Redress Raleigh

WE ARE AN OFFICIAL 501(c)(3)

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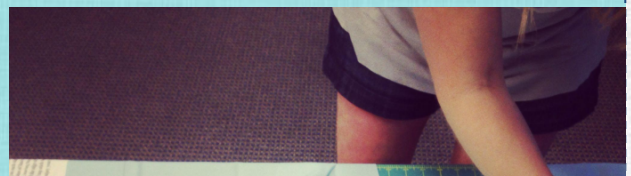
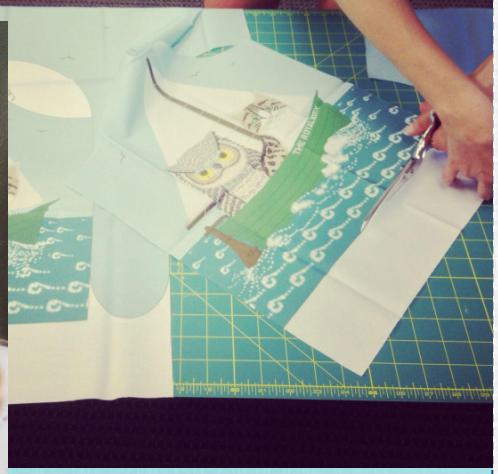
SOCIAL MEDIA: @REDRESSRALEIGH

Redress Raleigh - My Story

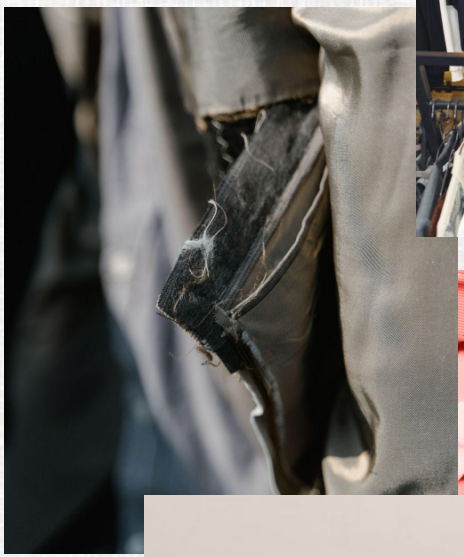
WE ARE AN OFFICIAL 501(c)(3)

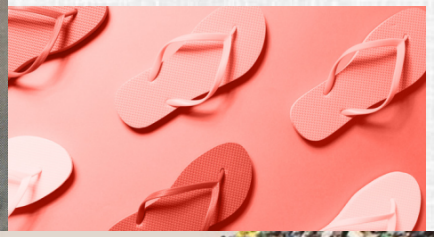
Joyful and Valuable





Realities of Retail





Credit: ITV News

Redress Raleigh - Our Story

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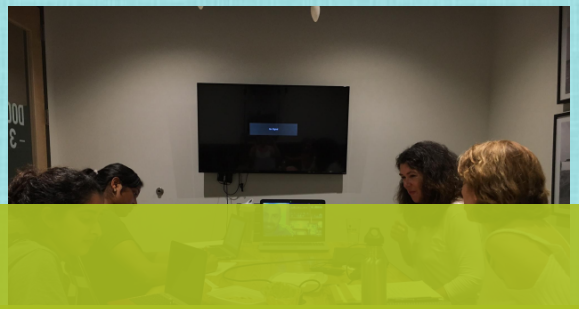


