

LABELS WITH INTENTIONS

Animal Welfare in the Clothing Industry

The clothing industry is severely lagging on animal welfare. This is despite 75% of Americans and Australians being concerned about the welfare and treatment of animals in at least one fashion category. Over 2 billion animals are used in the fashion industry in terms of wool, fur, and leather, which does not even take into consideration the harm to animals through habitat destruction and pollution. Many of these animals are living in atrocious living conditions, suffering brutal mutilations, and enduring chronic stress.



38% of fashion brands consider animal welfare risks to some degree in their supply chains and purchasing practices.

25% have formal animal welfare policies in place to help safeguard animals from these risks.

35% of those with an animal welfare policy are tracing at least some of their animal-based materials.

21% of brands implement assurance schemes which prioritize animal welfare.

Therefore, there is an overwhelming number of animals that are being left unprotected, and their well-being cannot continue to be deferred. One way to minimize harm to animals within the fashion industry is for

Animal Welfare Certifications



Regenerative Organic

Regenerative Organic Certified is a new certification which aims to heighten the standards for soil health, animal welfare, and social fairness across many industries.



Responsible Wool

The Responsible Wool Standard addresses the well-being of sheep and the land they graze on. They strive to ensure that wool comes from farms that have a forward-looking approach to managing their land, practice holistic respect for the welfare of the sheep, and respect the Five Freedoms of animal welfare.



Responsible Down

The Responsible Down Standard (RDS) aims to ensure that the ducks and geese that down and feathers have been taken from are being treated as humanely as possible. Under this standard, the removal of down and feathers from live birds along with the force-feeding these birds is prohibited.

DID YOU KNOW?

Not all vegan products are as harmless as we might think they are. For instance, the risks that comes with exposure to the fumes emitted during the production of rayon include nerve damage, insanity, and increased risk of heart disease and stroke. Factories producing rayon in China and Indonesia eject the resulting discharge straight into the waterways rendering once lively ecosystems lifeless. Additionally, 33% of all rayon and viscose used in clothing is derived from trees in threatened and ancient forests, with nearly 70% of the trees harvested being thrown away or incinerated.

Another popular synthetic vegan fabric, polyester, is used in about 60% of garments. This material is made from fossil fuels and emits nearly three times as much carbon dioxide as cotton. Fabric containing polyester sheds nonbiodegradable microplastic into waterways, poisoning marine life and eventually human bodies.

