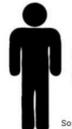


# WHAT DO CONSUMERS DO WITH THEIR CLOTHING?

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## Information

- In the International Journal of Design, an experiment was created where users talked freely about why they disposed of their clothing. These results had many diverse reasons for why people threw away clothing, it included the small things like stains, the fit, or ripped textiles (Laitala, Boks, Klepp 2015).
- What happens to all the clothes we toss out? The short answer: they end up in landfills. In North America alone, every person throws out an average of eighty-one pounds of textiles each year which totals more than twenty-six billion pounds of textiles in landfills (Hirschlag, 2019).
- Mass productions of clothing that do not last as long maximizes the rate of disposal away.

It takes 2,700 liters of water to make one cotton shirt...  →  Enough water for one person to drink for 2.5 years.  

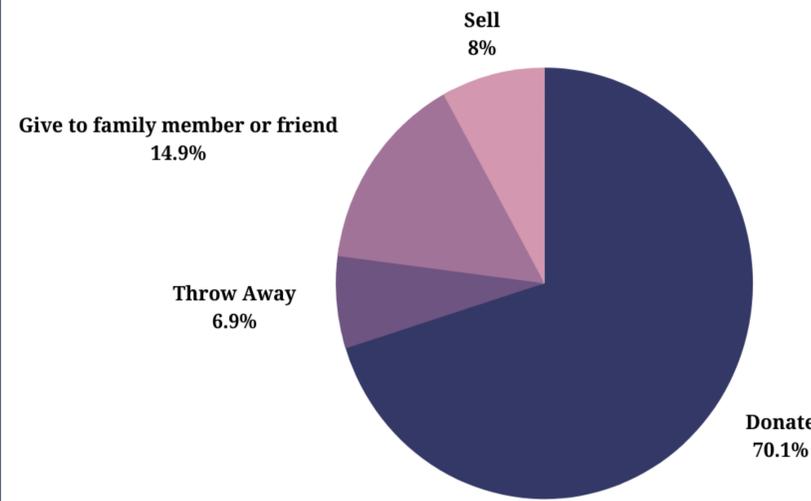
Sources: World Resource Institute and CDDOIRL

Courtesy of: Olivia Shirk, 2020

## Methods

We conducted a simple survey through Facebook and Instagram asking our followers what they do with their clothes that they no longer want or need. In total, we had 54 participants in our survey.

## Our Results



## Results

Our results show that the majority of consumers chose to donate their clothing. The next most common way for consumers to dispose of their clothing is to ask family or friends if they want it. A few consumers also reported that they try to sell on Facebook, but if they don't sell, then they take it to Goodwill. In total, only six people said they would throw away their clothes. Our results suggest that consumers do choose more sustainable methods for disposing of their clothing items, extending their life cycle dramatically.

## Conclusion

Consumers are not made aware of the detrimental hazards that come with textiles. In our research, we found that the company's do not want consumers to know about the risk of making too many textiles.

Our research shows that the effects of tossing out textiles are not known to many consumers. Donating clothing can be so easy, yet people still throw out clothing daily, filling up landfills.

## References

Hirschlag, A. (2019, June 4). *9 reasons you shouldn't throw away clothes, and 4 things you can do instead*. <https://www.upworthy.com/9-reasons-you-shouldnt-throw-away-clothes-and-4-things-you-can-do-instead>.

Laitala, K., Boks, C., Klepp, I. G. (2015, August 30). *Making clothing last: A design approach for reducing the environmental impacts*. Retrieved March 01, 2021, from <http://www.ijdesign.org/index.php/IJDesign/article/view/1613>