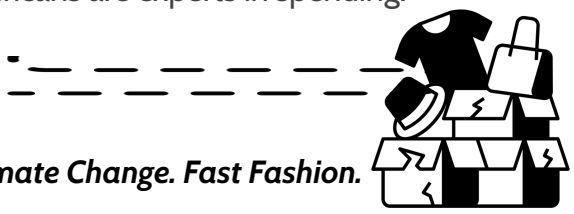
SUSTAINABILITY, CLIMATE, & FASHION

Retail Therapy....

Do you often self-soothe in the swathes of clothing racks? Do words like 'retail therapy' & 'self-care' buzz a pleasant note in your head? Americans are experts in spending.



Climate Change. Fast Fashion.

More buzzwords we hurl at each other. People are beginning to understand the amount of carbon that is omitted from our textile consumption. Our values evolve and the perils of fast fashion become apparent.

Americans Decided Not Everything That Fits Is Gold.

What Exactly is 'Fast Fashion'?

It refers to the mass production of textiles and goods by major corporations like H&M and others. While economically efficient, this practice wreaks havoc on the environment, perpetuating a cycle of constant consumption designed to be worn briefly and discarded.

So, What Can We Do About it?

The fashion and textile industry carries a staggering carbon footprint, contributing significantly to annual carbon emissions and landfill waste. The solution lies in sustainable practices – thrift shopping, purchasing clothes made from recycled materials, supporting local businesses, investing in durable garments, and prioritizing companies committed to eco-friendly initiatives.

Enter Cotopaxi, an outdoor company based in Salt Lake City, UT, leading the charge in making sustainability fashionable. Founded by an Ecuadorian native, Cotopaxi has made it their mission to source durable, recycled materials and provide employment opportunities to Ecuadorian workers. Their sustainable products not only reduce carbon footprint but also support local communities.

By supporting authentic, local companies like Cotopaxi, we take the first step towards fostering a more sustainable fashion industry. Let's welcome and champion these initiatives.

-Weston Wood, Content & Arts Journalist
(sponsored by cotopaxi.)