



eco uniforms

Sustainable uniforms that don't cost the earth

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We don't inherit the
earth from our ancestors.
We borrow it from our children.

- American Indian Proverb

OUR STORY

Sustainability remains a key challenge facing schools and businesses alike. As more and more people become aware of the global impacts their everyday choices have on people and the planet, many have been left wondering how they can make alternative choices to reduce their impact.

Dobsons have investigated the harsh impacts of raw material production and the growing consequences of fast fashion and garment disposal on the planet. As an Australian owned and operated business, we've identified an obvious gap in the Australian uniform market where an environmentally responsible uniform range was absent. Based on our findings, our team felt we were ethically compelled to find a solution.

Based on our experience and research, we felt that second hand sales were unlikely to curb the vast amounts of unwanted or unneeded uniforms entering landfill.

Of the total number of uniforms sold, Dobsons receive less than 30% back for resale via our second-hand program. Of these items, less than 50% are resold within 18 months. Combine the lack of second-hand sales with the startling fact that Australians are the second

largest consumers of textiles in the world; purchasing an average of 27 kilograms of new textiles a year and discarding an average of 23 kilograms into landfill each year – it is clear behaviours need to change.

“ We felt compelled to find a better solution. ”

With this in mind, we knew our solution needed to be unlike any other. After substantial research into the most environmentally sustainable ways to not only produce, but also reuse, recycle and dispose of garments, Dobsons carved a new pathway for ethical and sustainable uniforms. Our solution is EcoUniforms™.

Combining over 100 years of uniform experience with our drive for a better way, we have hand-picked responsibly sourced materials that can be fashioned into both modern and classic designs. Our new sustainable

range offers schools the opportunity to maintain iconic pieces of uniform without the costly repercussions on our planet or the family budget.

Dobsons' EcoUniforms™ solution encapsulates the entire uniform life cycle, not just sustainably sourced materials. Our tailored solution provides a clear way to reuse, recycle and re-purpose sustainably made used uniforms.

In addition to the materials on offer, our program includes a series of educational modules aimed at informing students about current issues facing the global fashion industry. Our mission is to not only provide a more responsible uniform solution, but also produce more responsible, educated consumers.

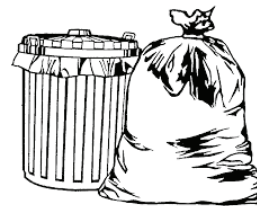
By choosing to partner with Dobsons, you will receive a world class service and product range that is accessible, affordable and doesn't cost the earth.

THE FACTS

- The Fashion industry is the second biggest contributor to carbon emissions after oil. It contributes 10% of global greenhouse gas emissions due to the nitrous oxide released into the atmosphere from virgin nylon and polyester creation coupled with long supply chains and energy intensive production.
- The fashion business model is rooted in overconsumption and obsolescence creating a 'throwaway' culture. With over 1 million tonnes of textiles being imported into Australia each year and only 1% being recycled.
- Between 2000 and 2014 clothing production doubled with the average consumer buying 60% more garments compared to 15 years ago, yet each clothing item is now kept half as long.
- The reality is it is challenging to implement sustainable solutions fast enough to counter-balance the negative environmental and social impacts. It takes many years to build truly sustainable collections.

39m tonnes

39 million tonnes of post consumer textile waste is generated (at a minimum) worldwide each year.¹



23kg per person

Australians are the world's second largest consumers of textiles, buying 27kg per person, per year and amazingly disposes of 23kg a year.²

1. <https://www.commonobjective.co/article/fashion-and-waste-an-uneasy-relationship>.
2. <https://textilebeat.com/aussies-send-85-of-textiles-to-landfill/>
3. <https://www.smh.com.au/lifestyle/fashion/where-do-your-old-clothes-go-when-you-don-t-want-them-any-more-20191011-p52zve.html>
4. <https://about.abc.net.au/war-on-waste-its-time-to-step-off-the-fashion-trend-mill/>

Half a billion

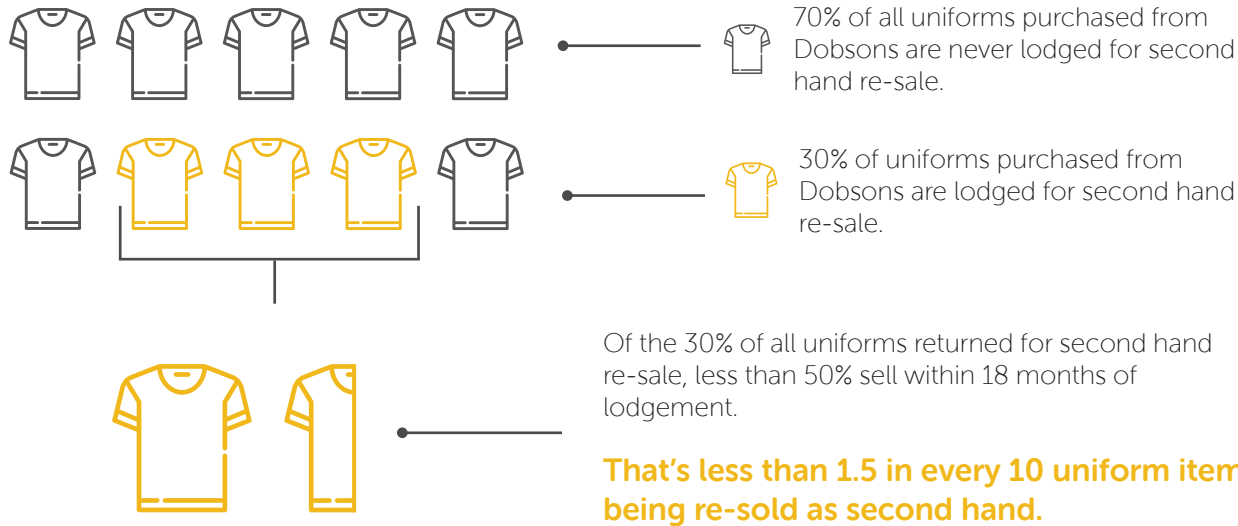
Australians disposed of 487,000,000 kg of clothing in 2016-2017.³