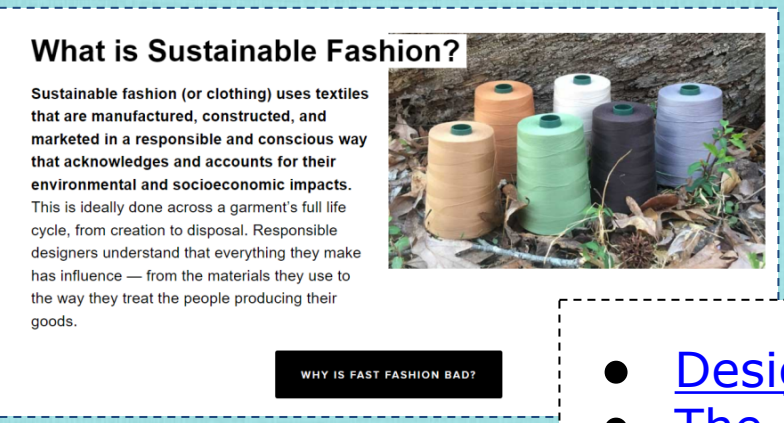
Redress Raleigh cultivates a **more responsible ecosystem for the fashion industry** by educating and mobilizing consumers to be positive advocates while leveraging industry-related partnerships.

Redress Raleigh - Goals

WE ARE AN OFFICIAL 501(c)(3)

★ Help people understand what sustainable fashion is and why it's important.

★ Suggest simple, positive actions that people can take to lessen their individual impact.



- Designers We Love
- The Redress Rundown
- PDF Downloads
- Books, Podcasts, and Movies

They care about the planet.

74%

of fast fashion shoppers believe their individual consumption habits have a significant impact on the planet. [2]

50%

of fast fashion shoppers believe that fast fashion is harmful to the environment. [2]

But fast fashion is cheap and convenient.

72%

of consumers say they shop fast fashion because it's good value for the money. [2]

53%

of consumers say they choose fast fashion because it saves them time. [2]

From: **2022 Fashion Resale Market and Trend Report | thredUP**

Redress Raleigh and GreenZone

Recurring textiles recycling event

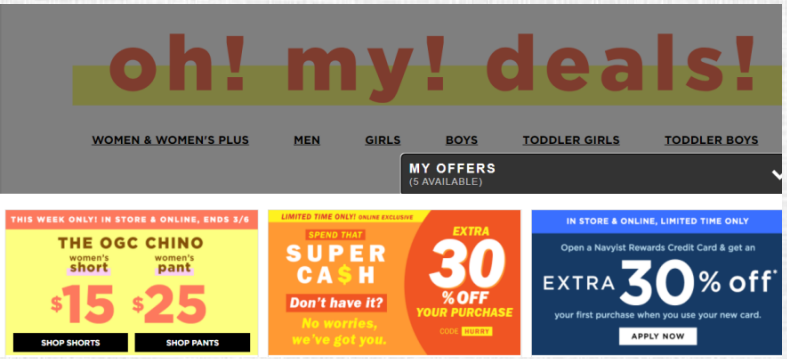
- **Flourish Market**
- **Greenzone**

Redress Raleigh - Better Threads Bash

★ Better Threads Bash
★ NC Museum of History
★ August 2022

Tracking Textiles

What people see



What really happens

Tracking Textiles

Retail

Selling garments to consumers

Before you know it, that simple cotton fiber has become a piece of clothing on a retail shelf. Over the years the retail industry has encouraged a shift from higher quality "slow" fashion to a cheaper "fast" fashion model.

Fast fashion has changed consumer shopping habits and is negatively impacting people and the environment.

REDUCE YOUR IMPACT

1. Buy higher quality clothing and avoid fast fashion retailers.
2. Buy from second hand shops, host a clothing swap, or rent special occasion clothes instead of buying new.
3. Buy less: Even the most eco-friendly garment uses resources for production and transport, creating an environmental impact.

What is Fast Fashion?

Fast fashion brands can have **as many 52 "microseasons"— instead of the traditional 4 — per calendar year**. This means designing and releasing at least one new collection every week.

52

Impacts of Fast Fashion

Did You Know?
The apparel industry accounts for **10% of global carbon emissions** due to energy used in its production, manufacturing and transportation.

Did You Know?
3 years is the average lifetime of a garment today. One study found that fast fashions are constructed so they typically **last no more than 10 wearings**.

Because clothing is made in such a rushed manner, **brands are selling severely low-quality merchandise.**

This poorly-made clothing falls apart faster, and much of it ends up in the landfill.

