Did you know fashion is responsible for 500,000 tonnes of plastic microfibers entering our oceans every year. The same as 50 billion plastic bottles. We can do better. It’s time to #SetANewStandard. I’m in, are you? Sign on to the brand petition https://bit.ly/2IGMNKy @NSIFashion2030

Did you know the fashion industry is responsible for over 8% of global greenhouse gas emissions? It’s time to #SetANewStandard. I’m in, are you? Sign on to the brand petition https://bit.ly/2IGMNKy @NSIFashion2030

Did you know the average American throws away 81lbs of clothing per year? We can do better. It’s time to #SetANewStandard. I’m in, are you? Sign on to the brand petition https://bit.ly/2IGMNKy @NSIFashion2030

Did you know 50% of all clothing ends up in incinerators or landfills within one year of being made? We can do better. It’s time to #SetANewStandard. I’m in, are you? Sign on to the brand petition https://bit.ly/2IGMNKy @NSIFashion2030

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