

Little monsters essay

[Business](#), [Branding](#)



Little monsters is a study which has resulted from many investigations Greenpeace has published as part of their Detox Campaign. This campaign has identified the presence of hazardous chemicals in leather and textile products resulting from their use in manufacturing. This report has confirmed that hazardous chemicals are still being used even in the manufacturing for infants and children. This campaign of Detox has united millions around the globe who share the belief that the clothes they wear should not have any hazardous chemical and neither should they cause toxic pollution. This Greenpeace campaign with support from millions around the world has convinced many big retailers and brands like H&M, Zara and Valentino to avoid using any hazardous chemicals in their product, clean up the products they manufacture and make their suppliers avoid use of toxic chemicals. This campaign is ongoing for the betterment of people and has proven when people put their effort behind a social cause, the high and mighty are bound to listen.

Greenpeace is the author of the ‘ Little monsters’ which targets the people who buy clothes and footwear from major clothing brands including many sportswear, fashion and luxury brands. The purpose of little monsters is to ensure that hazardous substances are not used in making clothes we and our children wear.

Example of Ethos: These hazardous chemicals are present in clothes resulting from their use in manufacturing.

Example of Pathos: Use of hazardous chemicals is still widespread – even in infants and children’s clothing.

Example of Logos: In 2 years, 18 merchants like Zara, Levis and H&M have been convinced to not use these chemicals.