Countless collections per year from a single brand make **consumers feel constantly out of date** and encourage them to keep buying more. From 2000 to 2014 the **number of garments the average person purchased each year increased by 60%.**

Did You Know?
Fast fashion is primarily **manufactured in developing nations with insufficient health and safety policies** that put garment workers at risk.

Disposal

The end of the clothing lifecycle

The lifecycle of our clothing has become much shorter as manufacturing practices and consumer habits have changed. Clothing quality has decreased and the demand for new clothes has increased, translating to excessive amounts of textiles in our landfills. With your help, this doesn't have to be the case.

REDUCE YOUR IMPACT

1. Choose natural or or semi-synthetic fibers, which biodegrade faster than fully-synthetic fibers.
2. Donate unwanted clothing to a local cause that will use the clothes for good.
3. Buy less, buy better quality, mend clothes and recycle them if possible.

Did You Know?
An average American throws away around **80 pounds of used clothing per person each year.** More than 15 million tons of used textile waste is generated each year in the U.S. and the amount has doubled over the last 20 years.

Did You Know?
72% of our clothing is made from synthetic fibers. Synthetic fibers such as polyester are **non-biodegradable plastic fibers and can take hundreds of years to decompose.**

Did You Know?
There are more than **500** garment recycling companies in the U.S. and a majority of these companies are owned and operated by small & family businesses, each of which employ 35 to 50 workers.

2019
34.5 billion pounds
post consumer textile waste in the U.S.

2009 - 2019
Post consumer textile waste grew by over **9 billion pounds.**

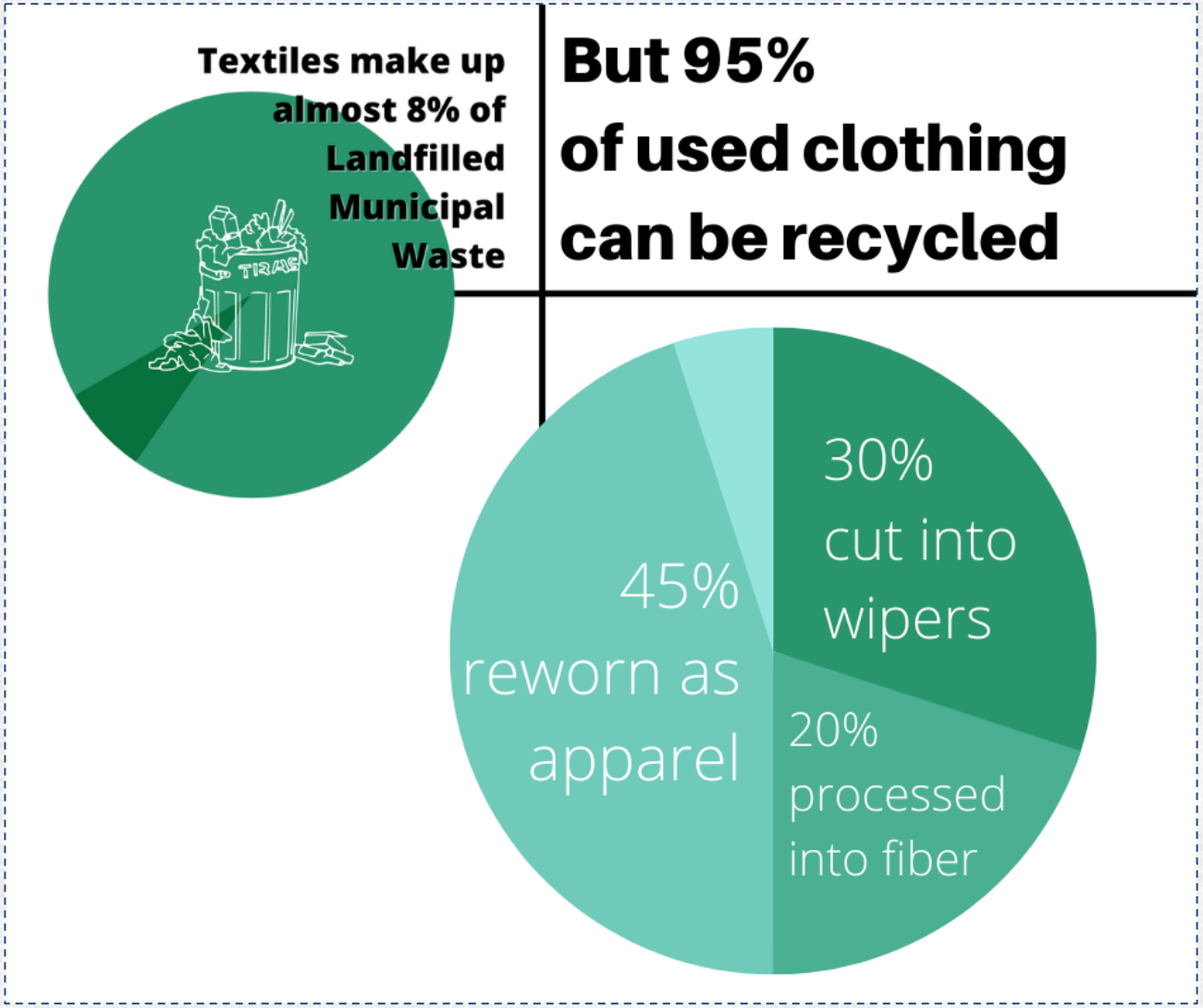
2009
25.46 billion pounds
post consumer textile waste in the U.S.

