

# ZARA

How Fast Fashion Brands are Killing the Environment  
Ari Almansoori

The H&M logo is displayed in bright red, 3D-style letters. It is mounted on a light blue wall above a glass entrance. The letters are slightly shadowed, giving them a three-dimensional appearance. The background behind the logo is a light blue wall with horizontal lines, and below it is a glass door or window reflecting the surroundings.

H&M



# MATERIALS



## COMPOSITION

### OUTER SHELL

100% polyester

### LINING

100% polyester

### FILLING

100% polyester

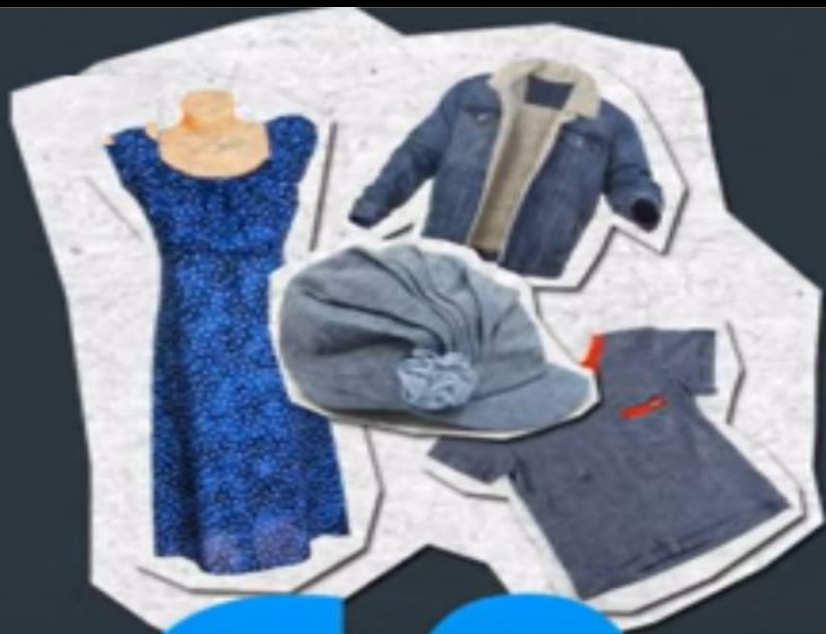
## COMPOSITION

### OUTER SHELL

60% cotton, 40% polyester



**P E T**



60%



30%

A person wearing yellow boots is standing in a field of cotton plants. The background is a vast field of cotton plants under a clear sky.

**“ In 2019, the Group  
[Inditex, Zara’s parent company]  
used over 38,000 tonnes  
of sustainable cotton  
in its clothing  
(up 105% from 2018). ”**

**ZARA**

washing and dyeing processes.

### ▼ ECOLOGICALLY GROWN COTTON

Ecologically grown cotton is grown using natural fertilisers and pesticides.

Using these natural farming methods is more respectful of water and local biodiversity, allowing farmers to grow cotton crops alongside other food crops such as oranges, tomatoes or turmeric.

Furthermore, plantations where ecologically grown cotton is grown avoid the use of genetically modified seeds, thus helping to preserve seed biodiversity and soil fertility.

### CERTIFICATIONS

We only use ecologically grown cotton certified by organisations which monitor the process from the raw material to the final product. At present, we work with:

Organic Content Standard (OCS)

Global Organic Textile Standard (GOTS)



JOIN LIFE / COLLECTION

## COMPOSITION



### OUTER SHELL

100% polyamide

### LINING

100% polyamide

### FILLING

100% polyester







**RECYCLING**



1%



GARMENT COLLECTING

## RECYCLE AT H&M

The H&M Garment Collecting programme is a global initiative that works to prevent customers unwanted clothes and textiles from going to landfill.



**Thank you!!!**

**Questions?**