

**Where do the
brand new clothes
that you return
end up?**





Is it possible that the clothes
you return end up in a landfill on
the other side of the world?

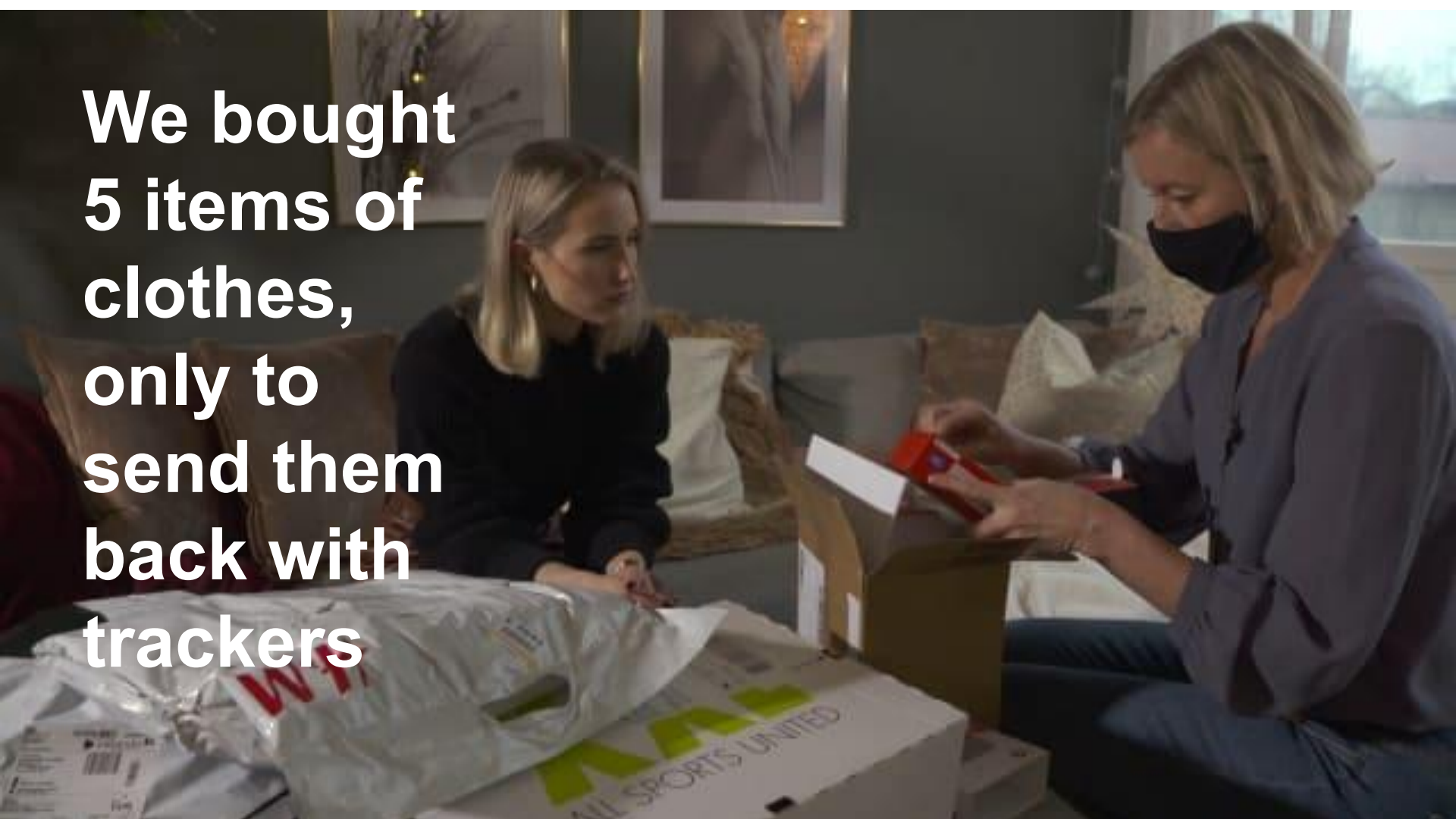
33% returned

50% fast fashion
returns

unhealthy
behaviour



**We bought
5 items of
clothes,
only to
send them
back with
trackers**





Zalando



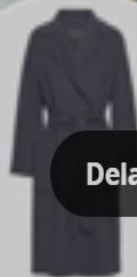
