

A woman in a long, flowing, multi-colored gown stands atop a large pile of discarded plastic waste and trash. The background is a bright blue sky with large, white, fluffy clouds. The scene is backlit, creating a dramatic, ethereal glow around the woman and the trash.

**(NE)VIDLJIVI RIZICI  
KOJE NOSIMO NA SEBI**

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**100% viskoza, veličina M, domaća proizvodnja**



**~5.000 litara  
vode**

oko 10 dana potrošnje vode  
za četvoročlanu porodicu

70–100 tuširanja

voda koju jedna osoba  
popije 4–6 godina

**~ 15 kilograma CO<sub>2</sub>** vožnja automobilom ~90 km

**~ 25 sati rada** 3 radna dana + 1 sat  
prekovremeno

# THE ENVIRONMENTAL IMPACT OF TEXTILES



10% of global greenhouse gas emissions are caused by clothing and footwear production



This is more than all international flights and maritime shipping combined

**100 milijardi komada odeće**

**1% tekstila se reciklira**





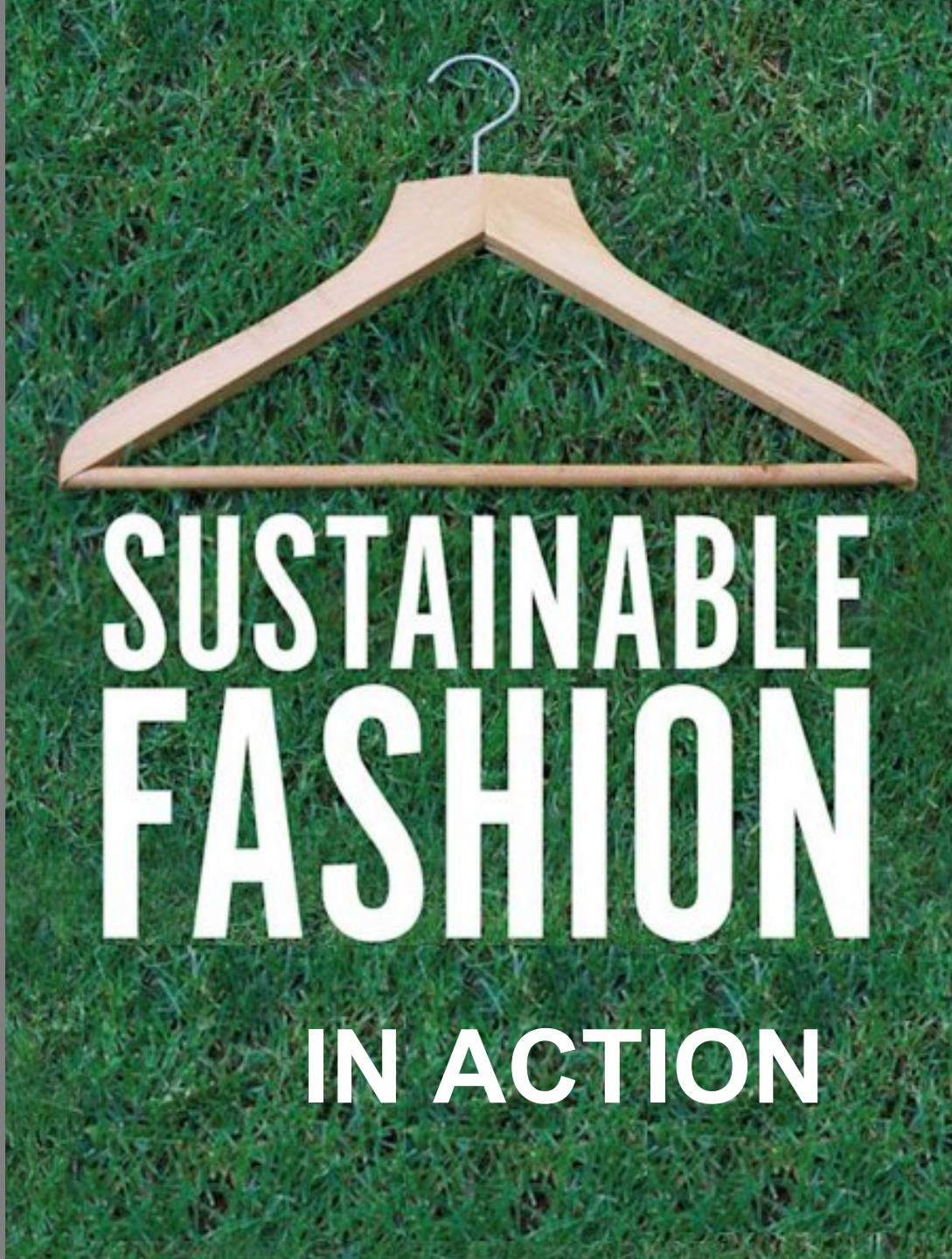
A wide-angle landscape photograph showing a vast field of bright pink flowers in the foreground, stretching towards a large, flat-topped mountain range in the background under a clear blue sky. The word "ATAKAMA" is written in white, bold, uppercase letters in the upper right corner of the image.

**ATAKAMA**

# ATAKAMA







# SUSTAINABLE FASHION

IN ACTION





# C I L J

*SUSTANABLE FASHION IN  
ACTION*

🌸 **PRODUŽITI ŽIVOT ODEĆE**

🌸 **PROMENITI NAČIN  
PROIZVODNJE**

🌸 **PROMENITI  
PONAŠANJE  
KUPACA**

- rad sa kompanijama i studentima sa 4 fakulteta
- pilotiranje realnih rešenja
- „Naj izlog Srbije“ - edukacija potrošača
- promocija održive mode

# NAJ-IZLOG

## SUSTAINABLE



**HVALA**

