



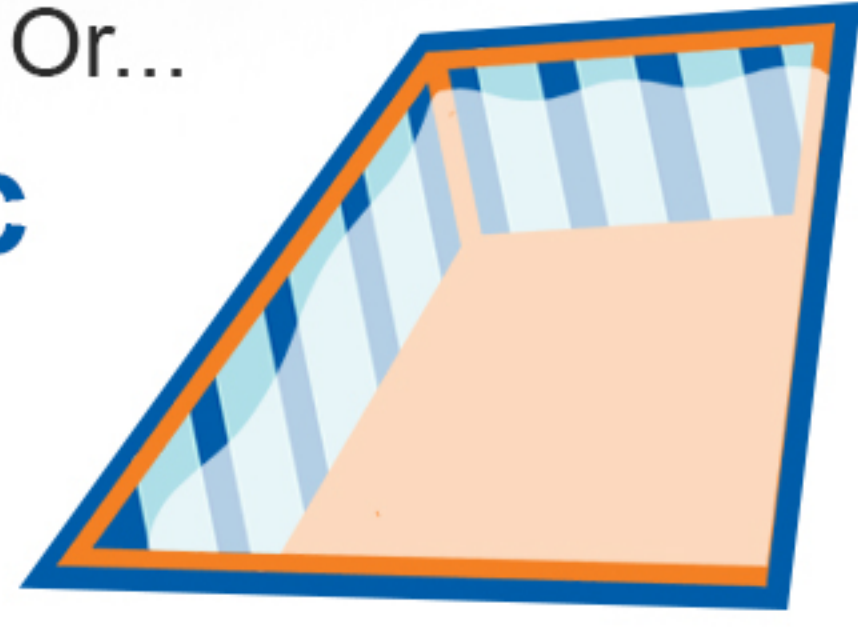
The Devil in the Deep Blue Sea



The **volume of water** consumed by apparel production each year is currently

79 billion cubic metres. Or...
32 million olympic swimming pools

Highsnobiety.com



x6

The process of producing bottled water requires around **6 times as much water per bottle** as there is in the container.

Plasticoceans.org

The 'Ellen MacArthur Foundation' predicts there'll be more **plastic than fish** in the world's seas by the year **2050**.



More than 8 million tonnes of plastic is dumped into our oceans each year. Globally, that's

one full garbage truck every 60 Seconds.



ellenmacarthurfoundation.org



It takes over **2,700 litres** of water to make one T-shirt.

That's equivalent to **3 years drinking water** per person

thesustainableedit.com

Extending the active life of **50%** of UK

clothing by **9 months**

would decrease the UK's carbon footprint by **8%**, water footprint by **10%** and waste footprint by **4%**, per **tonne** of clothing.

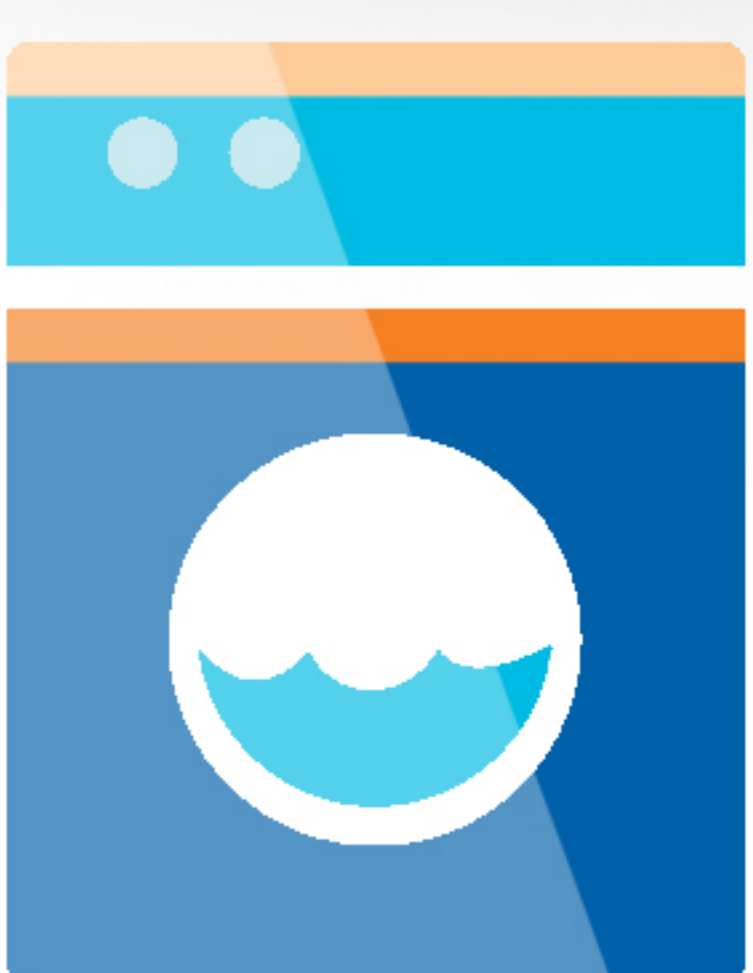
wrap.com



≈70%

of the **world's oxygen** comes from the ocean. **Save our oceans.**

nationalgeographic.org



Annually, **500,000 tons** of microfibres are released into the oceans from washing clothes. That equates to more than 50 million plastic bottles.

ellenmacarthurfoundation.org

But there are threads of hope

Coats **EcoVerde** is a revolutionary product range featuring **100% recycled premium sewing threads**

EcoVerde
www.coats.com