Ellos



H&M



XXL



Boozt

Dela programmet



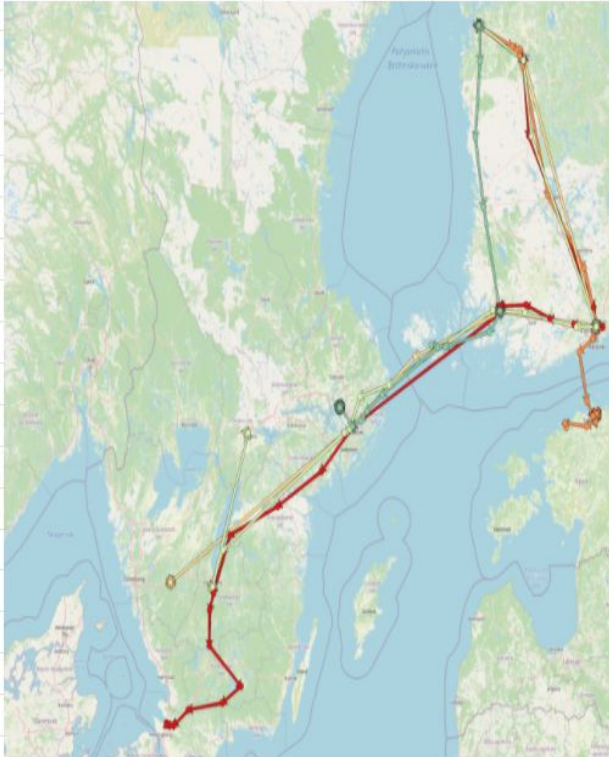
Note to packer

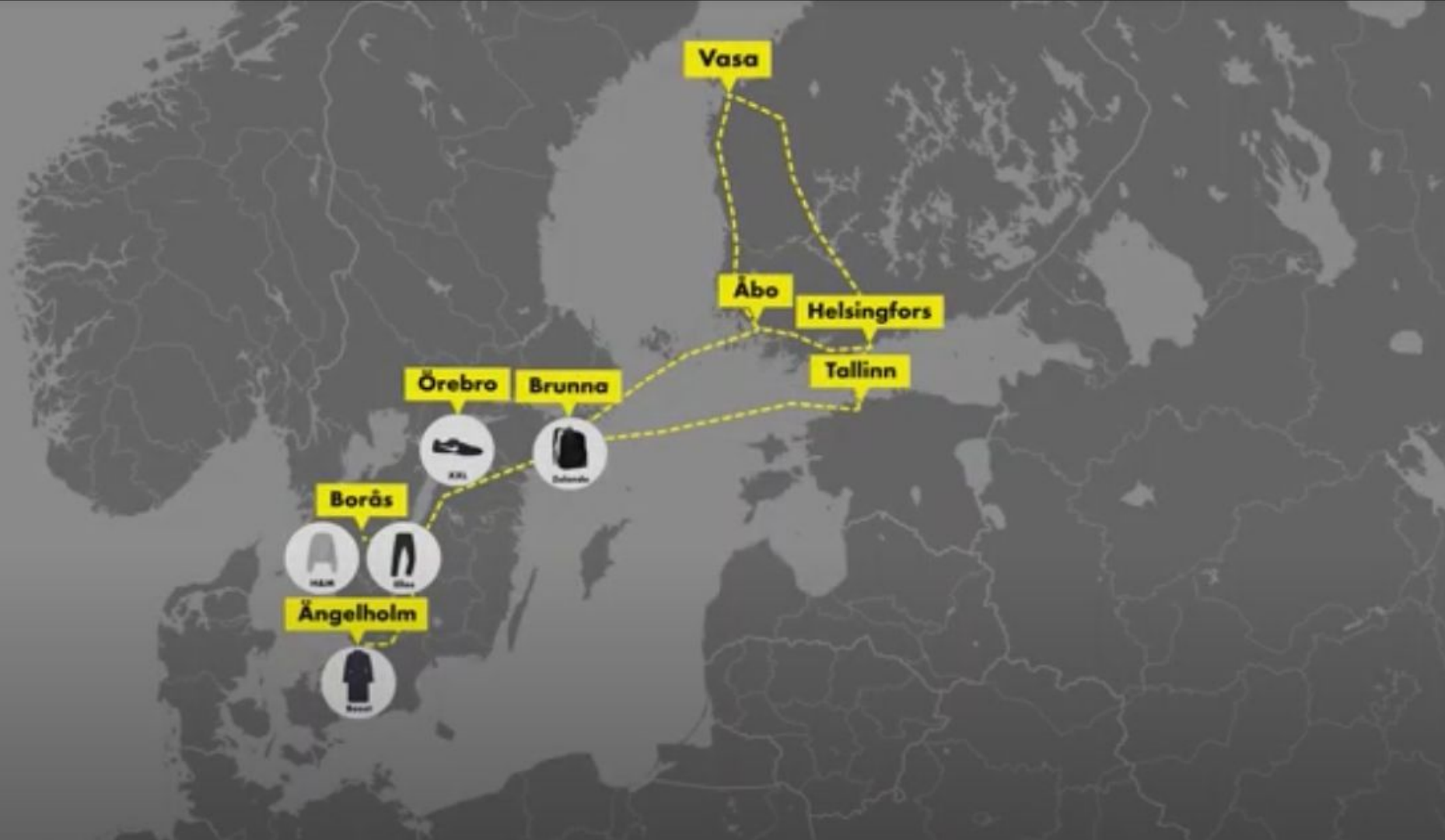
This shipment is being tracked by the Finnish Broadcasting Company YLE.
Please put the tracker back in the parcel and write us an email and tell us
what happens to the item next. We are in need of returned clothes.

