

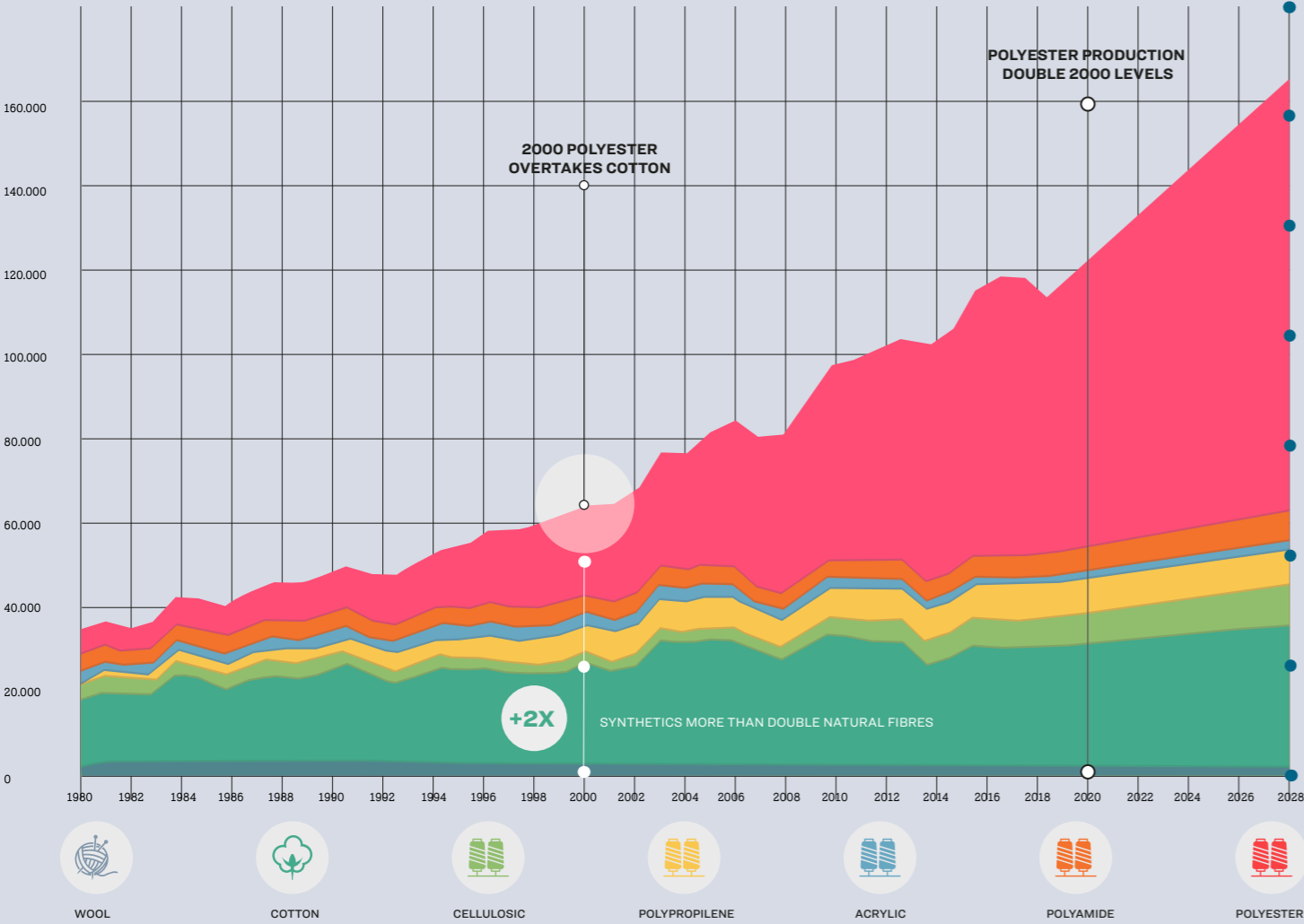
FAST FASHION AND THE RISE OF POLYESTER

THE MAJORITY OF FIBRE PRODUCTION IS SYNTHETIC AND COMES FROM FOSSIL FUELS

WORLD FIBRE PRODUCTION BY FIBRE TYPE 1980-2030

