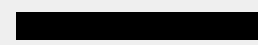


Annex



Mireia Canaletta Benavides

Abstract mark



Wordmark



CONCIOUS
THEGONCIOUSHUB



CONCIOUS
THEGONCIOUSHUB

The website:

www.conscioushub.life





About the conscious hub:

Transforming the fashion industry by introducing new and innovative ideas, practices, or technologies that challenge the traditional ways of operating in the industry.

[Discover new sustainable brands >](#)

[Discover new technologies >](#)

You might be interested:

Good on You

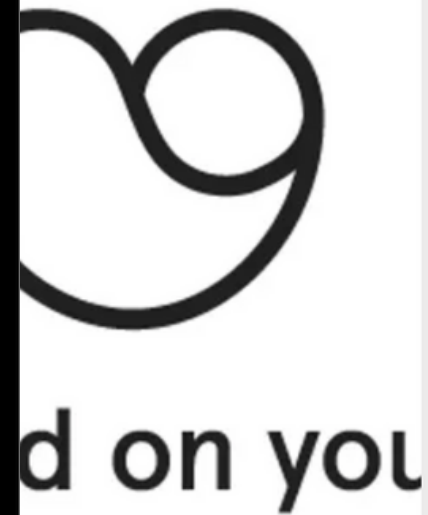
WHO PAYS THE PRICE FOR OUR CLOTHING?

The true cost

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You might be interested:



Good on You

Good on you; provides information about brands' sustainability and ethical practices. It works by rating brands on a scale of: "We avoid," "Not good enough," "It is a start," "Good," and "Great" based on the company's information on the environment.

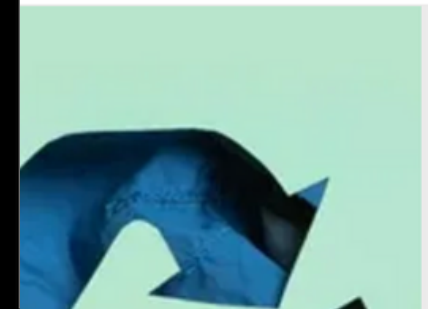
[Check out their website >](#)



The true cost

"The True Cost" is a 2015 documentary directed by Andrew Morgan that explores the dark side of fast fashion. It details the exploitation of low-wage workers, environmental pollution, and the impacts of consumerism and mass media within the global garment industry.

[Watch Trailer >](#)



How is the EU making fashion sustainable?

The EU's Strategy for Sustainable and Circular Textiles aims to transform the textile industry.



How one company in Pakistan recycles over a million pairs of jeans every year

Like most clothing, the vast majority of jeans end up in landfills.

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ood on you

[Check out their website >](#)

THE TRUE COST

[Watch T](#)



How is the EU making fashion sustainable?

The EU's Strategy for Sustainable and Circular Textiles aims to transform the industry and consumer behavior, fostering a sustainable ecosystem where textiles are durable, repairable, and recyclable, while promoting re-use and responsible product stewardship across the supply chain.

[Check out their website >](#)



How one compar recycles over a m jeans every year

Like most clothing, the
up in landfills. In Pakis
more used clothing th
nation, one company
way to recycle old del
and energy.

[Whatch](#)

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DON'T BUY THIS JACKET



Black Friday, the day in the year retail turns on red to black and starts to make real money. At Black Friday, and the culture of consumption it feeds, puts the economy of natural systems that support all life firmly in the red. We're now using the resources of one-and-a-half planets on our one and only planet.

Patagonia's business has been a success for a good long time—until now a world that holds us for our failure to do the opposite of every other business day. We ask you to buy less and to reflect before you spend a dime on this jacket or anything else.

Environmental bankruptcy, as with corporate bankruptcy, can happen very slowly, then all of a sudden, so in what we face unless we slow down, then reverse the damage. We're running short on fresh air, topsoil, biomass, wilderness—all our planet's vital systems—and resources that support access, and life, including our own.

The environmental cost of everything we make is doubling. Consider the T0-Jacket shown, one of our best sellers. To make it required 135 times of water, enough to meet the daily needs (free glasses a day) of 40 people. Its journey from its origin as 100% recycled polyester to our Reno warehouse generated nearly 20 pounds of carbon dioxide, 24 times the weight of the finished product. This jacket left behind, on its way to Reno, two thirds its weight in waste.

And this is 100% recycled polyester jacket, knit and sewn to a high standard. It is exceptionally durable, so you won't have to replace it as often. And when it comes to the end of its useful life we'll take it back to recycle into a product of equal value. So, as true of all the things we can make and you can buy, this jacket comes with an environmental cost higher than its price.

