

Root Extension

Providing users an easy way to learn and develop sustainable clothing habits.

The Problem

The fashion industry is the **second largest polluter** in the world.

A large contributor that many people buy into is **fast fashion**.

The Research

Fashion industry accounts for **8.1%** of greenhouse gas emissions

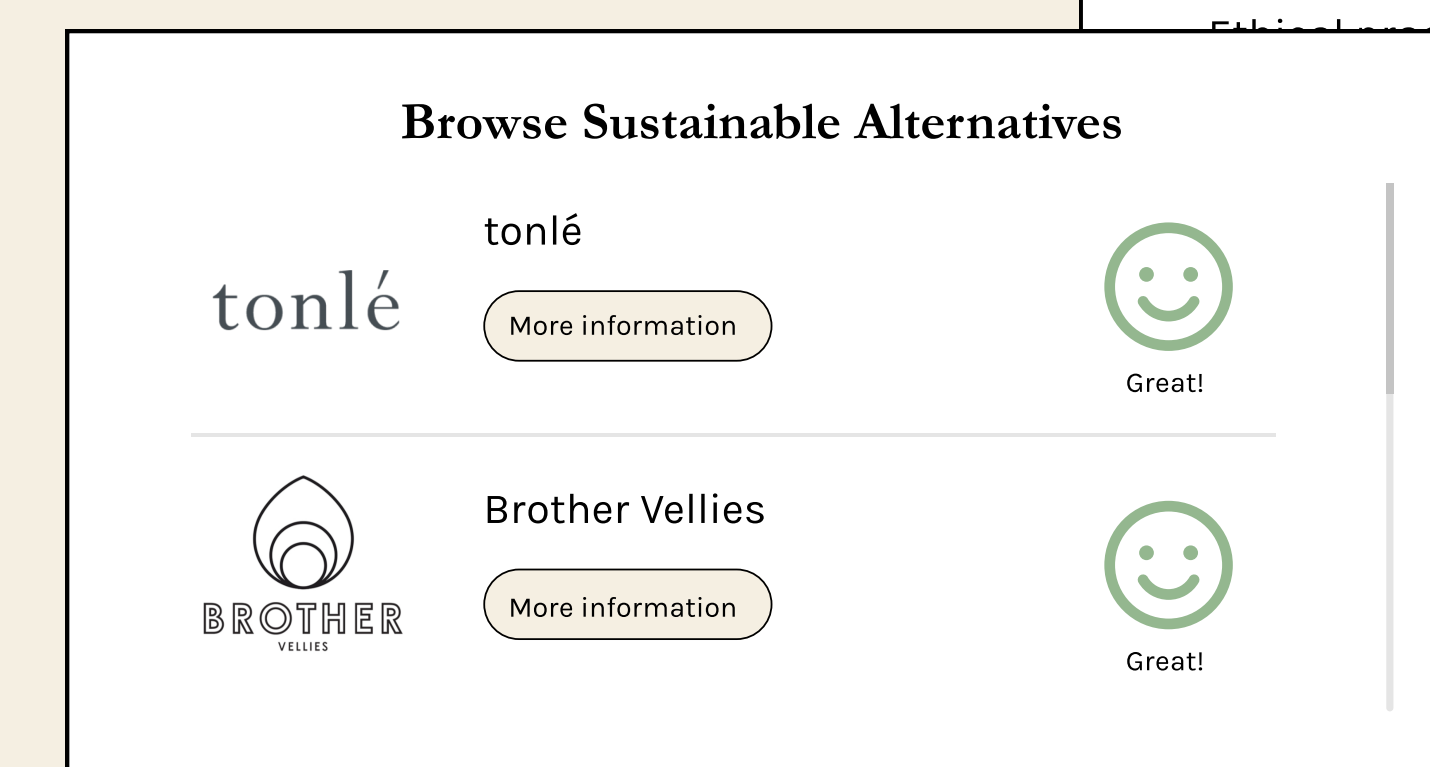
From 2000 to 2014, the US textiles and clothing waste increased **70%**

10.5 million tons of textile waste a year are sent to landfills

The Solution



When visiting a clothing retail website, an indicator will appear rating that brand in terms of sustainability and ethical practices.



Click our icon on the chrome toolbar to get information on any particular brand and find sustainable alternatives.



Search for brands through our brand index on our website.

