There is a growing concern about sustainability in the textile industry. This research is the examination of the harm that the textile industry can cause to the environment and how society will respond to the environmental policies that are in place. The Earth’s natural resources are being used at a rate that the natural ecosystem cannot handle (Carp, 2020).

A survey was sent out electronically to our target population. In total, we had 10 responses. Survey questions asked respondents their opinions regarding knowledge of environmental sustainability policies and consumer response. Our results suggested an even 50% split between consumers who had knowledge of and cared about environmental policies and those who did not.

- On our survey, our last question was “In summary, do eco-friendly textile (clothing) companies make you want to buy their products any more than a company that is less sustainable?” This question got five yes answers and five no answers.

- Patagonia is known to be the one of the first companies to adopt the use of recycled materials in their clothing production (The Good Trade).
- Nike, Amazon, and H&M have been reported to be unsuccessful at keeping the (The Pretty Planteer).

In the long run for the environment, it seems sustainable companies are the way to go. We support the idea that more research needs to be conducted to see if companies like Amazon, Nike, and H&M would be liked more if they were more sustainable.

