

THROWAWAY CULTURE

We throw a staggering volume of clothes to landfill every year, and the effect that the rise of single-use fashion is having on our environment is shocking. As the average number of wears for each garment continues to fall, more must be done to tackle the problem

£2.7bn

spending by UK consumers in 2019 on fashion that will only be worn once

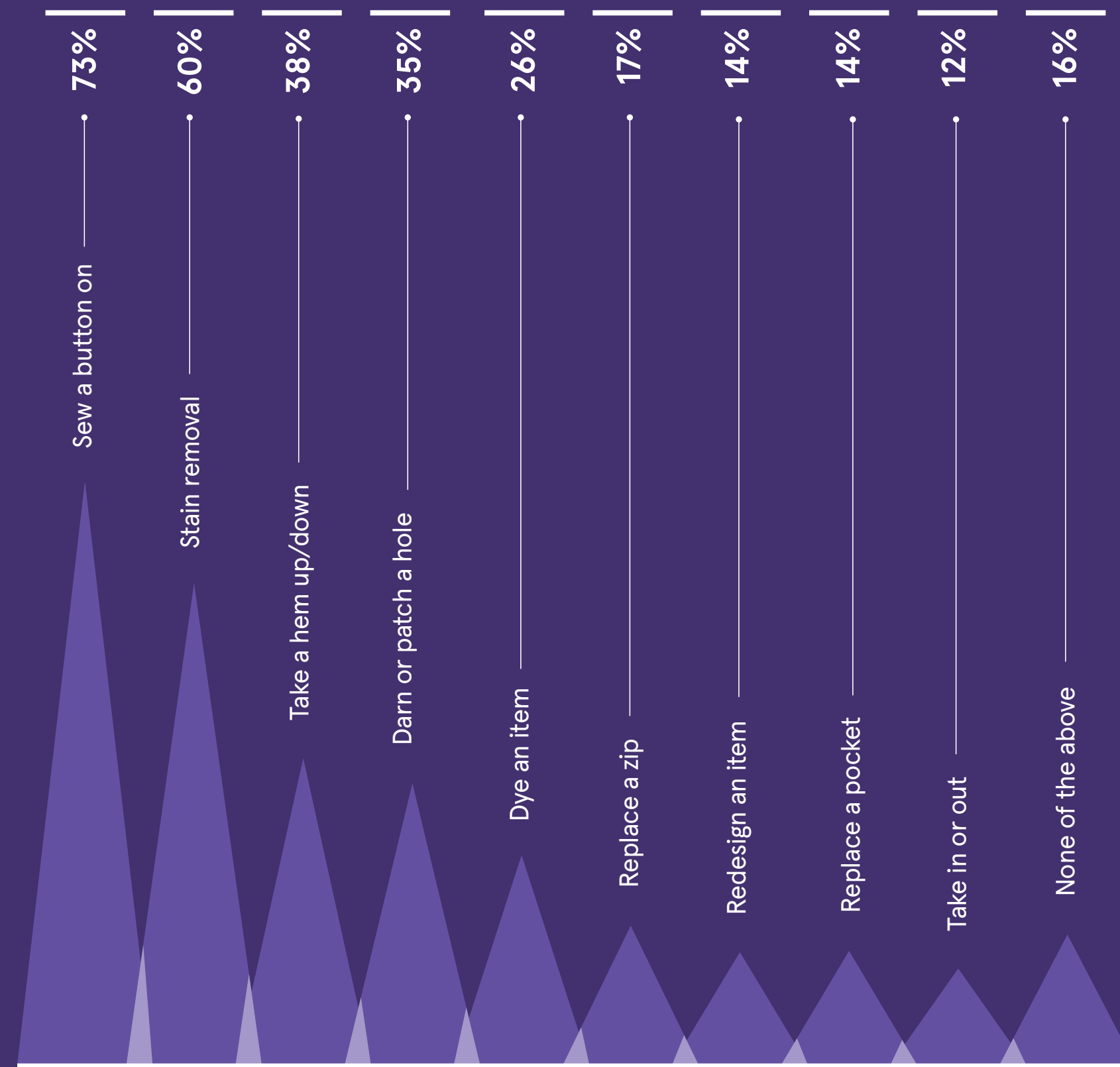
50.3m

outfits will only be worn once

Barnado's/Censuswide 2019

REPAIRS AND ALTERATIONS COULD STEM THE TIDE OF SINGLE-USE

