

BENEDETTI





ekolosko  
**ORGANIC**

biorazgradljivo  
**BIODEGRADABLE**

Postena trgovina  
**FAIR-TRADE**

Kozi prijazno  
**SKIN-FRIENDLY**

transparentno  
**TRANSPARENT**

eticno  
**ETHICAL**

Zivalim prijazno/ vegansko  
**ANIMAL FREE/ VEGAN**

Pocasna moda  
**SLOW FASHION**



**Še pred 20 leti je večina modnih podjetij proizvedla le dve kolekciji na leto. Desetletje pozneje se je to število povečalo na pet, danes pa nekatere znamke ponujajo 24 ali več na leto.**

**POCASNA MODA je odgovor.**

Parrots



POETIC GEM  
BEHIND THE SCENES WITH

# JULIA MICHAEL

PRESENTED BY LULU KNOWS

PHOTOGRAPHER: VICTORIA PASARITA | STYLING: ANITA  
PRODUCTION: LULU KNOWS | MAKEUP: ANITA  
HAIR: ANITA | LOCATION: LULU KNOWS  
DRESS: LULU KNOWS | SHOES: LULU KNOWS  
ACCESSORIES: LULU KNOWS

A woman is shown in a red parrot and floral print suit, sitting on a ladder in a studio setting. The background is a blue wall with studio equipment like lights and a fan.

*Cetopus*



Photo Mimi Antolovic

**Danes kupci kupijo petkrat več oblačil kot pred 30 leti.**

**73 odstotkov svetovnih oblačil na koncu konča na odlagališčih.  
Evropska unija vsako leto razpolaga s 5,8 milijona ton oblačil in tekstila.**

**PRIHODNOST IZDELKOV BO KROŽNA**



**JABOLCNO USNJE , sestava: 50% jabolka 50% PU, Foto: Mimi Antolovic**





**RECIKLIRANE PLASTENKE**



Photo Urska Premik

**"Alone we can do so little; together we can do so much." - Helen Keller**



**BENEDETTI LIFE X JAN OBLAK**





BENEDETTI LIFE X ANA ROS





**OSCARS 2022**

Maggie May Baird  
(Billie Eilish & Finneas)

Samo zato, ker podjetje trdi, da je "zeleno", še ne pomeni, da je.



### 9 scary facts about fast fashion

Find out the real costs of fast fashion

An average of **2%** of a garment's retail price goes to the workers in Asia who make them. That's only 50¢ earned for a \$25 top.  
- Clean Clothes Campaign

**9 out of 10** garment workers in Bangladesh cannot afford food with their current paying wage.  
- Oxfam Made in Poverty Report

A cotton shirt requires at least **2,700** litres of water to produce - enough to drink for 2.5 years!  
- WWF

**30%** of substances used in the clothing manufacturing process are harmful to the human body!  
- Elle MacArthur Foundation

Garment manufacturing contributes to **20%** of water pollution.  
- World Resource Institute

Singaporeans throw away around **27kg** of clothes every year. Some are brand new!  
- CNA

Microfibres from synthetic clothings contribute to **85%** of the oceans' plastic pollution.  
- Oxfam Made in Poverty Report

It takes **200 years** for polyester fibre found in clothes to decompose.  
- Ecolex

**Over 70 million trees** are logged every year to make biodegradable fabrics like rayon, viscose and lyocell.  
- Ecolex

Start renting and sharing instead!

infomuse  
STYLE TROOP

## 20% OF INDUSTRIAL WATER POLLUTION comes from textiles treatment and dying



## 1.5 TRILLION LITERS OF WATER are used by the fashion industry each year



# TRAJNOSTNO

1. Oblečilo, ki so bila izdelana na način, ki je prijazen do okolja
2. Veganska in brez živalskih stranskih proizvodov
3. Oblečilo, ki jih proizvajajo delavci, ki prejemajo dobro plačo in se z njimi ravna dostojanstveno



# 1. Upoštevajte materiale

Iz česa so narejena oblačila?





- **Bombaz**
- **Volna**
- **Svila**
- **Viskoza**
- **Acetat**
- **Usnje**
- **Krzno**

- **Poliester**
- **Poliamid**
- **Poliuretan**
- **Najlon**
- **Akrili**

- **Konoplja**
- **Bambus**
- **Ekoloski bombaž**
- **Ananasovo usnje**
- **Ekoloska volna**
- **Ekoloska svila**
- **Ekoloski lan**
- **Kavni tekstil**
- **evkaliptus**
- **Modalne tkanine, kot sta rajon in Tencel iz kontrolirane predelave gozdov**
- **Predelani ali reciklirani materiali iz plastenk, ribiskih mrež, bombaza, volne, odpadkov prehranske industrije (jabolka, grozdje, pomarance,...)**



## 2. Transparentnost

Od kod prihajajo moja oblacila?



### 3. Preverite certifikate



## 4. Kadarkoli je mogoče, upoštevajte embalažo in dostavo

Plastika, biorazgradljivo ali reciklirano?



## 4. Opravite še nekaj detektivskega dela

- Spletna stran blagovne znamke in trajnostni razvoj
- Kakšno je njihovo poslanstvo?
- Ali si aktivno postavljajo trajnostne cilje?
- Družbena odgovornost?



**VSI SMO DEL REŠITVE**



[www.benedetti.life](http://www.benedetti.life)

IG: @benedetti\_life

FB: Benedetti Life

E-mail: info@benedetti.life