

**I buy clothes often, but I'm not aware how much water is used to produce those clothes.**

P.O.V STATEMENT

STAKEHOLDER

Consumer  
Fashion Industry  
Fashion Retailers  
Logistics  
Politics (EU)

INDUSTRY SECTOR

Fashion Industry



SIGNIFICANCE OF ISSUE

For the production of one cotton shirt, 2.700 to 15.000 L water are used. Sometimes, the water gets contaminated in such a way that processing it to make it clean again is not possible. Since clothes are so cheap, most people are not aware of the impact on the environment. Fast fashion is especially bad, because consumers will buy clothing to wear only once or twice.

SOURCES

<http://www.virtuelles-wasser.de/baumwolle/>  
<https://www.independent.co.uk/life-style/fashion/environment-costs-fast-fashion-pollution-waste-sustainability-a8139386.html>