There is much to be done and plenty for us all to do. Don't buy what you don't need. Think twice before you buy anything. Go to patagonia.com/CommentThreads or scan the QR code below. Take the Common Threads initiative pledge, and join us in the 18th "T," to reimagine a world where we take only what nature can replace.

COMMON THREADS INITIATIVE

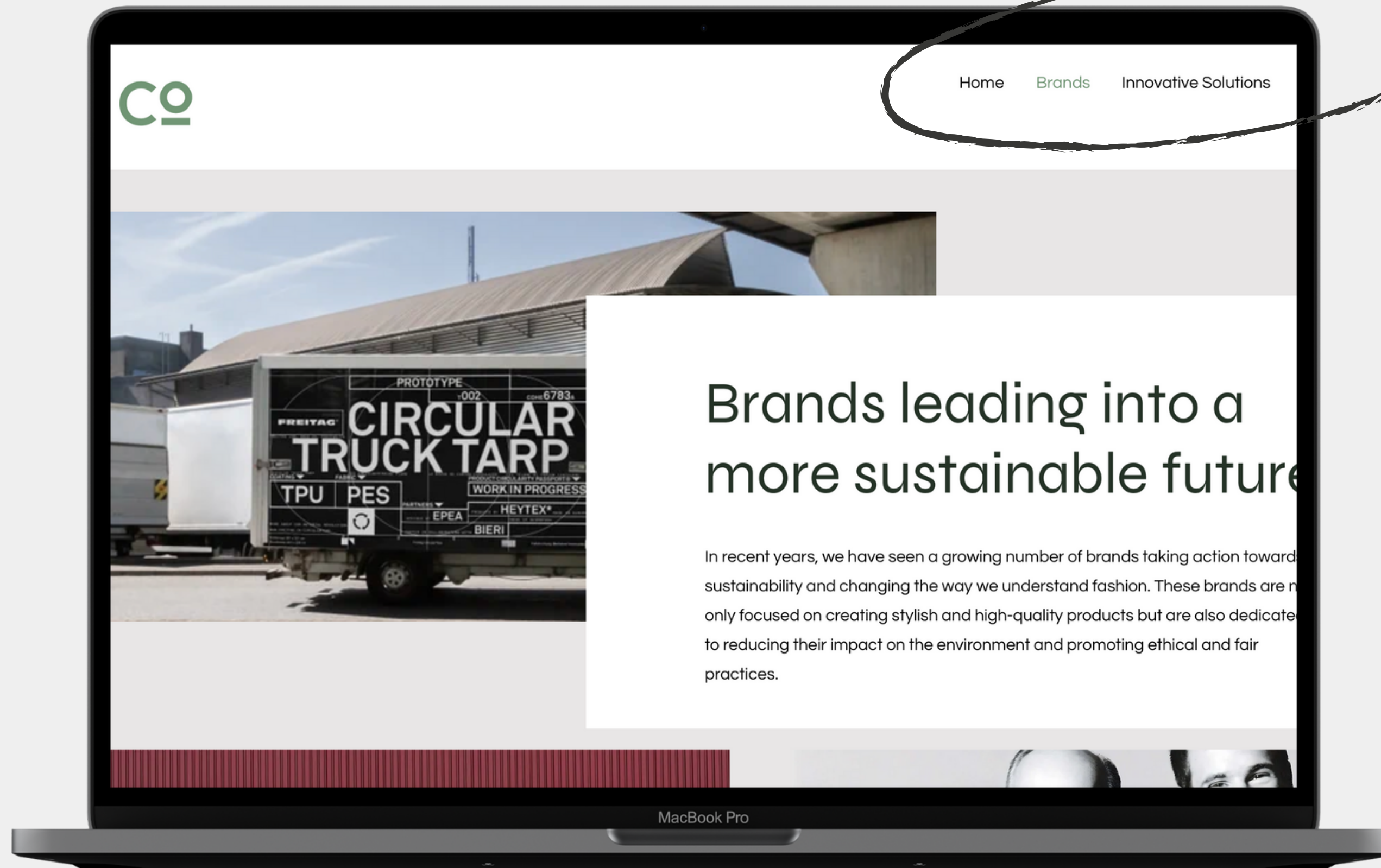
- REDUCE**
We make useful gear that lasts a long time. YOU don't buy what you don't need.
- REPAIR**
We help you repair your Patagonia gear. YOU pledge to fix what's broken.
- REUSE**
We help find a home for Patagonia gear you no longer need. YOU sell or pass it on!
- RECYCLE**
We will take back your Patagonia gear that wears out. YOU pledge to keep your stuff out of the landfill and incinerator.



