
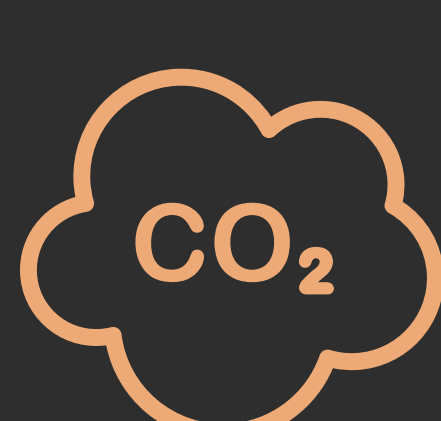




# SANVT

## WHAT MAKES A FASHION BRAND SUSTAINABLE?

Sustainability in fashion has evolved from a niche to a genuine revolution in the past few years. The demand for ecological, fair and sustainable fashion products is on the rise, fueled by a growing awareness about the environment, climate change prevention and conscious consumerism. And as a result, many brands and even major corporations have now included a sustainable line in their collections. But what exactly is sustainable fashion? At SANVT, we explore the topic from various angles and have filtered out six criteria that make a fashion brand truly sustainable.

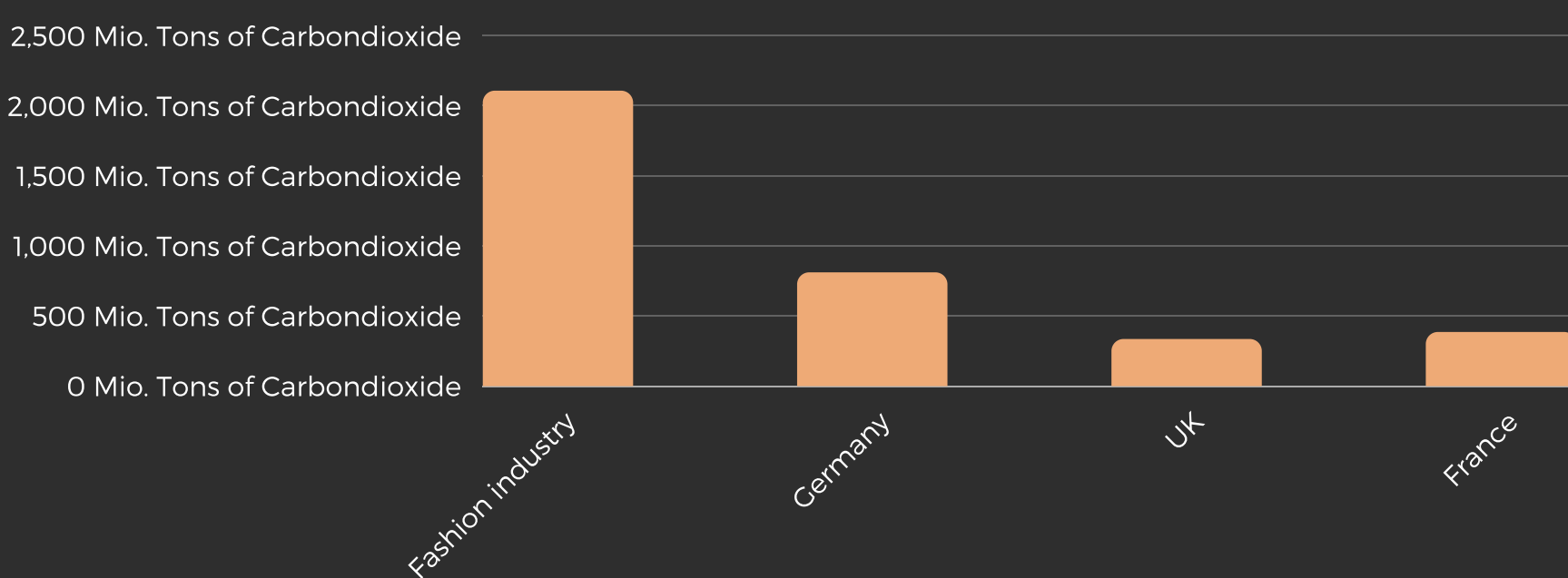
 <h3>1,9 BILLION LITERS DRINKING WATER</h3> <p>is being wasted every year, only in the process of dyeing fabrics!</p>	 <h3>2,1 BILLION TONS CO2 PER YEAR</h3> <p>is being emitted by the fashion industry alone. This figure represents 4% of global CO2 emissions and is comparatively higher than the carbon emissions of Germany, France and the UK combined.</p>
 <h3>20,000 CHEMICALS</h3> <p>are being disposed into the oceans during the dyeing processes – among them salts, alkalis and heavy metals.</p>	



## IT'S TIME TO ACT NOW!


Counter-movements such as slow fashion, circular economies and sustainable fashion, aim to halve these greenhouse gases by the year 2030! If the fashion industry fails to do so, the requirements of the Paris Climate Agreement to slow down global warming will not be met.

## CO2 EMISSIONS FROM THE FASHION INDUSTRY




RELEVANCE FOR CONSUMERS	CO2 EMISSIONS OF FASHION	WATER POLLUTION
<h1>30%</h1> <p>According to a study by Mintel, sustainability is the number 1 driver of shopping decisions for 30% of consumers.</p>	<h1>20%</h1> <p>As consumers, we contribute to 20% of all CO2 emissions from the fashion industry.</p>	<h1>20%</h1> <p>The fashion industry is responsible for 20% of all industrial water pollution worldwide.</p>


## SIX CRITERIA FOR SUSTAINABLE FASHION

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### 1. Natural and biodegradable fabrics

The fabrics used should not only be organically grown, but also 100% made from the same material. This makes a product not only biodegradable, but also recyclable.
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### 2. Avoid plastic & packaging waste

A sustainable fashion brand should always use plastic-free or recycled packaging.
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### 3. Natural dyeing methods

Sustainable fashion brands should definitely rely on natural dyeing processes, or avoid dyeing processes altogether.
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### 4. Low resource consumption & green energy

Low-resource consumption means not only reducing water consumption, but also engaging with greener practices in the production chain.
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### 5. Fair production

Working conditions of sustainable fashion brands should always be fair and respectful – this includes reasonable working hours, fair wages, and of course bans child labor.
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### 6. Carbon neutrality

Fashion brands should try to neutralize their emissions by financially supporting projects such as reforestation.