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Sustainable Systems

Jean Gardener

Preferred article of clothing: Denim

- Original that denim is made is by 2,500 gallons of water, nearly a pound of chemicals and vast amounts of energy
- Now projects like *Advanced Denim*, can produce a pair of jeans using:
 - 92 percent less water
 - Up to 30 percent less energy
 - Generates up to 87 percent less cotton waste

<http://www.acs.org/content/acs/en/pressroom/newsreleases/2012/june/sustainable-denim-manufacturing-process-creates-green-jeans.html>

Levi Strauss & Co.

- Have made tremendous progress innovating around water reduction in denim manufacturing, including creation of the “**Water<Less™**” process and implementing the apparel industry’s first Recycle/Reuse standard.

Facts:

- Water Consumption: Nearly 3,800 liters of water are used to make a pair of jeans. Fiber production, predominantly cotton (68%), consumes the most water, followed by consumer care (23%).
- Climate Change: Of the 33.4 kg of carbon dioxide produced during the lifecycle of a pair of jeans, consumer care (37%) and fabric production (27%) generate the most significant climate change impact and energy use.
- Expanded Scope: By expanding our scope to include leading cotton-producing countries, we’ve seen the water consumption from cotton cultivation increase, since the amount of water used to grow cotton varies significantly across the world. Also, by including new consumer markets we’ve found that washing and drying habits vary by region.

Impact:

- By wearing jeans 10 times before washing, American consumers can reduce their water and climate change impact by 77 percent, U.K. and French consumers by 75 percent and Chinese consumers by 61 percent.

<http://www.levistrauss.com/sustainability/planet/>