

BENEFITS OF A SUSTAINABLE APPROACH TO FASHION

PODCAST NO. 2.



Welcome to another episode of our podcast about sustainable fashion! Today we're talking about the benefits of implementing sustainable practices in the clothing industry. We'll focus on how these actions affect the environment, workers, and us — the consumers.



Let's start with the environment, which is one of the biggest beneficiaries of the transition to sustainable fashion. The clothing industry is one of the main consumers of natural resources. In the previous episode, we mentioned the huge water consumption in clothing production. Today, we will look at other aspects – for example, pollution related to fabric dyeing. According to the UN, textile dyeing is the world's second largest source of water pollution, after agriculture. Sustainable practices, such as using natural dyes or closing water loops in factories, can significantly reduce this problem.

Another important issue is greenhouse gas emissions. The production of synthetic materials such as polyester is responsible for a large part of these emissions. Alternatives such as recycled fabrics or natural materials with a low carbon footprint help reduce the impact on the climate. For example, using recycled polyester reduces greenhouse gas emissions by up to 30% compared to virgin production.

In addition to the environment, sustainable fashion also has social benefits. One of the biggest challenges in the clothing industry is working conditions. Many workers in developing countries earn less than the living wage, and safety in factories is often poor. Sustainable brands like People Tree and Pact only work with suppliers who

adhere to Fair Trade principles, providing fair wages and safe workplaces. Such actions change the lives of millions of people around the world, offering them better living conditions and opportunities for development.

From a consumer perspective, sustainable fashion offers products of higher quality and durability. Thanks to this, clothes last longer, which reduces the need for frequent purchases. It is worth paying attention to brands that invest in innovative materials, such as organic cotton or technical fabrics made from plant waste. Such products are not only more ecological, but also comfortable and safe for our skin.

It is impossible not to mention the growing popularity of circular economy models. We mentioned it in the first episode, but today we will expand on this topic. More and more brands are introducing clothing buyback and refurbishment programs, thanks to which used clothes gain a second life. An example is the brand Eileen Fisher, which not only takes back used clothes from customers, but also recycles them into new products. This is a great example of how to reduce waste and reduce the amount of textiles ending up in landfills.

It is also worth paying attention to innovative approaches to clothing design. Companies such as Adidas are introducing collections based on the principle of closed circulation - all clothing elements can be recycled and reused. This is a future that allows to reduce not only waste, but also the use of raw materials.

Sustainable fashion is a solution that brings benefits on many levels. Environmental protection, improved working conditions and greater product durability are just some of them. Actions in this direction are a response to the challenges of the modern world and show that change is possible.

In the next episode, we will focus on how brands can build their identity based on sustainability values. See you soon!



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