SUOMI
FINLAND

SUSTAINABILITY AS A LIFESTYLE

September 2019

thisisFINLAND Social Media Campaign

#SustainableDesign

DAY 1

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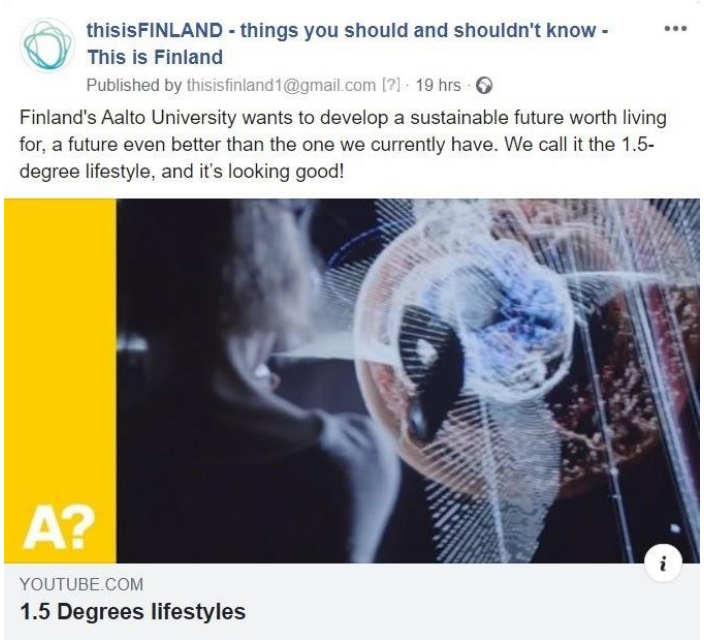

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DAY 2

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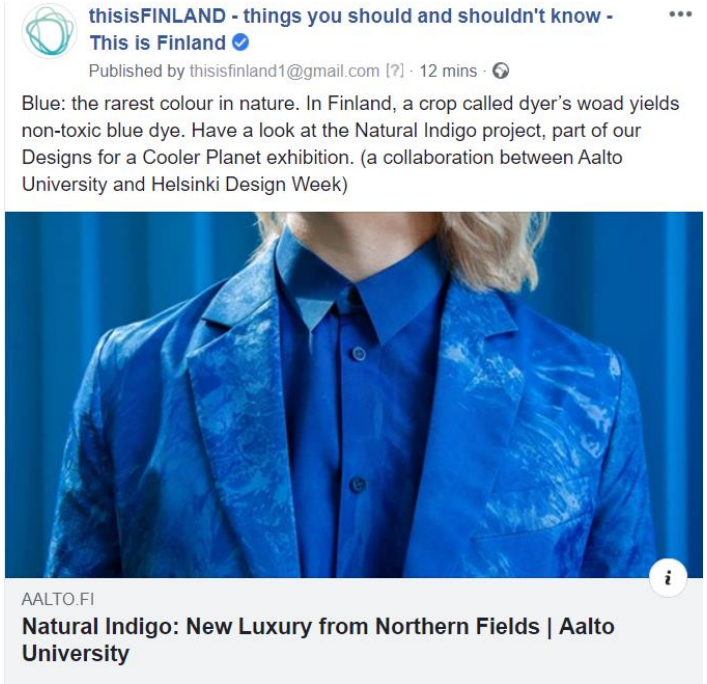

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DAY 3

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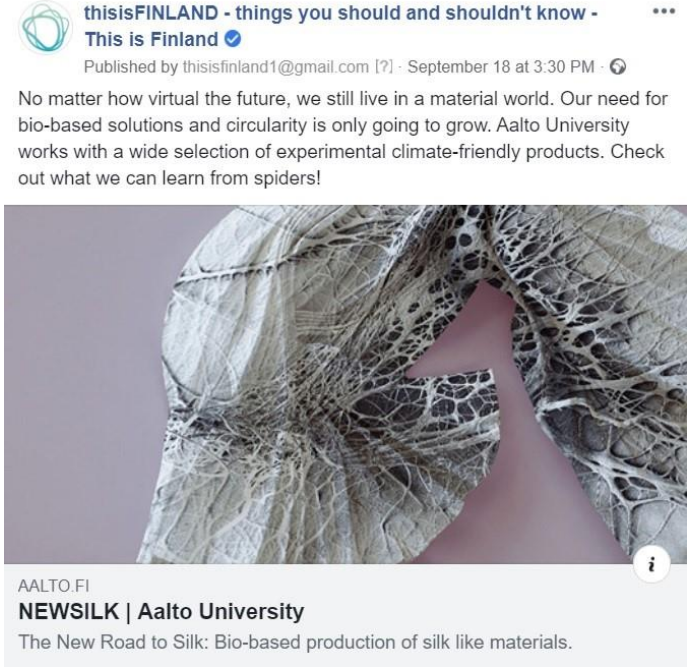

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DAY 4

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DAY 4

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thisisfinlandofficial This may come out of the blue, but, globally, one fifth of water pollution is caused by the dyeing of textiles and the synthetic chemicals used in the process. 😱 However, Finnish design students are bringing back an ancient plant dye to help create a more sustainable future for fashion. Here, a crop called dyer's woad is the source of non-toxic blue dye. This blazing blue is now showcased in the Natural Indigo project, part of #acoolerplanet, a collaboration fashion exhibition by @aaltouniversity and @helsinkidesignweek. 👗 Photo: Eeva Suorlahti #thisisfinlandofficial #finland #sustainabledesign #fashion

5d

366 likes

5 DAYS AGO

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DAY 5

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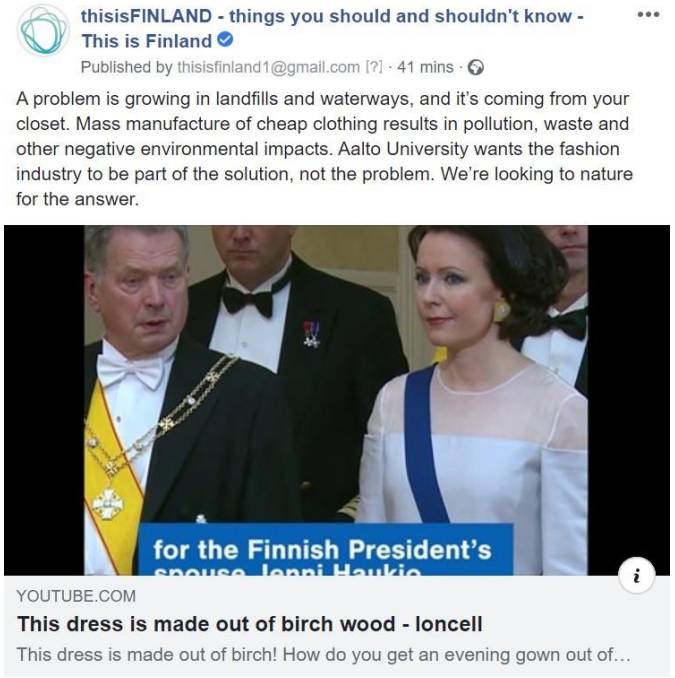

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