



## PRESS RELEASE

### INFINITE WATER INC.

News provided by

**Infinite Water Incorporated**

<https://InfinitemwaterUSA.com>

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#### *A “Sharp Dressed Man”*

**Infinite Water Inc. and Infinite Complex** yes, they like music. So, this week they look at the fashion industry. A bit of history and context. The clothing industry represents an important part of our economies, with a value of \$1.3 trillion and employing over 300 million people along the value chain. Global fiber production is expected to continue to grow to 147 million tons in 2030 if business as usual continues. **Infinite Water Inc. and Infinite Complex** note that while the fashion sector is booming, increasing attention has been brought to the impressive range of negative environmental impacts that the industry is responsible for.

**Infinite Water Inc. and Infinite Complex**, however, note that the fashion industry is the second-biggest consumer of water, what’s more, 85% of all textiles go to the dump each year and washing some types of clothes sends significant amount of microplastics into the ocean. 500,000 tons of microfibers are released into the ocean each year from washing clothes-the equivalent of 50 billion plastic bottles.

**Infinite Water Inc. and Infinite Complex** confirm that the fashion industry is one of the world’s most polluting sectors. It consumes vast amounts of water – 215 trillion liters annually, equivalent to 86 million Olympic-sized swimming pools – and relies on thousands of chemicals, many of them harmful to human health and ecosystems.

**Infinite Water Inc. and Infinite Complex** view our imperative to recognize the fashion industry’s profound yet often overlooked impact on water resources. Globally, much of the world, is living without access to safe drinking water, magnifying the urgency of addressing fashion’s water footprint.

**Infinite Water Inc. and Infinite Complex** believe that the environmental and social cost of the fashion industry forces us to rethink fast fashion, and stresses the need for more sustainable means of reducing the clothing industries impact on water while still being we are still able to wear a “Clean shirt, New Shoes, Silk Suit and Black Tie.”