Jessica.stolzmann@yle.fi

Kind regards,
Jessica Stolzmann



A	B	C	D	E	F	G	H	I
timestamp	type	coordinateLat	coordinateLng	accuracy	name			
2020-12-20 12:03:46.332000+00:00	GSM_TOWER_AND_WIFI_AP	56.22051	12.871329	2255	boozt			
2020-12-16 11:52:51.417000+00:00	GSM_TOWER_AND_WIFI_AP	56.22051	12.871329	2255	boozt			
2020-12-15 11:50:04.648000+00:00	GSM_TOWER_AND_WIFI_AP	56.199642	12.868225	2134	boozt			
2020-12-14 14:33:07.818000+00:00	GSM_TOWER_AND_WIFI_AP	56.199642	12.868225	2134	boozt			
2020-12-14 13:33:08.549000+00:00	GSM_TOWER_AND_WIFI_AP	56.196356	12.971807	2174	boozt			
2020-12-14 12:33:00.097000+00:00	GSM_TOWER_AND_WIFI_AP	56.1945	13.080698	2950	boozt			
2020-12-14 11:32:39.868000+00:00	GSM_TOWER_AND_WIFI_AP	56.363223	13.484432	318	boozt			
2020-12-14 10:32:32.474000+00:00	GSM_TOWER_AND_WIFI_AP	56.437823	14.437008	318	boozt			
2020-12-14 09:30:13.051000+00:00	GSM_TOWER_AND_WIFI_AP	56.618822	14.955512	2975	boozt			
2020-12-14 09:30:04.390000+00:00	GSM_TOWER_AND_WIFI_AP	56.618822	14.955512	2975	boozt			
2020-12-14 08:29:58.301000+00:00	GSM_TOWER_AND_WIFI_AP	57.054307	14.068895	3172	boozt			
2020-12-14 04:13:38.119000+00:00	GSM_TOWER_AND_WIFI_AP	57.428537	14.079517	3733	boozt			
2020-12-14 00:00:26.961000+00:00	GSM_TOWER_AND_WIFI_AP	57.428537	14.079517	3733	boozt			
2020-12-13 22:00:10.333000+00:00	GSM_TOWER_AND_WIFI_AP	57.605086	14.185448	3349	boozt			
2020-12-13 21:00:02.797000+00:00	GSM_TOWER_AND_WIFI_AP	58.213725	14.65058	318	boozt			
2020-12-13 19:59:57.679000+00:00	GSM_TOWER_AND_WIFI_AP	58.509427	15.989738	2499	boozt			
2020-12-13 19:59:43.550000+00:00	GSM_TOWER_AND_WIFI_AP	58.509427	15.989738	2499	boozt			
2020-12-13 18:59:36.844000+00:00	GSM_TOWER_AND_WIFI_AP	58.866324	17.216994	318	boozt			
2020-12-13 12:47:52.902000+00:00	GSM_TOWER_AND_WIFI_AP	59.31613047	18.09944417	80	boozt			





A person with blonde hair, wearing a dark quilted puffer jacket, is seen from the back, looking down at a smartphone held in their right hand. They are standing in a snowy parking lot. In the background, a dark-colored car is parked, and a building with a red horizontal stripe is visible. The text "One of the trackers took us to Tallinn in Estonia" is overlaid in white on the right side of the image. A small "yle" logo is in the top left corner, and a black circle is on the right edge.


