#PLASTIC NOT FANTASTIC

**SHIRT** made from natural fibers, Cienne, $580

**LEGGINGS** made from recycled water bottles, Teeki, $65

**SOCKS** Adriana Hot Couture, $220

**SHOES** Deerupt Sneaker made from Parley Ocean Waste, Adidas x Parley, $120
Fashion gives us all sorts of feels. That vibrance you radiate at wearing that Anna Sui summer dress you spent almost all of last months pay-check on, the “I’m an independent woman” attitude your crisp white Acne shirt boosts your self esteem with, and the cozy comfort of those Calvin Klein cashmere joggers that make your butt look perky.

During our many shopping frenzies we often tend to forget, that fashion also entails these feels: sorrow when seeing a strangled baby seal entangled in bog of plastic ropes, horror when hearing of the pilot whale that starved to death due to the 80 plastic bags in his stomach and concern knowing there will soon be more plastic than fish in the ocean.

All of the glitz and glam and gorge comes at a cost. Fashion is the second most polluting industry in the world. Not only do hundreds of tons of clothing end up on landfills, but solely fashion’s plastic packaging creates 78 million tons of waste - every year. And although more than 300 million tons of plastic have found their way into the ocean, plastic waste does not seem to have an end to it. Mostly because we make one major mistake when we throw away plastic: there is no away.

Luckily the situation is not as hopeless as it seems. Organizations such as Parley for the Oceans and The Ocean Cleanup are taking measures to remove the plastic from the sea and recover it to give it a new life elsewhere. Creatives are coming up with new ways to reuse the ocean plastic: Taylor Lane designed a surfboard made of cigarette butts he collected on californian shorelines and design studio A Plastic Whale launched furniture made of PET bottles recovered from Amsterdam’s Canals.

Recently, also fashion is trying to shed its polluting image by giving ocean plastic a new life and a new value. Athleisure label the Girlfriend Collective launched a campaign about “trash talking”, showing that sustainability can still be stylish with their recycled PET bottle leggings. Australian swimwear brand Seapia returns fishing nets found on shorelines back to the beach, but instead of as waste, as bikinis and trendy one pieces. Lastly, sportswear giant Adidas reached their goal of selling 1 million shoes of ocean plastic, and are now planning to use the material in all their products.

Many fashion brands are finding creative ways to revalue plastic, but ultimately creating a better consuming is up to us as shoppers. We need to invest into innovation, invest into recycled ocean plastic clothing and invest into cleaning up our oceans.

We have no planet B. And by harming our oceans, we harm the biggest support system we have.

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*Be a part of the change for cleaner oceans, join the movement and Avoid. Intercept. Redesign.*

*(for more information go to takeaction.parley.com)*
POPSICLE POLLUTION
Sewage popsicles, not for eating, but for reflecting on our effect on the planet and our waters

SEAPIA
Bikini Top 90$, Bikini Bottom 70$, Swimsuit 170$;
all seapia.com.au

SOMA X PARLEY
“Good for you, better for the Ocean”
29,95$; available at every Starbucks in the US

GIRLFRIEND
COLLECTIVE
Leggings 68$, Bras 38$;
both girlfriend.com

PELA CASES
Eco-friendly phone case 39$;
pelacase.com
(5% donation to Save The Waves)

ADIDAS
Alphabounce (right) 110$,
Deerupt Runner (left) 120$;
both adidas.com/parley

W.R.Yuma
Gineah, 110$;
wryuma.com

GIRLFRIEND
COLLECTIVE

FYOToDate
Earrings of upcycled wrappers 115$;
fyodorgolan.com

Save Our Oceans
Instead of seeing plastic as the culprit, these brands and artists have come up with ways to value the waste and give it a new purpose.
Limited edition Creme de la Mer, in celebration of World Oceans Day. Moisturizing facial creme, soothes deeply, moisturizes and heals away dryness. Suitable for all skin types.

The La Mer Blue Heart Oceans Fund’s commitment to marine protected areas in the Azores Islands, Grenada and the East China Sea. We hope to positively impact the future of our seas.

Share your personal connection to the sea using the hashtag #LaMerBlueHeart.