

Technology and the Future of Circular Fashion

How is technology changing the face of fashion to make it more circular?

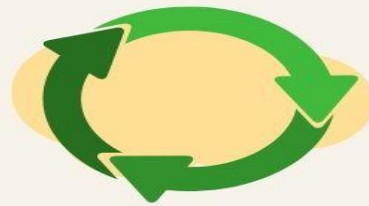


Clean it up

Clean energy and clean manufacturing

Design waste and pollution out

Through closed loop production—where waste materials are reused to create additional products or treated so they can safely re-enter the ecosystem.



New materials

Creating fabric out of materials like hemp, banana, bamboo, coconuts malai, plastic bottles, and even your old T-shirts!

Climate-friendly processes

Regenerative production processes that conserve and restore ecosystems.



Transparency

New blockchain technology lets you scan a barcode and see the entire journey of your garment, from fabric to garment and beyond.

New business models

Thrifting, renting, swapping, and more. There's an app for that.



Technology holds an important key to creating a fashion industry that's circular, transparent, and equitable.

Join our webinar to find out how that's happening in India and the world?

Register here: <https://cutt.ly/registernow2>

WHY DOES FASHION NEED INNOVATION AND TECHNOLOGY?



Percentage of industrial water pollution comes from textile dyeing and treatment.

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500,000,000 or half a million tons.

The amount of plastic microfibres that are dumped into the ocean. Many of these come from plastic based synthetic clothing.



This is the equivalent of **50 Billion** plastic bottles.

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Percentage of clothing worldwide made using plastic-based synthetic fibres like polyester, nylon, and acrylic.

We need cleaner dyes and dyeing processes, new materials that are affordable and functional enough to replace synthetic fabrics, and more.



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The time is now.

New innovations and technology can help us solve these problems.

Want to know how technology is changing the fashion industry in India and the world?

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