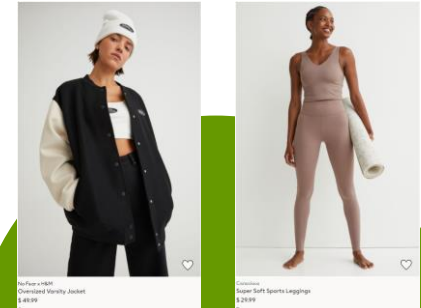


Image source: [H&M](https://www.hm.com)



Buy Better, Wear Longer Campaign



Levi's Campaign

- Between 2000 and 2020, global clothing consumption has DOUBLED
- We keep our clothes for almost half as long as we did 15 years ago
- “Ultimately, Levi's® denim is meant to be worn for generations, not seasons,” - Jen Sey, Levi's Brand President
- Campaign encourages patrons to buy second-hand, or get their jeans tailored to extend their life

Levi's Campaign Cont'd

- Campaign also includes practices in Levi's production to drive down natural resource footprint
 - For example, using cottonized hemp which uses less water to grow, grows faster, and leaves behind cleaner soil than cotton
 - “To get a soft feel typically achieved by using fabric softener, we might tumble jeans with bottle caps and golf balls, taking the water out of the wash altogether.”

Clothing Care Tips

1. Use delicates bags
2. Wash Less! Especially denim. Jean experts say you only need to wash them once every 10 wears! Stick them in your freezer in between washes to zap odors.
3. Instead of dry cleaning, use delicate detergent or an at-home dry cleaning bag that goes in your dryer. Also, saves you a trip to the cleaners. Use a clothesline or drying rack
4. Store your clothes carefully
 - Use wooden hangers instead of wire or plastic, which can create bumps in the shoulders of your shirts
 - Fold sweaters instead of hanging them

Upcycling Fashion

- Take old, worn out or damaged clothing and transform it into something new.
- Clothing that doesn't fit any longer, is torn, stained or otherwise damaged, can be refashioned into a new product.
- Upcycling means reusing the same fabric and turning it into something else.
- Deadstock: products that companies make but aren't able to sell, usually left over from fashion houses who overestimated their needs.

Upcycling Fashion

patagonia[®]

RE/DONE

URBAN OUTFITTERS

Patagonia: Worn Wear Recrafted. If you have an old Patagonia item, they'll give you credit towards your next purchase on a used or new garment.

RE/DONE: takes vintage denim apart at the seams and repurposes it into new jeans

Urban Outfitters: Created Urban Renewal, which uses surplus materials or deadstock and transforms it

Businesses that Upcycle Cont'd

ASOS

Reformation

ASOS Reclaimed:

Uses organic cotton, linen, hand-dyed fabrics and recycled materials. Strives for no-waste pattern-making and production, made locally in New York

Reformation x

thredUP: Sell your old clothes for Ref credit or recycle them and thredUP will give \$5 to the Circular Fashion Fund (CFF)

Donating & Repurposing

A penny shirt saved is a penny shirt earned!

SECONDHAND CLOTHES

- Inexpensive
- Swap with friends/family
- Rent clothes
- Charity-based thrift stores
- Fun vintage finds!

REPURPOSE/ REPAIR

- Mend cloths
 - Simple mending
 - Re-sole shoes
 - Patch it up!
- Repurpose
 - Over-dye
 - Find a new use

Guide to Sustainable Fashion



Takeaways

Clothing care

- Wash when needed
- Hand or spot wash
- Use cold water
- Line dry
- Avoid dry cleaning
- Quality pieces last longer

Support Fair Trade & Ethical Brands

- Buying from these brands helps their more and more similar practices

What to do with old clothes?

- Donate
- Sell
- Recycle

Let's change this



insider • Follow

insider • Heaps of unworn clothes are being discarded in the Chilean desert, adding to a swiftly swelling graveyard of fast fashion lines past.

According to a report from the AFP, the massive mound of clothes consists of garments made in China and Bangladesh that make their way to stores in the US, Europe, and Asia. When the garments are not purchased, they are brought to Chile's Iquique port to be re-sold to other Latin American countries.

The AFP found that around 59,000 tons of clothing end up at the port in Chile every year. Of that amount, 39,000 tons are moved into landfills in the desert.



14,412 likes

2 DAYS AGO

Add a comment... Post

Thoughts? Questions?



Resources

- <https://www.masterclass.com/articles/natural-vs-synthetic-fibers#advantages-of-using-synthetic-fibers>
- <https://www.panaprium.com/blogs/i/rayon-biodegrade>
- <https://www.peacefuldumpling.com/clothing-decompose-rate>