**Sustainable fashion**

**Sustainable fashion** is a movement and process of fostering change to [fashion](https://en.wikipedia.org/wiki/Fashion) products and the fashion system towards greater [ecological integrity](https://en.wikipedia.org/wiki/Ecological_integrity) and [social justice](https://en.wikipedia.org/wiki/Social_justice). Sustainable fashion concerns more than just addressing fashion [textiles](https://en.wikipedia.org/wiki/Textile) or products. It comprises addressing the whole system of fashion. This means dealing with interdependent social, cultural, ecological, and financial systems.

Sustainable fashion also deals with considering fashion from the perspective of many stakeholders - users and producers, all living species, contemporary and future dwellers on earth. Sustainable fashion, therefore, is the responsibility of citizens, the public sector, and the private sector. A key example of the need for [systems thinking](https://en.wikipedia.org/wiki/Systems_theory) in fashion is that the benefits of product-level initiatives, such as replacing one fiber type for a less environmentally harmful option. An adjacent term to sustainable fashion is **eco-fashion.**

Followers of the sustainable fashion movement believe that the fashion industry has a clear opportunity to act differently, pursuing profit and growth while also creating new value and deeper wealth for society and therefore for the world economy. They believe that clothing companies ought to place environmental, social, and ethical improvements on management's agenda. **The goal of sustainable fashion** is to create flourishing ecosystems and communities through its activity. This may include: increasing the value of local production and products; prolonging the lifecycle of materials; increasing the value of timeless garments; reducing the amount of waste; and to reducing the harm to the environment created as a result of production and consumption. **Another of its aims** can sometimes be seen to educate people to practice environmentally friendly consumption by promoting the "green consumer".

The clothing industry has one of the highest impacts on the planet. High water usage, pollution from chemical treatments used in dyeing and preparation and the disposal of large amounts of unsold clothing through incineration or landfill deposits are hazardous to the environment. There is a growing [water scarcity](https://en.wikipedia.org/wiki/Water_scarcity), the current usage level of fashion materials (79 billion cubic meters annually) is very concerning because textile production mostly takes place in areas of fresh water stress. Only around 20% of clothing is recycled or reused, huge amounts of fashion product end up as waste in landfills or are incinerated. It has been estimated that in the UK alone around 350,000 tons of clothing ends up as landfill every year. According to Earth Pledge, a [non-profit organization](https://en.wikipedia.org/wiki/Non-profit_organization) committed to promoting and supporting [sustainable development](https://en.wikipedia.org/wiki/Sustainable_development), "At least 8,000 chemicals are used to turn raw materials into textiles and 25% of the world's [pesticides](https://en.wikipedia.org/wiki/Pesticides) are used to grow non-organic cotton. This causes irreversible damage to people and the [environment](https://en.wikipedia.org/wiki/Environment_%28biophysical%29), and still two thirds of a garment's [carbon footprint](https://en.wikipedia.org/wiki/Carbon_footprint) will occur after it is purchased." The average American throws away nearly 70 pounds of clothing per year.

**Exercise**

Find the meaning of the highlighted words in the text.