

## IMPACTING RESULTS OF THE *DETOX MY FASHION* CAMPAIGN PROMOTED BY GREENPEACE

Launched in 2011 by Greenpeace [the Detox My Fashion campaign](#) has mobilised millions of people around the world to challenge major clothing brands to eliminate all releases of hazardous chemicals from their supply chains and products.

For decades, industrial companies have used the environment and in particular waterways as a dumping ground for hazardous chemicals. For local communities living near manufacturing facilities water pollution has become a daily reality and national regulations have not always prevented the release of toxic chemicals into the environment.



The Detox campaign was launched to expose the direct links between global clothing brands, their suppliers and toxic water pollution around the world. Fieldwork and investigations in manufacturing countries, along with the testing of branded garments for traces of hazardous chemicals, resulted in the release of groundbreaking reports that exposed the toxic truth behind the clothes.

[Since 2011, the campaign has secured Detox commitments from 76 international brands, retailers and suppliers.](#) The call for fashion made without pollution has also been echoed by big names within the fashion scene, including designers, models and bloggers, many of whom have signed the [Detox Fashion Manifesto](#).

In particular, the campaign has been able to secure public commitments from the following international fashion companies: Nike, Adidas, Puma, H&M, M&S, C&A, Li-Ning, Zara, Mango, Esprit, Levi's, Uniqlo, Benetton, Victoria's Secret, G-Star Raw, Valentino, Coop, Canepa, Burberry, and Primark.

[The edition 2016 of the Detox Catwalk](#) presents the steps taken by the fashion brands to fulfill their commitments to eliminate all hazardous substances in the supply chain and in the entire life cycle of their products by 2020.

All these brands committed with the Campaign are taking steps to create toxic-free fashion on behalf of their customers, the local communities and future generations. Fashion brands can play an important role in transforming the sector because of the influence they have on suppliers and trends. Thanks to the Campaign, in fact, of over half a million designers, bloggers, fashion fans, global fashion leaders and activists have made a commitment to Detox their clothes. The Campaign has also been able to



generate changes in the policies of countries where the textile industry is more active.

Continuing to work towards the goal of detoxing the textile industry, the Campaign is also attracting the attention of its mobilized actors and activists on the most global issues concerning the [sustainability of the textile industry](#) in the modern world. Many interesting articles in the website of the Campaign are available on themes as the circular economy approach to reduce the amount of clothes sent to landfills and incinerators, [the reduction of synthetic fibers](#) generating pollution both in terms of its emissions-heavy production and the non-biodegradable waste it leaves behind, the need to design clothes with more durability and change the [consumption model that dominates fashion today](#), the need to improve the living and working conditions of garment workers everywhere.

The *Detox My Fashion* Campaign opens important spaces of visibility and market opportunities in many countries for companies producing natural and organic textiles, dyes and colour fixatives. These products, which usually have a high-quality restricted market area, could achieve greater visibility thanks to the interest of consumers around the world created by this campaign.

#### To know more

[Detox My Fashion Campaign website](#)

[Articles in Greenpeace International website](#)

[Article in Greenpeace International website](#)

[2016 Detox Catwalk](#)

[IUCN Report on primary microplastics in the oceans](#)

[Copenhagen Fashion Summit 2017](#)

[Copenhagen Fashion Summit Commitment](#)

[Fashion Revolution website](#)

[Article in theguardian.com website](#)

[Article in fashionunited.com website](#)

[Pakistan Textile Journal website](#)

[Textile Exchange Website](#)

[www.greenpeace.org](http://www.greenpeace.org)

