



MODULE 1 Worksheet

Giveaways:

1. Raw materials determine as much as two thirds of a fashion product's impact in terms of water, energy, emissions, waste, and land consumption. Even if there aren't fibres that are completely sustainable, there are some alternatives that impact less, such as regenerated fibres, organic fibres, recycled materials, biobased materials, waste/deadstock materials, cruelty free materials, vegan materials.
2. Designers, artisans, and brands wishing to increase their level of sustainability have a variety of choices that can significantly lessen the impact of their production cycle: slow, sartorial, on-demand and/or local production, up-cycling, recycling, zero waste design, less impactful chemical treatments, minor resource consumption, ethical work.
3. Big part of the pollution generated by fashion is determined by the maintenance and disposal of garments, which is directly dependent on the user. Brands and designers also need to strategically think and design innovative solutions that address product use, care, disposal, and the dissemination of information and culture, which are key to creating awareness and triggering more responsible behaviours.

Activity for self-reflection:

Read the following sentences about fashion and decide which are true and which false.

- A. Cotton production requires low water consumption.
- B. A garment made of different types of fibres is more easily recyclable
- C. Pre order and on demand models limit waste.
- D. Garments made of synthetical fibers don't need to be washed.

Case study

Rifò, is a clothing brand entirely produced in the Prato textile district with regenerated fibres. The project started in 2017 with the mission to minimize the waste of the fashion industry.

Find out more in Module 1 through the online cooperative platform <https://tecofash.erasmus.site/>