



**Keywords:** *Fast fashion, circularity, recycle, reuse, repair*

**Audience:** *VET Teachers and Providers, Chambers of Commerce, Start-uppers and young entrepreneurs, SMEs, Associations and consulting companies, Institutions supporting entrepreneurs and innovation*


So-called fast fashion is in contradiction with the circularity principles. A 2022 European Commission strategy to tackle this issue demands that the textiles should be more durable, repairable, reusable and recyclable. This is a rule to be followed by people in textile production. But what about other options? Opening a second-hand shop can be a valuable and noble business, promoting reuse and reducing waste and carbon emissions from textile production. Many clothing companies also provide information on how recyclable, reusable and repairable their clothes or parts of clothing are. Some of them also provide the instructions on how to repair a broken zipper at home.

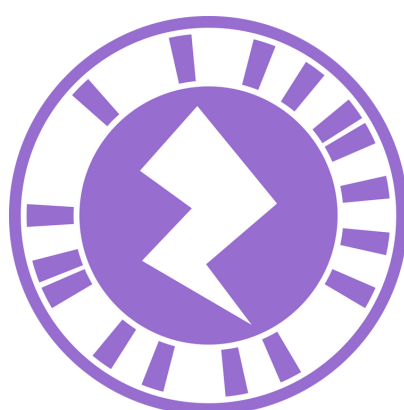


<https://pixabay.com/photos/hangers-clothing-shopping-market-1850082/>

### *Did you know?*

1. Plant-based leather can be a more sustainable option for our clothes and footwear.
2. Shopping for clothes online can be more environmentally friendly, as the number of vehicles distributing clothes is reduced.
3. The EU Ecolabel found on textiles indicates limited use of harmful substances and reduced water and air pollution.

Downloading the Zappar App  on your mobile device (AppStore/ Google Play) and pointing toward this flyer, you will see an infographic illustrating the development of circular economy entrepreneurship.





# Test Your Knowledge

*Are you familiar with circular clothing and the impact of the fashion industry? Take the AR-based Quiz below*

## 1) The fashion industry is the second largest polluter in the world



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## 2) Fast fashion aligns with the circularity principles



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## 3) Shopping for clothes online can be more eco-friendly



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