## Mitch Ratcliffe Searching for Planet-Friendly Fashion? | Earthyii.com

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## **Searching for Planet-Friendly Fashion?**

🕅 Gemma Alexander 📲 July 20, 2018



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Food, clothing, and shelter are considered humans' three basic needs. But the environmental impacts of meeting those needs can be staggering. Agriculture and textile dyeing are the top two global sources of water pollution. Fibers from polyester clothing contribute to the microplastic buildup in ocean garbage gyres. But boycotting clothing is not a viable option. How can people lessen their impact without literally giving up the shirt off their backs?

## Shop Less

According to the World Resources Institute, the average consumer today purchased 60 percent more clothing in 2014 than they did in 2000, but kept each garment half as long.

Even though fast fashion has led to clothes that don't last like they used to, most of us could still buy less and hang on to it longer. Sustainable fashion companies are breaking new ground in transparency and eco-friendly fashion practices. But these companies clothes can be expensive and hard to find.

## Shop Best

CSRHub.com — an aggregator of company environmental and social responsibility data — rated clothing brands. Each brand received a score for governance, community contributions, employee treatment, and environmental practices, as well as an overall score that combined the categories. Scores were ranked by percentiles, just like academic standardized tests.

Designer brands, with their carefully sourced materials, dominated the rankings for eco-friendly fashion. But Chanel