

2018 REPORT OF DETOX MY FASHION CAMPAIGN

PRODUCED BY GREENPEACE GERMANY

In 2018 Greenpeace Germany has produced the important Report [Destination Zero – Seven Years of Detoxing the Clothing Industry](#) showing the progress of global clothing brands and suppliers in detoxing from hazardous chemicals, as well as identifying future challenges for all stakeholders.

The Report maps the major steps all companies have made together across all sectors, including fashion, sportswear and luxury retailers, outdoor brands and suppliers.

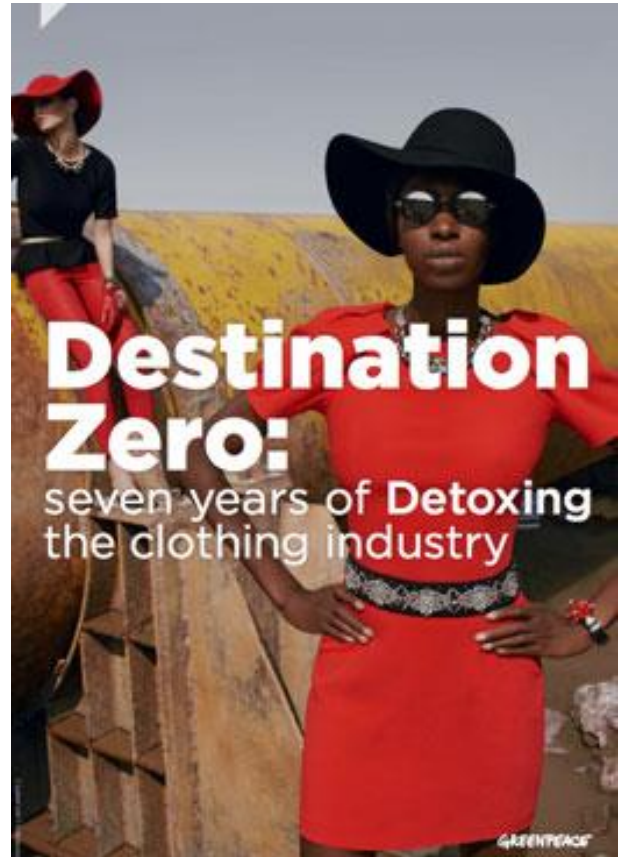
Launched in 2011 by Greenpeace, the [Detox My Fashion campaign](#) has mobilised millions of people around the world to challenge major clothing brands to eliminate all releases of hazardous chemicals from their supply chains and products. For decades, industrial companies have used the environment and 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 been able to prevent the release of toxic chemicals into the environment.

The Detox campaign was launched to make known 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 in the release of ground-breaking reports that exposed the toxic truth behind the clothes.

Since 2011, the campaign has secured Detox commitments of 80 international brands, retailers and suppliers. Together, these companies represent 15 % of global clothing production. The call for fashion made without pollution has also been echoed by big names within the fashion scene, including designers, models and bloggers.

Seven years after Greenpeace started the [Detox My Fashion](#) campaign, asking fashion companies to stop polluting waterways with hazardous chemicals from clothing production, all 80 companies that took the pledge to phase out these chemicals from their production-line by 2020 have achieved a significant progress presented in the Report.

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



To know more

[Destination Zero – Seven Years of Detoxing the Clothing Industry](#)

[Report in Greenpeace international website](#)

[Article in chemsec.org website](#)

[Article in sustainablebrands.com](#)

[2016 Detox Catwalk](#)

[Detox My Fashion campaign](#)