Percentage of UK consumers who feel confident doing the following



WRAP 2017

MATERIAL FLOWS FOR CLOTHING

Global estimates for material flows in 2015

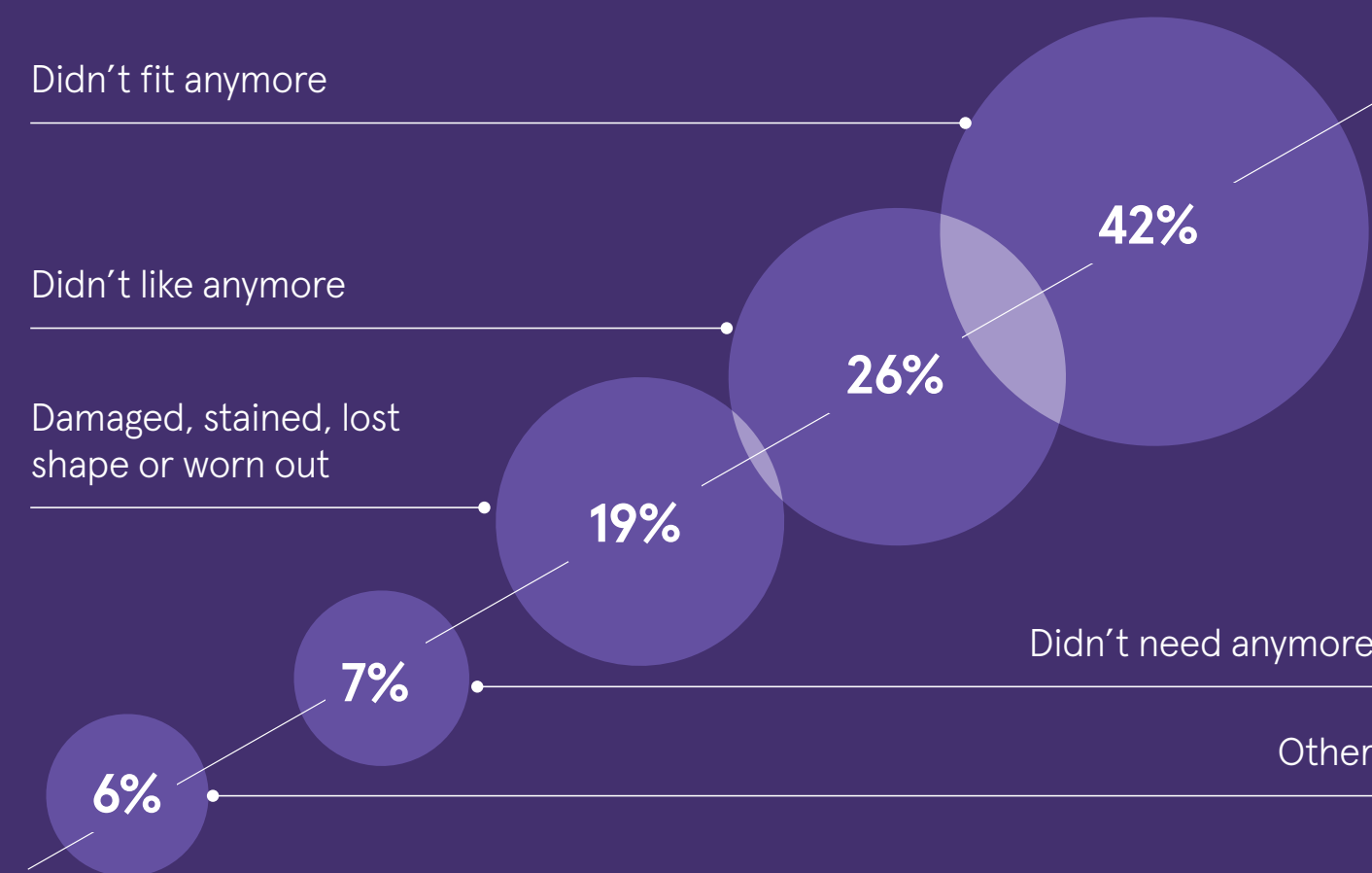


¹ Recycling of clothing into the same or similar quality applications
² Recycling of clothing into other, lower-value applications such as insulation material, wiping cloths, or mattress stuffing
³ Includes factory offcuts and overstock liquidation
⁴ Plastic microfibres shed through the washing of all textiles released into the ocean