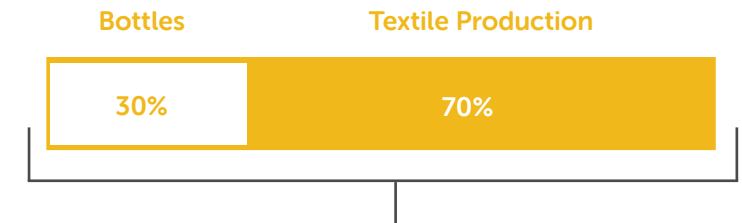
6000kg

Australians dispose of 6000kg of textile waste every 10 minutes⁴ and around 15,000 tonnes of uniforms and workwear each year.

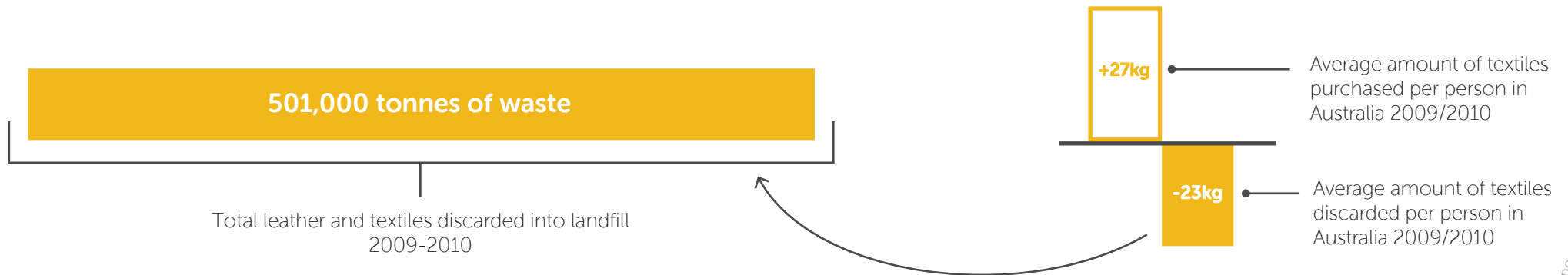
TO REDUCE POLLUTION WE NEED A BETTER SOLUTION



Most synthetic fibres (approximately 70%) are made from polyester. The virgin polyester frequently used in textiles is polyethylene terephthalate (PET). This is the same synthetic fibres used to make plastic bottles.



It's estimated to take approximately 104 million barrels of oil for annual PET production each year.



SUSTAINABILITY

noun /səˌsteɪ.nəˈbɪl.ə.ti/

The quality of causing little or no damage to the environment and therefore able to continue for a long time.

- Cambridge Dictionary, 2020


THE ISSUE

According to the Sustainable Apparel Coalition's 2019 Pulse of the Fashion Industry Report, 75% of consumers view sustainability as 'very' or 'extremely' important.

Yet, products marketed as being 'sustainable' don't always take into consideration **sustainable disposal**.

Current disposal practices aren't sustainable for polyester and polyester blend clothing regardless of where the polyester is sourced from.