REIMAGINE
TOGETHER we reimagine a world where we take only what nature can replace.

"The solution maybe for a lot of the world's problems is to turn around and take a forward step. You can't just keep trying to make a flawed system work."

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Home Brands Innovative Solutions

Brands leading into a more sustainable future

In recent years, we have seen a growing number of brands taking action toward sustainability and changing the way we understand fashion. These brands are not only focused on creating stylish and high-quality products but are also dedicated to reducing their impact on the environment and promoting ethical and fair practices.



Freitag

This innovative brand has been revolutionizing the fashion industry since 1993 with its focus on sustainability and environmental responsibility. By using repurposed materials such as truck tarpaulins and seat belts, Freitag creates stylish and durable products that are both fashionable and eco-friendly.



Bottletop

The creator of Bottletop was inspired to use sustainable materials by local artisans and raise funds for health education. After nine months living with an Indigenous community in East Uganda. Today, Bottletop is a sustainable fashion brand.

Search bar

recycled bottle tops and ring pulls in their designs.

[Check out their website >](#)



Ecoalf



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Ecoalf

Ecoalf is a sustainable Spanish fashion brand founded in 2009 to create a truly sustainable fashion brand by using recycled materials and reducing the use of the planet's natural resources. In 2015 the company embarked on Upcycling the Oceans, a worldwide adventure that will help remove marine debris from the bottom of the oceans thanks to the support of certain fishermen.

[Check out their website >](#)



