

SLOW FASHION

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La necesaria apuesta por la durabilidad y los materiales sostenibles, frente al consumo de marcas de moda rápida que contribuyen al calentamiento global, a la generación de residuos, y al vertido de microplásticos

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Fast fashion brands, with their constant rotation of collections and their affordable prices, have accustomed us to brand new clothes every so often, but the ecological cost is high. Considering the production process alone, [the textile industry emits 1.2 billion tons of CO2 into the atmosphere](#) - more than aviation and shipping combined -. Added to this is the prevailing consumption habit that generates a million tons of textile waste per year. As well as the [35% of microplastics](#) that pollute the seas come from clothes, and that fast fashion employs even [79 billion drinking water a year](#).

Faced with these figures, a [a study by the British association](#)

WRAP (Waste and Resources Action Programme) points out that extending the average life of garments to 2 years and 5 months - that is, an increase of 3 months - would mean between 5% and a 10% reduction in your carbon, water and waste footprint. In this way, the ecological contribution of betting on durable garments, not subject to the latest trends, or consumer alternatives such as brands that produce locally, fair trade, or second hand, becomes evident. Durability, biodegradability, and recyclability of materials is, how no, an aspect to value.

Including these and other principles of sustainability, Kate Fletcher, Professor of Sustainability, Design and Fashion at the Center for Sustainable Fashion, coined Already in 2007 the term "Slow Fashion", as an antithesis to the industrialized fashion represented by brands such as Primark, Zara or H&M.

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