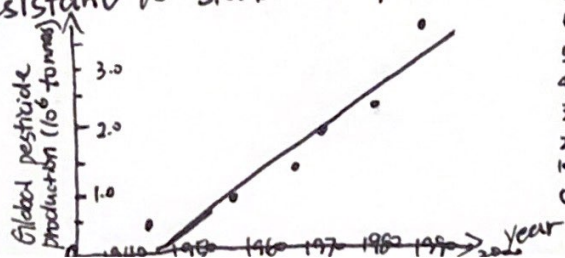


# FAST FASHION'S Negative ☹️ environment impact



Cotton growing requires high levels of water and pesticides to prevent crop failure, which can be problematic in developing countries that may lack sufficient investment and be at risk of drought.

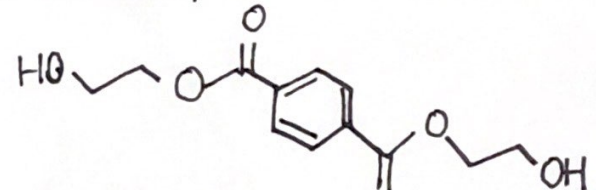
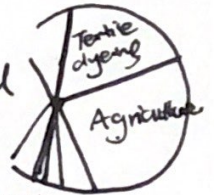
Most cotton grown ~~world wide~~ worldwide is genetically modified to be resistant to the bollworm pest, thereby improving yield and reducing pesticide use. But this can also lead to problems such as the emergence of "SUPERWEEDS" which are resistant to standard pesticides.



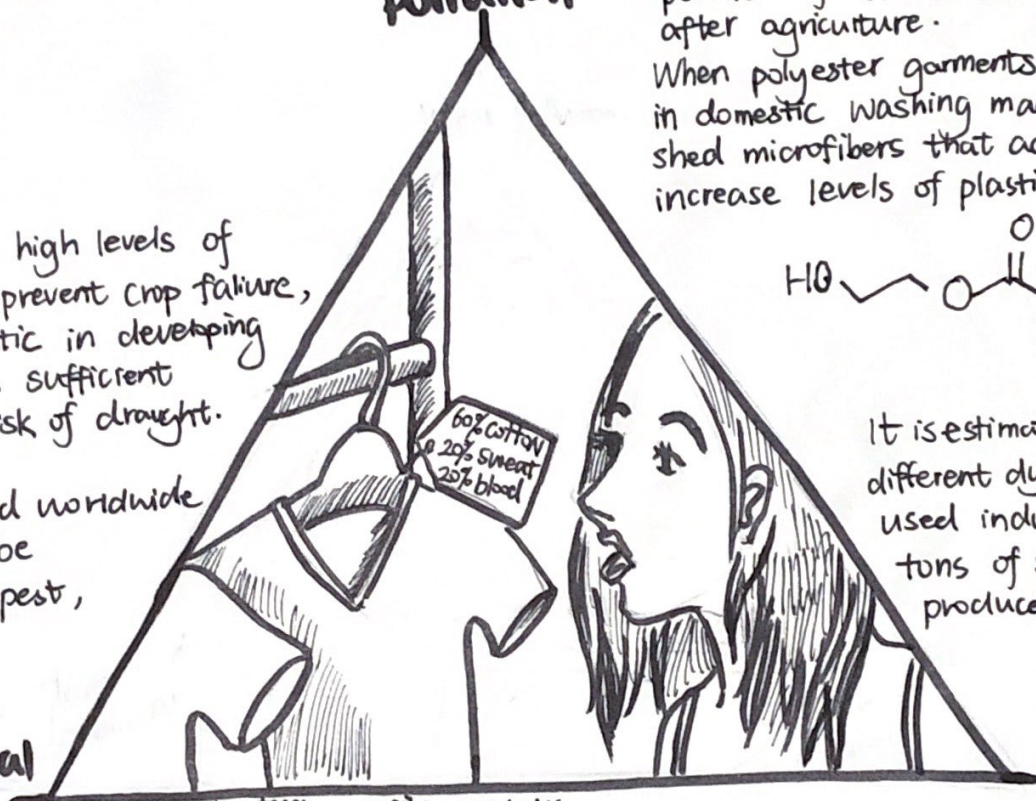
## Water Pollution

Textile dyeing is the 2<sup>nd</sup> largest polluter of clean water globally, after agriculture.

When polyester garments are washed in domestic washing machines, they shed microfibers that add to the increase levels of plastic in our oceans



It is estimated that over 10,000 different dyes and pigments are used industrially and over 7x10<sup>5</sup> tons of synthetic dyes are annually produced worldwide.



## Toxic Chemical

## Textile waste

Textile waste is an unintended consequence of fast fashion, as more people buy more clothes and don't keep them as long as they used to. The international expansion of fast fashion retailers exacerbates the problem on a global scale.

