

Abstract - Kläders miljöpåverkan

The study “kläders miljöpåverkan” is a comparative study between cotton and lyocell from an environmental, economic and quality perspective. The results of the investigation are based largely on a literature study but also an interview, on a market research and on a survey.

The fashion industry contributes to a large part of the world's greenhouse gas emissions. If the goal of reducing environmental impact is to be achieved, a change must take place. A constantly increasing demand for cheap and trendy clothes is a trend towards increased emissions. To reduce emissions, we need to produce fewer clothes and we must start now. Since it seems simpler said than done, the choice of material could contribute to lower emissions while consumption behavior changes.

The aim of the study is to investigate various factors that could enable or prevent a possible replacement of cotton to lyocell. The questions that are answered are the following,

1. What are the differences in environmental impact between cotton clothing and clothing in lyocell concerning water use, energy consumption, chemical use and greenhouse gas emissions?
2. What economic factors are important for the production of lyocell and cotton and how could these enable or prevent a possible replacement of cotton for lyocell?
3. What are the quality differences between cotton and lyocell clothing and how could these enable or prevent a possible replacement of cotton for lyocell?
4. How could consumers attitudes towards the environmental impact of clothing enable or prevent a possible replacement of cotton for lyocell?

The results show that the various factors have for the most part made it possible to replace cotton with lyocell. The environmental impact was clearly lower for lyocell than for cotton and the quality of the fabric seems to be better than fabric of cotton. The market research shows no price differences between clothes in the different materials. There may be price differences in base fibers and fabrics, something that is only speculated about in the study's discussion. Lastly, consumers attitudes towards the environmental impact of clothing enable the replace of cotton for lyocell. In summary, I believe that a replacement with lyocell for all or parts of the world's cotton would have provided good conditions for a positive result.