

## Organizations

### Kuyichi Pure Goods

Goal: slow fashion

~one of the first brand of sustainable jeans (2001)

~ uses organic and recycled materials

~ materials to create long lasting denim items.

~ non-toxic products and fair trade

**KUYICHI**  
PURE GOODS

### Frank And Oak

Goal: be ethical and eco-responsible by recycling denim

~ reduce textile waste and saving of chemical

~ make new jeans out of old ones

**Frank  
And  
Oak**

### Blue Jeans Go Green by Cotton Production

~ main goal is to reduce and redirect denim from landfills

~ create cotton sustainability

~ upcycle worn out jeans into natural cotton insulation fibers for houses.

## Food for thought...

~ The notion of disposability is closely related to the principles of waste and consumption. This idea can also be translated when thinking about humans, where for instance in the case of the workers of the jeans industry which face terrible health and safety conditions and are seen as replaceable.

~ Richer countries are consuming fashion that is made and produced in poorer countries.

## Learn more

**Material Guide:** How Ethical is Denim?

**Blue China**-a documentary on the mass production of jeans in China

## Get involved...

We need to rethink our fast-fashion habits:

~ read the labels look for organic fibers, non-toxic dyes.

~ wear your jeans longer, washed them less

~ buy second hand, try thrifting

~ change our need to always buy new stuff, it's a habit ingrained in this capitalistic society

~ Send your denim to recycling programs such as **Blue Jeans Go Green**

~ keep learning

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# Denim Jeans & Their Negative Environmental Impact



*Pairs of denim blue jeans, Image by FRAME*

## Fast Facts About Denim Jeans:

- 300 liters (about 80 gallons) of water are normally required to make a single pair of denim jeans
  - But with new methods, it can take only one glass full of water to make the same product!
- 2 billion out of 6 billion pairs of jeans made each year are now produced more sustainably
- “It is estimated that 70 percent of Asia's rivers and lakes are contaminated by the 2.5 billion gallons of wastewater produced by that continent's textile industry”.
- Communities reliant on rivers that are polluted experience higher risk of cancer and other illnesses



Pollution from textile industry in Asia, Image from EcoWatch

## LIFE CYCLE OF DENIM JEANS

### Extraction:

In order to extract materials such as natural cotton fibers, leather derived from livestock, metals, and synthetic materials (which most jeans are made out of), processes involve the heavy use of fossil fuels and water.



### Production:

Weaving cotton, cutting the fabric, sewing, dyeing, washing and drying, finishing it with chemicals which is one of the most harmful steps



### Distribution - Advertising - Retail:

Packaging jeans, transporting them to various retail distributors where they are stocked and sold, advertising through electronic means in addition to things like billboards



### Consumption:

Buyer wears jeans, washes/dries them, irons them, and repairs them if needed



### Disposal:

Can be thrown out and end up in landfill, given to a consignment store, donated to people in life of original purchaser or to charities, or given to company that repurposes old fabric into new denim

## What is the real cost of producing denim jeans?

~ it all starts with cotton, which is considered to be a thirsty crop, a lot of water is wasted just to obtain this plant.  
→ Fossil fuels, fertilizers, pesticides, etc. also used in first step to extract materials

~ unsafe levels of toxic chemicals such as mercury and lead have been detected in rivers on which people rely for drinking and bathing.

~ the dye residue often ends up on waterways and on the skin of the factory workers

~ workers are exposed to unhealthy and safe environments and report rashes, lesions and even infertility.

~ the signature indigo colour comes from a toxic synthetic dye

~ after dyeing, more chemicals are used to get light-wash look

~ paper and plastic utilized for packaging in stage of distribution as well as additional

~ denim jeans tend to travel over long distances to reach retailers, increasing use of energy for things like cargo flights or truck transport

~ in using denim jeans, water and energy are depleted with excessive washing, drying, etc.

		~ improper disposal leads to pollution and a wasted product that could've been used for better
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