Between 1999 and 2009 the volume of post consumer **textile waste grew by 40%**, while the diversion rate only increased by 2%.

1999 - 2009
Post consumer textile waste grew by over **7 billion pounds.**

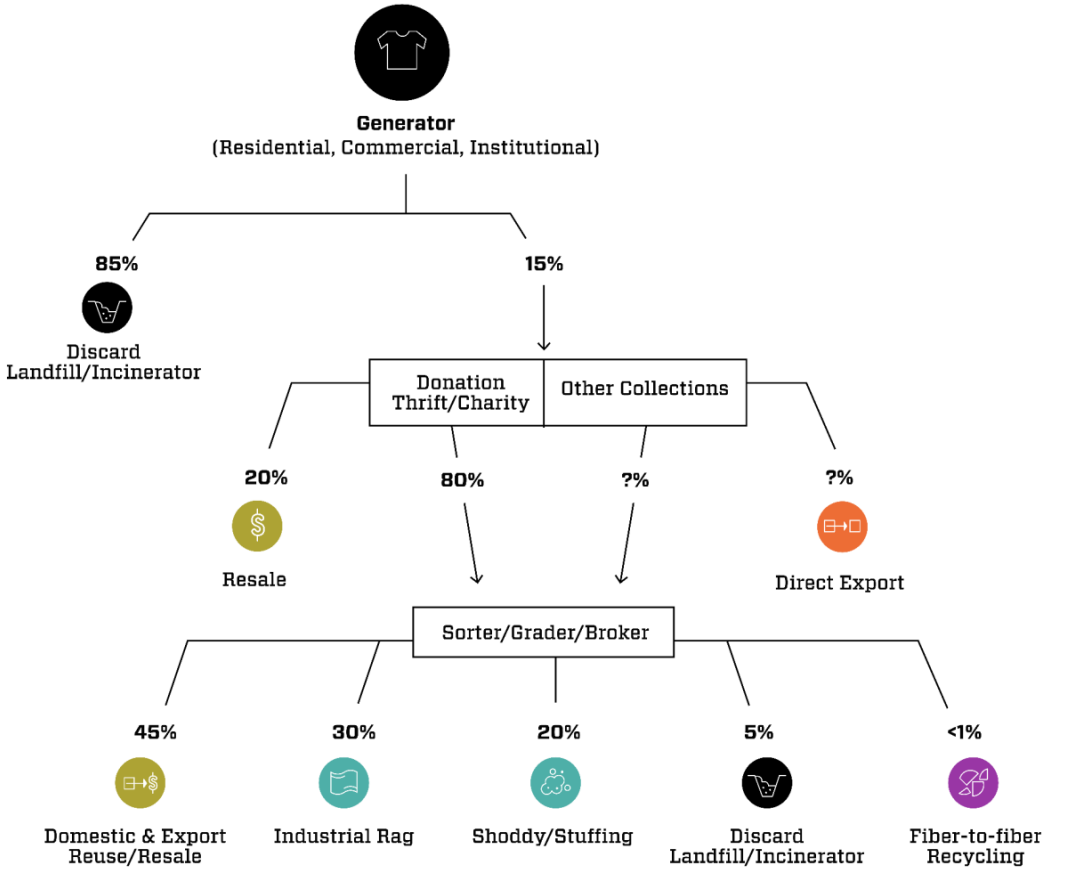
1999
18.2 billion pounds
post consumer textile waste in the U.S.