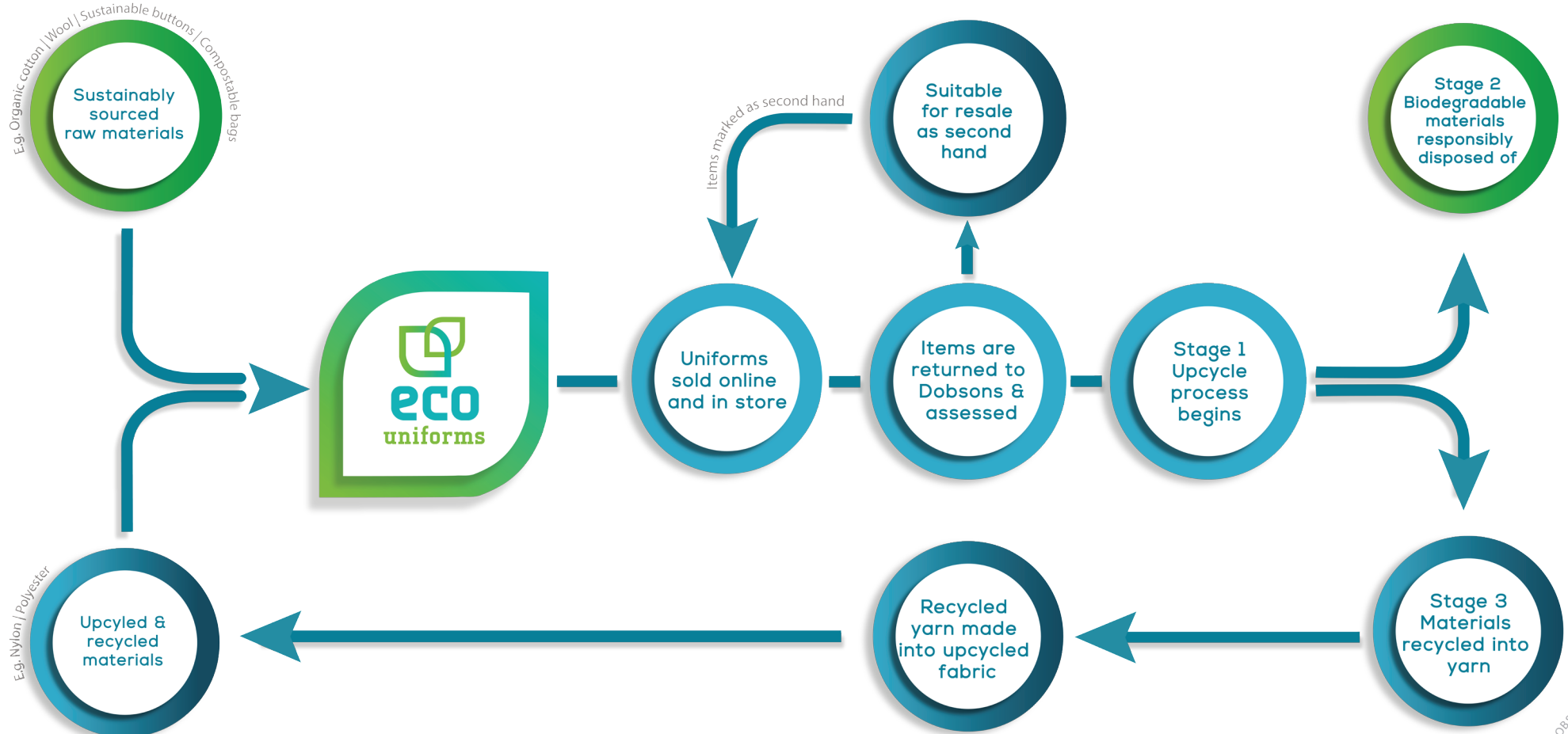


We knew
our solution
needed to
be unlike any
other.

Our goal
is to create a
circular
uniform
economy that
lasts a lifetime.



OUR NEW ECO PROCESS



OUR DESIGNERS

Bespoke Uniforms

When working with Dobsons, the sky really is the limit.

Our experienced team of designers will work in partnership with your team to design a highly presentable, inclusive and practical uniform that embodies your school's vision, values and brand.

Our team have developed hundreds of uniforms over the last century. From some of the most classic styles in circulation to some of the newest and boldest designs - our team can capture your vision and create exceptional results.

Offering a complete uniform solution, from sports and academic-wear, graduation and commemorative styles, through to staff uniforms, Dobsons' team will guide and support you through the entire uniform development process.

Existing Designs

Many schools already have an established uniform, for some their uniform has become an iconic part of their brand. Transitioning to a sustainable uniform with Dobsons offers you the opportunity to keep the same look and feel of your existing uniform without costing the earth.

Our in house team of uniform specialists will source or manufacturer eco fabrics to match your existing designs and patterns without compromising on style, cost or quality.

During this process our team may also suggest innovations or improvements which could be made to your garment designs.

Improvements may include improved fit, performance and quality improvements, as well as the reduced impact on the earth.

GLOBAL DESIGN PARTNERS

Ralph Lauren once said, "I don't design clothes, I design dreams." For some, a brand-name designer uniform is the dream.

Dobsons have partnered with global eco-design guru, Kit Willow on the first ever EcoUniforms™ project. This line of sustainable uniforms has been designed for one of Melbourne's top independent girls schools.

In 2015 Kit Willow launched KITX. Applauded by critics and fashion folk, the runway debut of KITX, the second label Kit has put her name to, shone a light globally on the sustainable fashion movement.

In 2018 Kit partnered with Dobsons to design one of the first fully sustainable school uniforms in Australia. This custom designed range of EcoUniforms™ are paving the way for sustainable uniform solutions in Australia.

Kit is also available to consult on eco-fabric choices and sustainable design elements for Dobsons-designed uniform lines.

“

I wanted to make sure I created something that has a really positive impact on people and the planet

- Kit Willow

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For more information or to register
for an EcoUniforms consultation go to:

dobsons.com.au/eco-uniforms



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