Why Recycle?

Fast-fashion is leaving a lasting impact on the environment as around 75% of our unwanted clothing is sent to landfill every year in the UK, that's 900,000 million items, 1.5 million tonnes or 220 million filled black bags. This is certainly cause for concern especially as clothes take years and years to decompose. Polyester which along with cotton is the most popular fibre used in garments which is worrying as it uses so much carbon energy to produce and then doesn't decompose at all once thrown away creating even further environmental problems and contributes to global warming and climate change.

Why Organic?

The *Environmental Justice Foundations (EJF)* report on the deadly cotton farming industry shows a very different story to the fabric regarded as the most clean and pure of all. Cotton farming uses most of the worlds pesticide use, according to percentage of land used. Cotton farming uses 20-25% of the world's pesticides but only produces 3% of the world's crops. The *WHO* estimates that the total world cotton farming fatality count is 20,000, with 3 million people suffering chronic health problems. This is far too many.

It is also worth noting that although organic cloth is not officially fair-trade the farming and manufacturing processes do however have strong ethical and fair-trade principles

Why Bamboo?
Bamboo is made from the pulp of the bamboo grass and is one of the new leaders in sustainable textiles. Bamboo is biodegradable and easily renewable, plus it grows at a rapid rate.

It is very durable, strong and resembles very silky cotton. It can be mixed with other fibres and is soft enough to wear directly on the skin; people also find they have little or no allergies to this as

compared with other natural fabrics. It also has antibacterial properties meaning it can last longer and is great for active wear as it helps prevent odour.

Why Hemp?

Hemp is gaining recent popularity as the number 1 leading eco-textile as it requires no pesticides, can actually fertilise it's own soil producing more yields, year on year, like cotton it uses little energy to produce but only requires a fraction of water compared to cotton. Hemp is also renewable and carbon neutral as the plant absorbs as much CO2 as is used in production, of which it grows at an alarmingly fast rate. As a fibre, it is very durable; in fact garments become stronger with each wash and can easily be mixed with other fibres such as organic cotton and silk. It can also be woven or knitted enabling many different textures such as jersey, towelling or linens