

SUSTAINABLE FASHION CHALLENGE

TAKE CARE WITH WHAT YOU WEAR



What we wear can be a great expression of what we like or how we feel. It also happens to have an impact on the world around us. This month, let's take care with what we wear to express our love for our world.

Here's a few facts to consider as you take the pledge:

- In denim production, it takes as much as 1,500 liters of water to produce one pair of jeans which is as much water one person consumes in a lifetime.
- The average lifespan of clothing is 3 years...if this was extended by just three months, it would reduce their carbon and water footprints, as well as waste generation, by five to 10 percent.
- Roughly, 11 million tons of clothing end up in a landfill each year. The average American throws away 80 pounds of clothing each year.

WEEK 1

***TAKE THE PLEDGE, PERFORM
A CLOTHING AUDIT:***

10 POINTS

Commit to not buying any new clothing for the month of February. Clean out your closet/dresser and identify how many shirts, pants, skirts, dresses, jackets are in your wardrobe.

20 BONUS POINTS:

Identify the fabric types in your wardrobe. Research if these fabrics are plant based or plastic based. Are they recyclable? Share your findings with the group!

WEEK 2

WASH, WEAR, REPEAT:

20 POINTS

Pick 10-12 articles of clothing and commit to wearing only these items for the next 3 weeks. Ex: 1 pair of shoes, 5 tops, 1 jacket, 3 skirts.

Or commit to wearing one item twice a week for the next 3 weeks.

20 BONUS POINTS:

Track how easy or difficult this was for you. Share pics with the group.

WEEK 3

RECYCLE, DONATE, HOST A DRIVE:

30 POINTS

Recycle/donate your old clothing.
Or get some friends together and host a clothing donation drive.

20 BONUS POINTS:

Take a picture of your donation or your event.

WEEK 4

GET CREATIVE, UPCYCLE:

40 POINTS

Give an old garment new life by up-cycling it into a new article of clothing or accessory. Document your creation with a photo and share with the group!

Tip: Source Youtube for up-cycling tutorials.

20 BONUS POINTS:

Document your creation with a photo and share with the group!



**EARN 100
POINTS**

AND WIN AN AWESOME PRIZE!