



# What To Look For In Sustainable Clothing



## Natural Fibers

Synthetic fibers account for 35% of microplastics found in the oceans.

## Ethical Suppliers

Only 2% of garment workers worldwide earn a living wage, which means you should look for clothing and undergarments from factories that treat workers fairly.



## Quality Craftsmanship

About 60% of all clothing is thrown away within a few years of purchase due to wearing out or falling apart.

## Natural Dyes

Your skin can absorb more than 60% of the toxic chemicals used in the standard dyeing process.



## Actual Commitment

88% of consumers say they are concerned by “greenwashing” brands that claim to be sustainable but provide no specifics.

## Local Production

The fashion industry is responsible for 10% of global carbon emissions from international production and transportation, but buying from local companies can help reduce that.



## Recycling Programs

Brands that commit to sustainability should have a program for recycling leftover materials and waste, something 67% of consumers say they now look for.

## Slow Fashion

Modern “fast” fashion uses as much as 93 billion cubic meters of water per year, but sustainable brands use more eco-friendly processes.

