



THE ARAL SEA DISAPPEARED

BECAUSE OF EXTENSIVE AND

UNSUSTAINABLE COTTON PRODUCTION

IN THE CENTRAL ASIAN REPUBLICS OF

THE SOVIET UNION SINCE THE 1930s.

The Fashion Cycle



Natural Dyes



Organic Agriculture



Sustainable Fibers



Recycle



Repair



Give



Responsible Use





Now Act!



Banish pesticides and toxic chemicals



Reduce water consumption and pollution



Reduce energy and CO₂ emissions



Cut down waste



Meet the Global Organic Textile Standard



Preserve handmade skills



Provide fair work conditions



Use biodegradable packaging



Act as an eco-citizen



Increase social benefits

Clothes have always been important in our lives. We wear them to protect us from the weather and as a way to express our individuality. Today the major international apparel companies offer consumers low-cost clothing, but textile workers are paying with their lives, and the industry is polluting the environment at every link along the value chain. Manufacturers can, however, turn to certification programs such as OEKO-TEX and GOTS for guidance on making environmentally responsible choices related to their production and their sources of fibers. Unfortunately, this textile certification process is slow and complicated. Moreover, anyone looking for textiles made in a socially responsible manner may still be disappointed. Unlike respect for the environment, respect for working conditions is not as clearly labeled in the textile industry.

While this process is daunting, everyone can make an impact on the industry. We come from different parts of the world, and fashion is a way to connect with each other. It is a representation of our diverse societies, cultures, and heritages. When created ethically, fashion can celebrate and reward unique skills and craftsmanship that would otherwise be a dying art. Sustainable fashion carries a message of hope and lets us dream of becoming global eco-citizens.

Out of respect for our planet and her people, we must work together to ensure a better future for the next generation. As small players in the world of fashion, Zoï Environment Network and Olistic the Label have created a partnership to make change happen both through better information about environmental and social impacts throughout the fashion cycle and by creativity in designing a 100% ecological collection.



**THE ARAL SEA CONSIDERED ONE OF THE BIGGEST
MAN-MADE ENVIRONMENTAL DISASTERS,
IT LEFT NOTHING BUT A DESERT
WHERE ONCE THRIVING LIVELIHOODS EXISTED.**



Zoï Environment Network is a Geneva-based organization specialized in analyzing and communicating environmental problems to trigger action for solutions. Our engagement for sustainable fashion stems both from being engaged in one of the world's worst environmental hotspots – the Aral Sea in Central Asia – caused by unsustainable cotton production; and our everyday life as consumers.
zoinet.org



Olistic the Label is a sustainable luxury brand that offered an organic collection made with 100% peace silk and wood pulp fibers. Embellished with natural pearls and embroideries, each piece tells a unique story. Caring for both the planet and its people, the brand is promoting traditional craftsmanship in Portugal and organic silk agriculture in India.
olisticthelabel.com