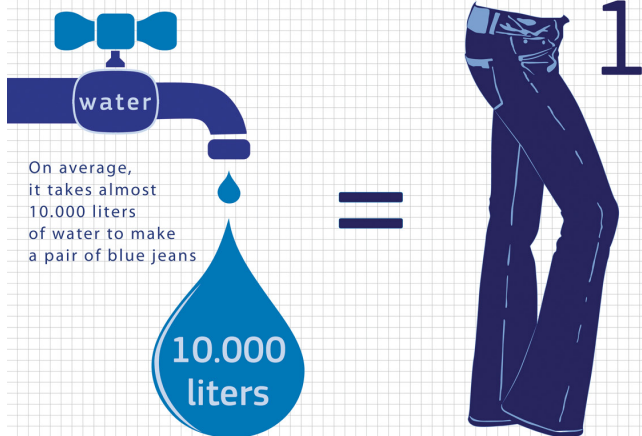


What you didn't know about your clothes



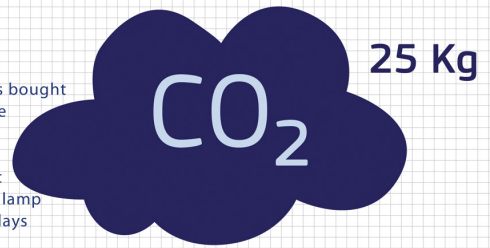
Source : European Commission, DG Climate Action - 2013

<http://world-you-like.europa.eu/en/>

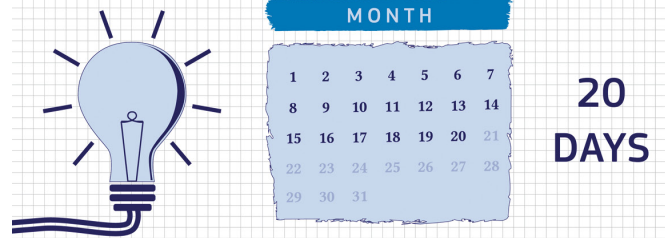


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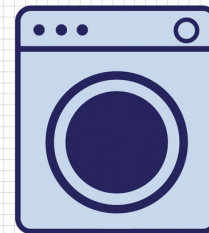
Every kilo of new clothes bought results in some 25kg of CO₂ emissions, the equivalent of powering a lamp for nearly 20 days



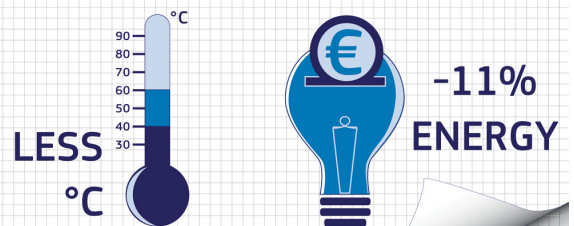
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100 MILLION A DAY



In Europe, almost 100 million washes are done each day. By reducing average washing temperature (by just 3 degrees), Italian consumers could save more than 11% energy



a world you like with a climate you like