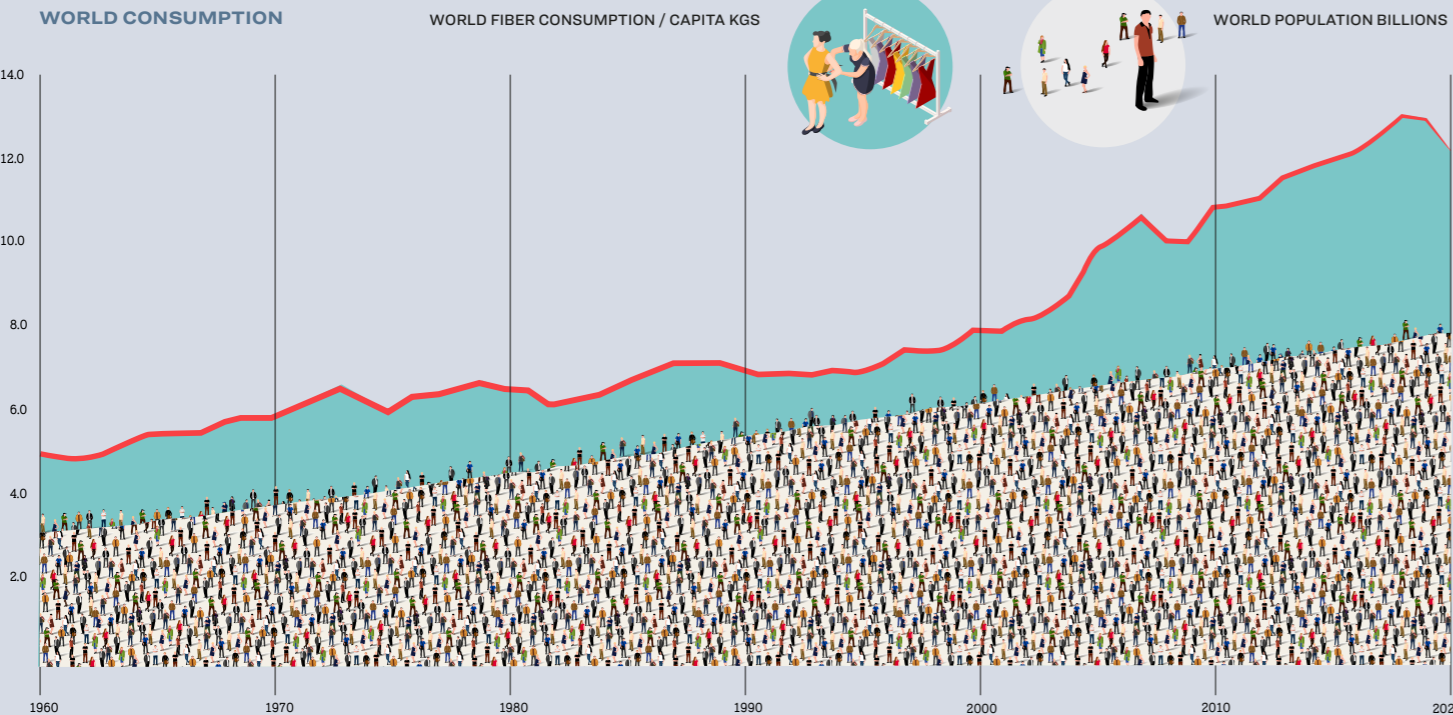
THOUSAND METRIC TONS

(Source: Tecnon OrbiChem)

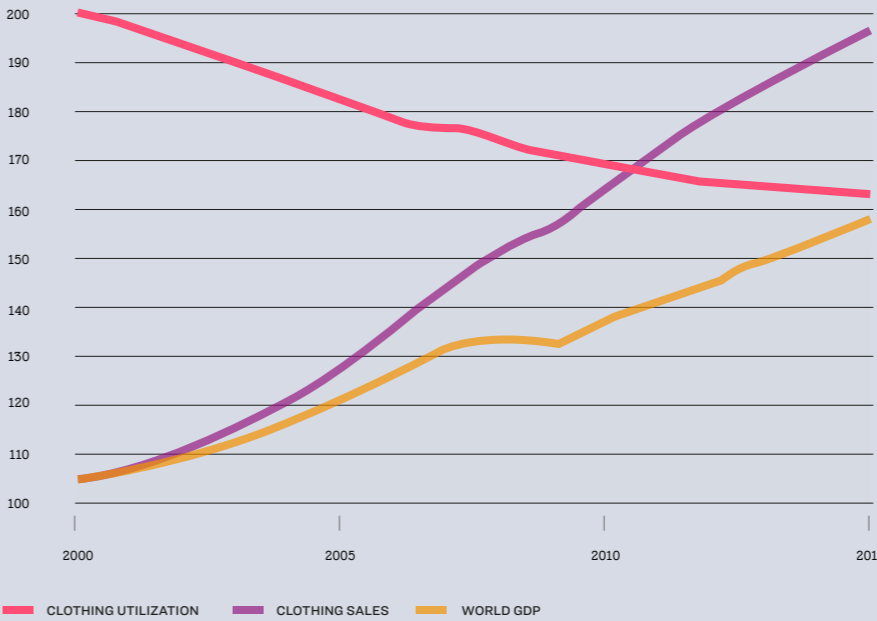


WE ARE CONSUMING MORE CLOTHES PER CAPITA THAN EVER BEFORE

(Source: Cotton Analytics)



