



WhoSki.com

Look good on the slopes for less

Textiles: a dirty business

**\$460bn of wearable clothing
is discarded each year**

(Ellen MacArthur Foundation)

In the UK:

350k tonnes of unwanted
clothing goes to landfill **PLUS**
80k is incinerated annually

**That's 73% of used clothes,
or 11 million items, EVERY
WEEK**

**“We need to look at
ways to get more
clothing out of the
waste stream”**

*UK Parliamentary
Environmental
Audit Committee,
Oct 2018*



Specialist wintersports wear is a particular problem

‘PFC chemicals are in active and outdoor wear and they are devastating to wildlife’
Greenpeace

Plastic-based fibres remain in landfill for decades. Polyester product is likely to survive for over **200 YEARS**



Mixed materials, weatherproof coatings, durability = hard to recycle

What can we do?

Extending the active life of a garment by just **three months** would lead to a **5-10%** reduction in its carbon, waste and water footprint
(Textile Recycling Association)

Increasing the average number of times **clothes are worn** is the most direct lever to capture value, design out waste and pollution in the textiles system
(A New Textiles Economy, Ellen MacArthur Foundation)

“Extending the active service life of clothing via resale could be one of the most effective ways to green up the textiles industry”
(Ecotextile podcast May 2020)

What's being done?

**Extended Producer Responsibility:
textile companies become liable for
disposal of their products**

**Proposed tax breaks for companies
that lower their waste/carbon
footprint**

**Call for measures to support circular
economy models that reduce
wastage, keep garments in use**

**“If you’re not
sustainable, you
won’t be around
in 10 years time”
*Mary Creagh, Chair of
Parliamentary
Environmental Audit
Committee, 2019***

MORE ACTION NEEDED?

Circular economy is nothing new...



The Wombles
‘Rethink Reuse Recycle’



Bob the Builder
‘Can we fix it?’



The Clangers
Looking after their fragile world

...but the language is changing



Then:

- **Jumble sales**
- **Charity shops**
- **Junk shops**
- **Secondhand**



Now:

- **Pre-loved**
- **Vintage**
- **Retro**
- **Circular Economy**
- **Thrifting**
- **Recommerce**

WhoSki.com

26 results found for 'Jacket' / page 1 of 3

Sort By: Title

Category Filter

Price Filter

£0 £100

Show Only

- Verified Users
- Featured
- Refunds Accepted
- Sold Items
- Pickup Only
- New Items

Location Filter

Date Added

Popularity

Reset Filters

Peer-to-peer marketplace

Top quality clothing

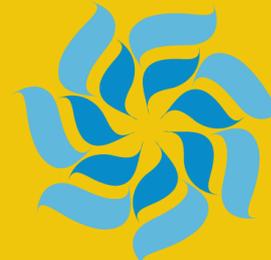
Charity donation on every sale

Promoting the circular economy

Supporting the #SkiGreen agenda

#SkiGreen resorts

- **TROIS VALLEES:** piste bashers use biodegradable diesel
- **ASPEN:** coal mining waste methane generates carbon-neg power
- **VAL D'ISERE:** plants 5 trees for every one cut down
- **AVORIAZ:** 100% car-free resort, runs on biofuel
- **SAAS FEE:** totally powered by hydroelectric
- **LAAX:** creative upcycling with banners recycled into backpacks
- **FLAINE:** renewable energy throughout Grand Massif area
- **DAVOS:** first Swiss city to recycle cigarette waste



EUROPEAN
OUTDOOR
GROUP



WhoSki.com

Be part of the ski wear fashion revolution

Contact us: info@whoski.com