Circular Fibres Initiative/Ellen MacArthur Foundation 2017

REASONS WHY PEOPLE GET RID OF THEIR CLOTHES

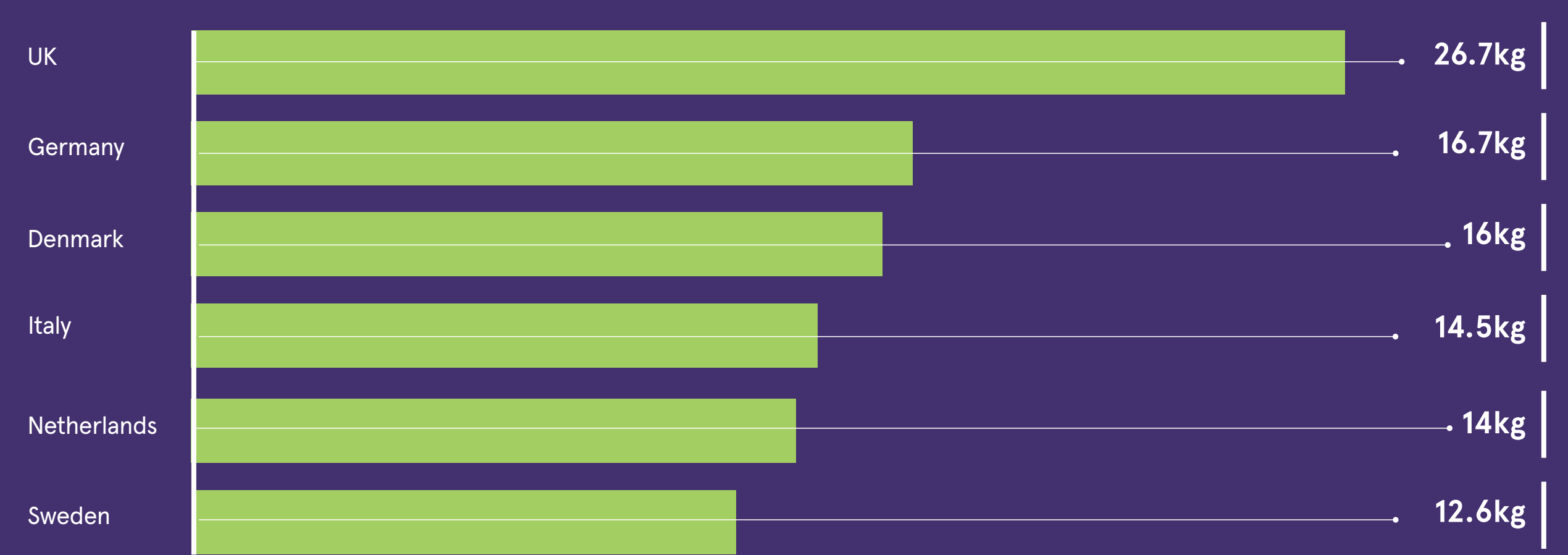
Reasons for disposal, donation or sale in the UK



WRAP 2016

CLOTHING CONSUMPTION IN THE UK

Consumption of new clothing per capita in selected countries



ECAP 2018

£140m

worth of clothing goes to landfill in the UK each year

£30bn

estimated value of all unused clothing across the country

2.2yrs

average lifetime for a garment of clothing in the UK

WRAP 2019