WE'RE USING CLOTHES LESS AND LESS BUT THE SALE OF CLOTHES HAS GROWN FASTER THAN POPULATION OR GDP



Source: McKinsey and the Ellen MacArthur Foundation

SOME GARMENTS ARE DISCARDED AFTER JUST

7/8 USES

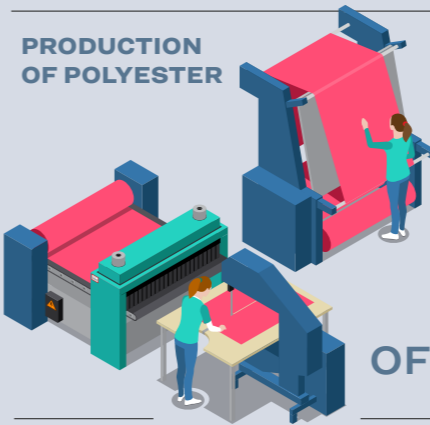


SOURCE: MCKINSEY

PRODUCTION OF POLYESTER

RESULTS IN MILLION TONNES

WHICH IS THE EQUIVALENT TO THE ANNUAL EMISSIONS OF



700=180

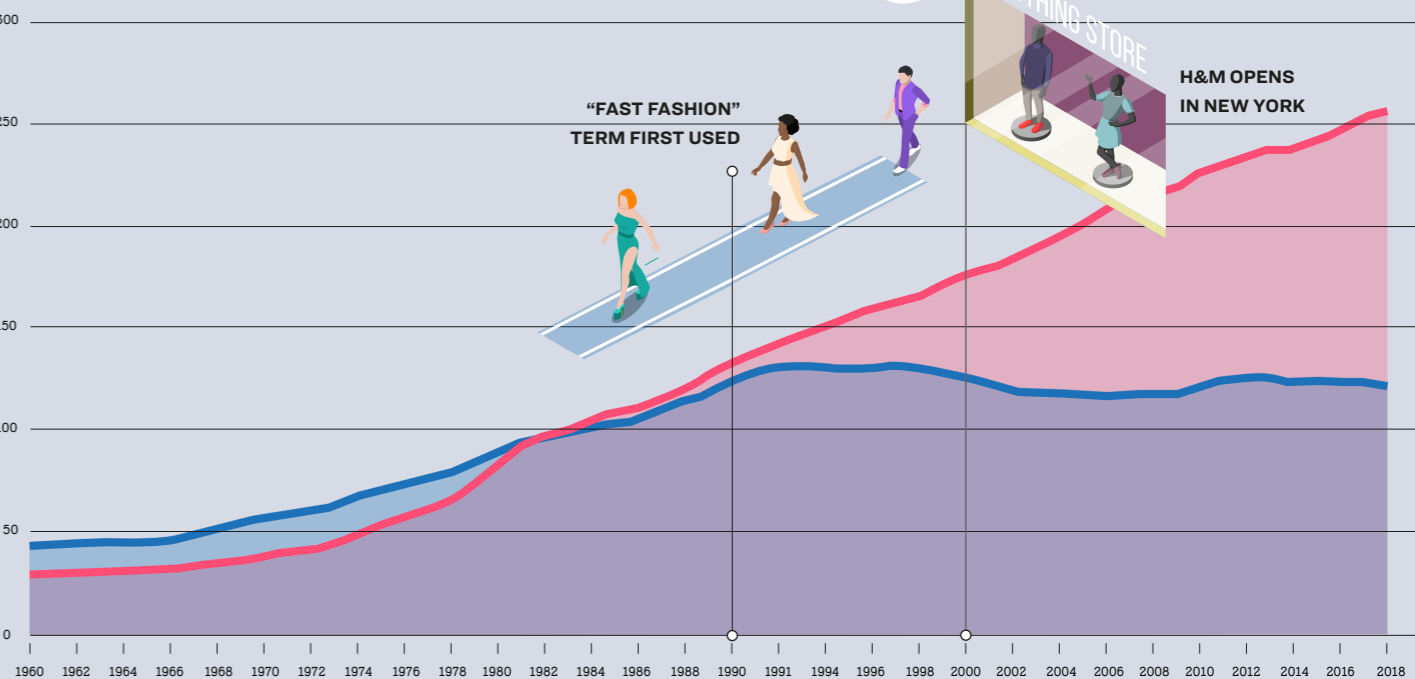
OF CO2e/YEAR

COAL-FIRED POWER PLANTS



PRICE OF APPAREL V. PRICE OF ALL ITEMS (US)

Source: Cotton Analytics and Fred Economic Data



FASHION BRANDS AND RETAILERS HAVE AGGRESSIVELY CUT COSTS AND USED CHEAP MATERIALS, PUSHING THE PRICE OF CLOTHING DOWN RELATIVE TO PRICES OF OTHER CONSUMER GOODS.