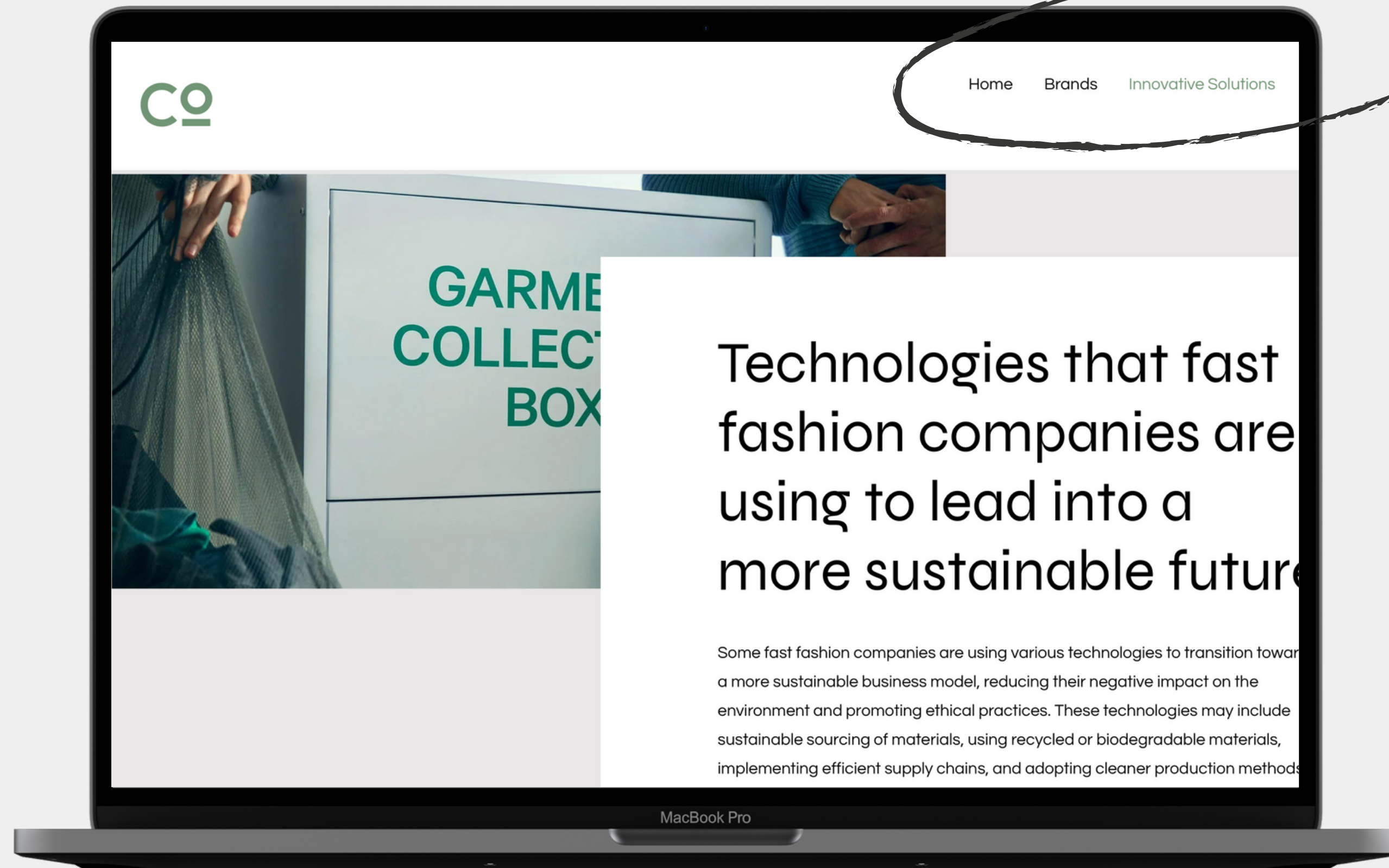
Patagonia

Patagonia is a sustainable outdoor clothing brand focused on environmental responsibility and social activism. For over 40 years, Patagonia focuses on producing high-quality outdoor gear with a focus on the planet. Patagonia also actively engages in environmental initiatives, supporting causes such as protecting public lands, promoting sustainable practices, and reducing their carbon footprint.

[Check out their website >](#)

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Innovative solutions



implementing efficient supply chains, and adopting cleaner production methods. Still, it is not 100% of their products most of the time, but it is an excellent way to turn upside down the fast-fashion industry.



H&M

H&M has taken action and is responsible for its Impact and willing to change for the better. It creates more efficient collections, recycling unwanted pieces and removing unnecessary plastics and hazardous chemicals. The goal of H&M is to close the loop on fashion and make it sustainable while promoting inclusivity and fair jobs while continuing to improve the industry.

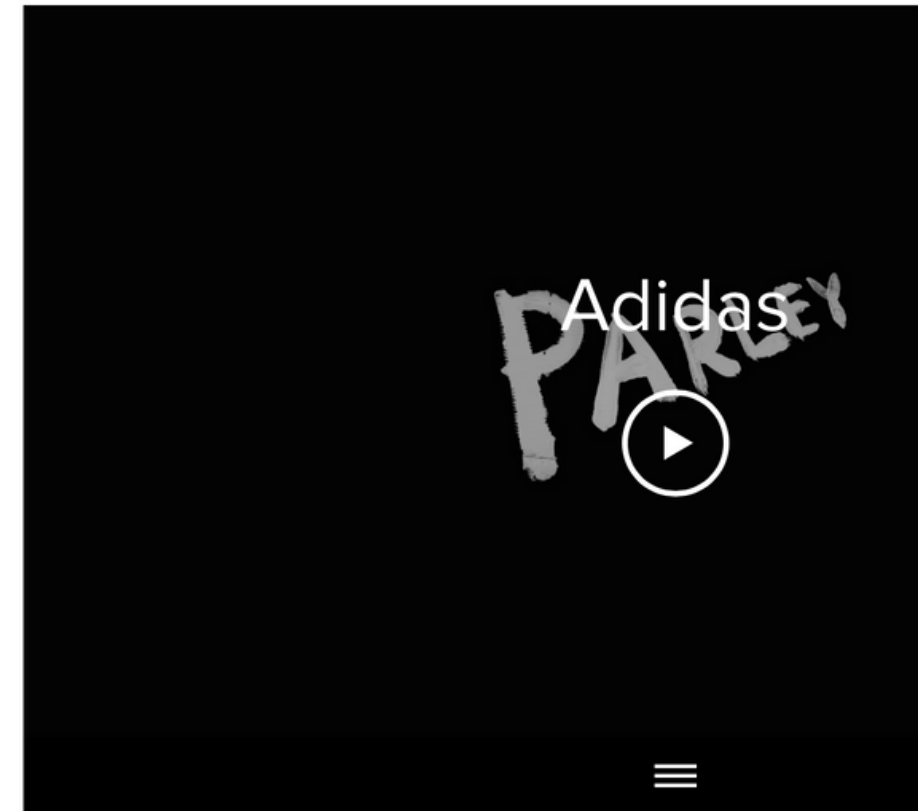
[Check out their website >](#)

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Adidas

This company in 2015 started a partnership with Parley from the Oceans, an environmental organization and a global collaboration dedicated to raising awareness about the fragility and beauty of our oceans. With this, Adidas creates clothes and footwear made from recycled materials that can be fully recycled by the end of their life.

[Check out their website >](#)



Levi's

Levi Strauss & Co., commonly known as Levi's, is a well-known American clothing company that

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CO

Mireia Canaleta Benavides