Textiles Recycling - The Present



Graphic courtesy of GreenZone

Textiles Recycling - The Present



This flowchart shows the fates of used textiles in the United States today. Question marks indicate flows for which reliable data are unavailable. "Shoddy" is a material made from shredded fibers and used for insulation and stuffing. Based on data from the U.S. Environmental Protection Agency and Resource Recycling Systems. From NIST Special Publication 1500-207: *Facilitating a Circular Economy for Textiles.*

Currently, less than 1 % of textiles collected go to fiber-to-fiber recycling.

Textiles Recycling - The Future

★ *Critical scale.*
★ *Real collaboration.*
★ *Transition funding.*
★ *Investments.*
★ *Public-sector push.*

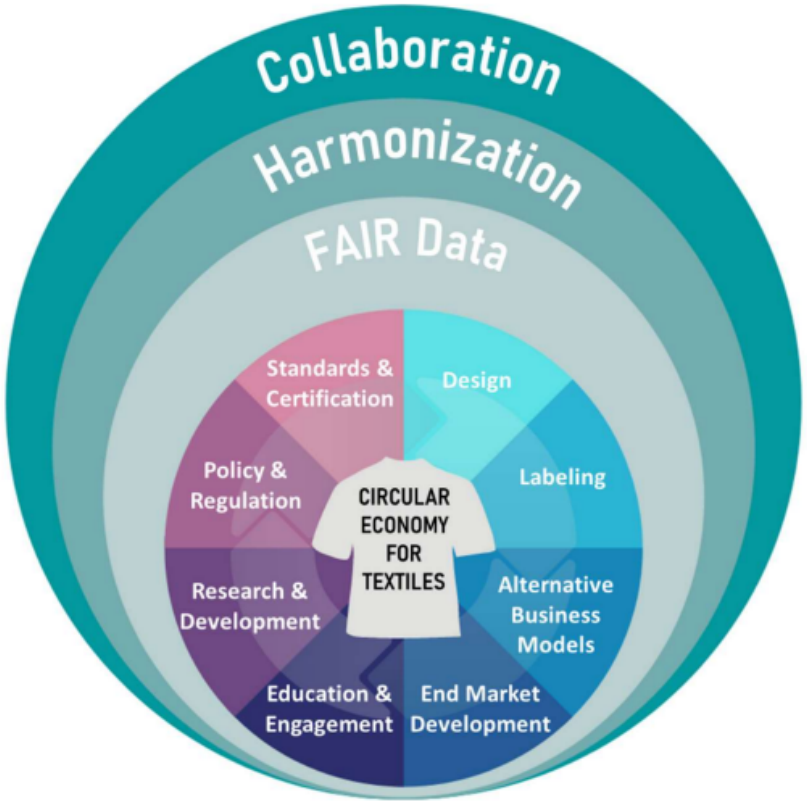
(from McKinsey report, July 2022)

Textiles Recycling - The Future

Fashion for Good Sorting for Circularity USA Project

- ★ snapshot of textile waste composition generated in the US
- ★ business case for textile-to-textile recycling will inform decisions to unlock necessary investments and actions to scale
- ★ Partnerships include working with SMART (Secondary Materials And Recycled Textiles)

Facilitating a Circular Economy for Textiles Workshop Report



Thank You

Advocates for a fair fashion ecosystem.

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