

How to become a biodiversity hero

Chapter 2: The Fashionista

Anne knows fashion trends are always making a comeback. Instead of buying new clothes, she loves to go shopping in second hand stores to look for vintage pieces that meet her needs.

Be trendy and thoughtful like Anne.

The fashion industry has a dramatic impact on nature. The processing of new clothes requires around 8000 different chemicals² which contaminate around 20%³ of all lakes, rivers and other freshwater sources.

20%



² Source: Common Objective (2018)

³ Source: Kant (2012)