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PLASTIC OCEAN PROJECT

# Sustainable Summer Week 6



## Feel Good About What You Wear

Getting dressed every day is an opportunity to practice conscious style. While the fashion industry remains one of the planet's biggest polluters, your choices carry weight. Through mindful updates like supporting eco-conscious brands and thrifting, your wardrobe can become a badge of honor. Step into the role of a style innovator, making choices that protect our oceans and elevate sustainable fashion.

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## OUR FAVORITES:

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Shop our top picks for brands committed to eco-friendly materials and ethical production!

### Patagonia

Putting the planet first through organic and recycled materials, fair labor practices, and a smaller carbon footprint. This brand actively backs environmental activism, proving that business success and ecological protection can go hand in hand.

[Shop Patagonia!](#)



### Reformation

Celebrated for its sustainable philosophy, Reformation blends style with strict environmental and ethical standards. With a firm target of zero waste, it currently recycles upwards of 78% of its output and is actively growing its circularity programs.

[Shop Reformation!](#)

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## The Impacts of Fast Fashion

Driven by speed, fast fashion uses cheap materials and rapid turnarounds to push endless micro-trends, tempting us to over-consume and fuel the cycle.



But the environmental price tag is overwhelming!

💧 **Water Waste:** The industry uses [93 billion cubic meters of water](#) annually. This is enough to meet the needs of five million people!

■ **CO2:** About [10% of global carbon emissions](#) come from fashion. This is more than aviation and shipping combined!

▫ **Microplastic Pollution:** Synthetic fabrics like polyester shed microfibers in every wash, adding to [ocean microplastic pollution that harms marine life](#) 🐟.

🗑️ **Landfill Overflow:** Textile waste generates a huge portion of Municipal Solid Waste every year. According to the United Nations Environment Programme (UNEP), 92 million tons is produced annually which is the "equivalent of a garbage truck full of clothing being incinerated or sent to a landfill every second." Check out more in this [article](#).

Making eco-conscious choices when shopping can make a huge difference for our planet and our future!

Join the Movement!

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## Shop Local

Looking to refresh your wardrobe more sustainably? Thrifting and shopping at local consignment stores are simple ways to reduce textile waste, save money, and support businesses that are helping build a more circular economy.



Below is a list of a few of our favorite local shops!

- [The Thrift](#) - Just recently opened at 5011 Wrightsville Avenue, Wilmington NC!
- [The Fairy Circle](#) - Voted Wilmington's Best Consignment Store located at 1045 College Rd, Wilmington, NC!
- [Vintage Values](#) - All proceeds go to support Domestic Violence Shelter and Service here! 3 locations in Wilmington to visit!
- [The Second Bloom Thrift](#) - Locally owned, located at 3115 Wrightsville Ave D, Wilmington, NC!
- [Nifty Thrifty](#) - Dedicated to helping neighbors in need, with regular donations supporting the Good Shepherd Center. Located on Market Street and in Carolina Beach!
- [Second Wonder Vintage](#) - Shop rare vintage finds located at 1015 S. Kerr Ave, Unit D, Wilmington, NC!

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## Thank You to Our Sustainable Summer Partners!

Be sure to catch Sustainable Summer Give Back days below!

[Longwave Yoga](#): Wednesdays "Seagals" 6am class & Friday 5:30pm Community Class (July & August) – all proceeds go to POP!

[Seaside Bagels](#): August 24th – a percentage of sales goes to POP!

[Banter](#): Order the SEA BUNNY cocktail throughout August! A percentage of sales goes to POP!

[Dram Tree Tavern](#): Mondays & Tuesdays in August – \$1 toward every Waterline Beer

[The Ibis Coffee & Cocktails](#): Wednesdays in August – order the "Walking On a Dreamsicle" – a percentage of sales goes to POP!

[Azalea Station](#): Tuesdays in July & August – a percentage of sales goes to POP!

[Savard Beer and Board](#): Order the Cerveza Bier Mexican Lager throughout the month of August!

[Waterline Brewing](#): Green Drinks event on August 25th at 6pm! A percentage of proceeds goes towards POP!

[Plaine Products](#): All year long, online purchases using promo code "POP"

Explore POP events and add them to your calendar

Check out the POP Calendar!

*Sustainable*  
**Summer**

LONGWAVE  
YOGA



**Audi**  
Cape Fear



Share this challenge with your friends and family, and help us to help you make the world a cleaner, healthier home.

Download your FREE Sustainable Summer Checklist to learn even more ways to increase your positive impact this summer :)

Download the Checklist!

Let's make this a summer of memories—not microplastics.

Share your sustainable adventures and tag us

@PlasticOceanProject.Inc!



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