ABSTRACT 1 – 250 WORDS

Water usage in the Fashion Industry creates a huge impact on the environment and the industry. With focusing on areas such as water waste management, raw materials usage, cost and availability and the role of consumers there is hope that the production of apparel can become more sustainable. Water is a major resource needed in cotton production, therefore finding ways to foster water conservation in cotton production and utilization would have a sizeable impact on water use in the fashion industry. The apparel production industry needs to take water usage and other natural resources into consideration because it is harmful to the environment but also affects other natural resources. The purpose of our project is to discover sustainable practices for growing cotton and conserving water. We want to find a solution for making the cotton and fashion industry more sustainable to help the environment. We want to get a better understanding of the millennial consumers knowledge of the subject and apply that to a wider range of consumers to spread awareness and make a bigger impact.

Our expected outcomes from our research will result in water conservation worldwide, as well as clean water, especially in less developed countries where clean water is unheard of, raising awareness among consumers about water scarcity and educate them to demand better practices, and inspiring more brands and designers to become more sustainable through their work ethic and apparel production process, and take the environment into deeper consideration.

ABSTRACT 2 – 125 WORDS

Water is a major resource in cotton production, therefore finding ways to foster water conservation in cotton production and utilization would have a sizeable impact on water use in the fashion industry. The purpose of our project is to discover sustainable practices for growing cotton and conserving water by finding a solution for making the cotton and fashion industry more sustainable to help the environment. Our expected outcomes will result in water conservation worldwide, as well as clean water, especially in less developed countries where clean water is scarce, raising awareness among consumers about water scarcity, educating them to demand better practices, and inspiring more brands and designers to become more sustainable through their ethics, apparel production process, and take the environment into deeper consideration.