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# Earth Action: Become a Sustainable Fashion Influencer



By [Gemma Alexander](#)

FEB 23, 2023    [earth action](#), [fashion industry](#), [fast fashion](#), [sustainable fashion](#)



Earth911 is honoring the 52 years of Earth Day with 52 [Actions for the Earth](#). Each week through Earth Day 2023, we will share an action you can take to [invest in the Earth](#) and make your own life more sustainable. The environmental impact of the global textile and fashion industry is so big that EarthDay.org has made sustainable fashion one of its major campaigns. This week, you can use social media to take action for the Earth by becoming a fashion influencer.

Placeholder area for social media sharing options, including buttons for Facebook, Twitter, LinkedIn, and Email, as well as a QR code.

# Action: Become a Sustainable Fashion Influencer CLOSE

## Fashion

We're so used to \$10 T-shirts, seasonal trends, and shops that rotate merchandise every two weeks, few of us can imagine a world without fast fashion. The average person today buys 60% more clothing than they did 15 years ago. But they only keep their clothes for [half as long](#). The average garment may be worn as few as [10 times before disposal](#).

But every aspect of making, selling, and replacing all that disposable clothing has a big environmental impact. The fashion industry is responsible for nearly [10% of total greenhouse gas emissions](#). Every year, [40 million tons](#) of textiles are disposed – many of them never worn. It takes nearly [3,000 liters of water](#) to make one cotton T-shirt and [3,781 liters of water](#) to make a pair of jeans. Yet [cotton](#), especially organic cotton, is a better fabric choice than [synthetics](#). More than half of our clothes are made of oil-derived synthetic fibers that contribute to [35% of all ocean microplastic](#) pollution. After technology manufacturing, the garment industry is the next leading cause of modern [slavery](#) and child labor.

## My Planet My Closet

[Quitting fast fashion](#) for good and [investing in sustainable fashion](#) isn't easy, especially when social media is overflowing with haul videos and #ootd (outfit of the day) images that encourage a throwaway approach to dressing. You can take inspiration from EarthDay.org's [Fashion for the Earth Ambassadors](#) and shift your own influences by following more [sustainable fashion influencers](#) in 2023. But it's even better to become an influencer for good yourself.

**MY PLANET MY CLOSET**  
LOVERS OF THE PLANET & LOVERS OF FASHION UNITE!

**Become an 'Influencer' - Not a 'Follower'**  
We want to showcase your efforts to halt the unsustainable consumption of clothing that is destroying the earth's water, air, soil, and species!

JOIN EARTHDAY.ORG'S CAMPAIGN  
**FASHION FOR THE EARTH & our latest project:**  
**MY PLANET MY CLOSET**

**Show off your sustainable closet in a 1-2 minute video**

- Show us your sustainable fashion haul: Model or display your clothes – this can be many items, a few items, or even just one
- Tell us about the items: Are they made of a sustainable fabric? Where did you get them? Are they second hand from a swap, a shop, a rental, a resale or a hand-me-down?
- Tell us about yourself: Describe how you feel about fashion and the planet or what you're doing to make a difference in how you shop for clothes.
- Mention that your video is for **EARTHDAY.ORG** and **My Planet My Closet**.
- Follow our few simple instructions to the right. Then send us your video!

\*organic cotton, hemp, jute, lyocell, flax, recycled polyester, fabrics made from agricultural products, etc.

**Instructions for video format and how to submit it:**

- Videos should be shot in a landscape/horizontal format and shooting with a mobile phone is fine.
- Narrators should be on-camera or (if necessary) recorded in a voice-over.
- Narrators should model or display clothing so they are clearly visible.
- Save your 1-2 minute video as an MP4 and send via Dropbox or WeTransfer to [arts@earthday.org](mailto:arts@earthday.org).
- At the start, please state your name and location.
- Please send videos by no later than mid-March for possible inclusion in Earth Day 2022.
- By sending your video, you agree that **EARTHDAY.ORG** has permission to share it on our website, social media, and on Earth Day 2022. For questions, contact [arts@earthday.org](mailto:arts@earthday.org).

Inspire others with your sustainable wardrobe via EarthDay.org's My Planet My Closet showcase.

As part of EarthDay.org's sustainable fashion campaign, they are renewing [My Planet My Closet](#), a showcase for the efforts of regular people to move past fast fashion and develop a more [sustainable wardrobe](#). To participate, make a short

MP4 video showing off your sustainable closet, and [share it with EarthDay.org](#). They might use it on Twitter, other social media channels, their web page, or all of the above.

You can follow EarthDay.org's guidelines and join their campaign or just do your own thing. On the social media platform of your choice, create a video, reel, image, or text post that relates to sustainable fashion. Demonstrate how you reduce the impact of your wardrobe, show off your creative remixes of your [capsule wardrobe](#), or share facts about the environmental impact of the fashion industry. If you know [how to mend](#) or recently hosted a [clothing swap](#), make a how-to video or blog about the experience. Read some of [Earth911's articles](#) on making fashion sustainable if you need inspiration, and don't forget to tag @Earth911!

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By [Gemma Alexander](#)

Gemma Alexander has an M.S. in urban horticulture and a backyard filled with native plants. After working in a genetics laboratory and at a landfill, she now writes about the environment, the arts and family. See more of her writing [here](#).

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We educate and inform consumers, businesses and communities to inspire thought and facilitate earth-positive consumer decisions.

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