One of the
trackers took
us to Tallinn
in Estonia




Jaa ohjelma [↗](#)

This is where the returned clothes are being handled





**“A lot of returns
have actually been
used by the
customers”**



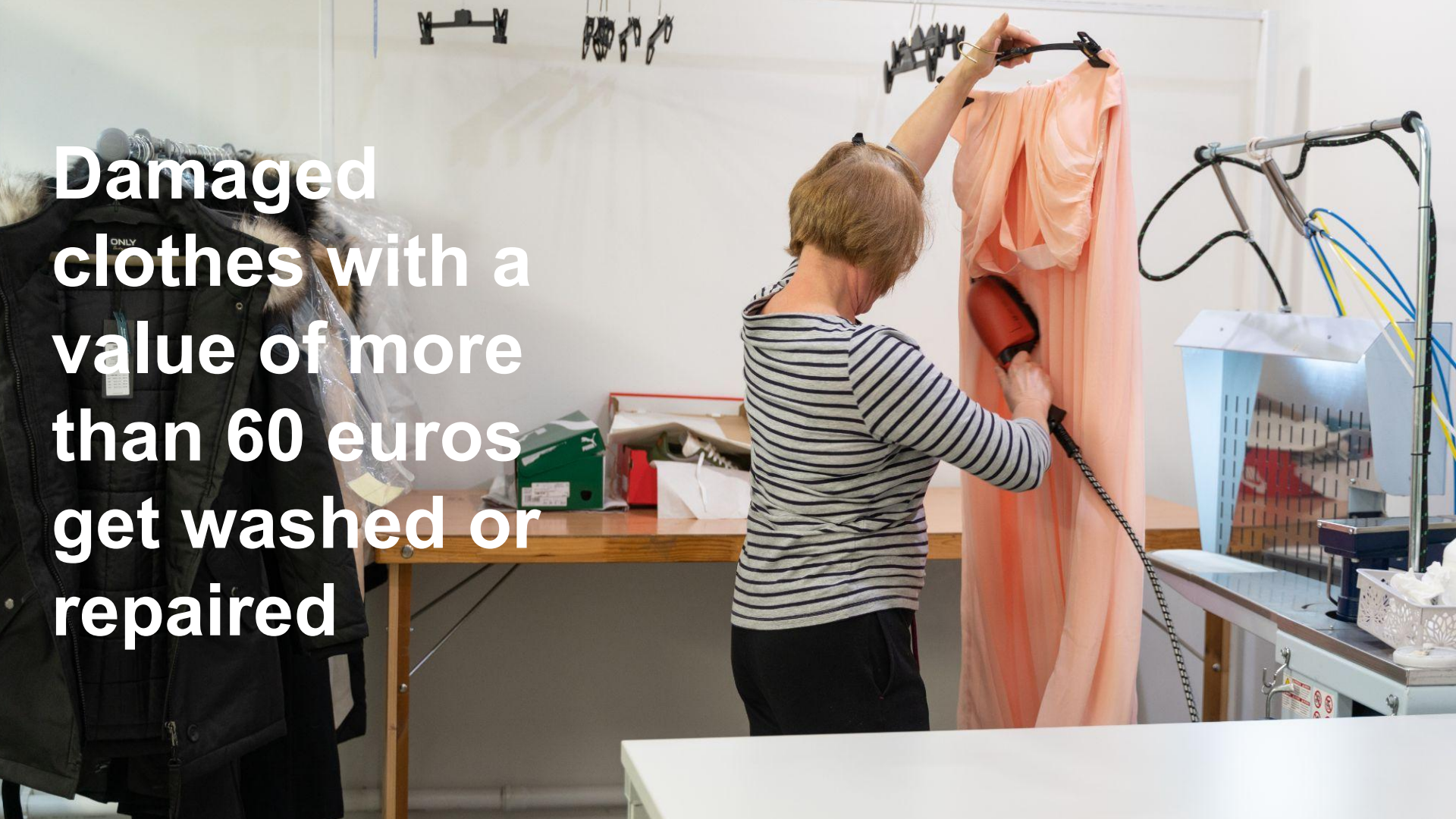
Part of the returns
do not end up for
sale again

DEFECTS

Is it worth
washing this
pair of jeans?




**Damaged
clothes with a
value of more
than 60 euros
get washed or
repaired**





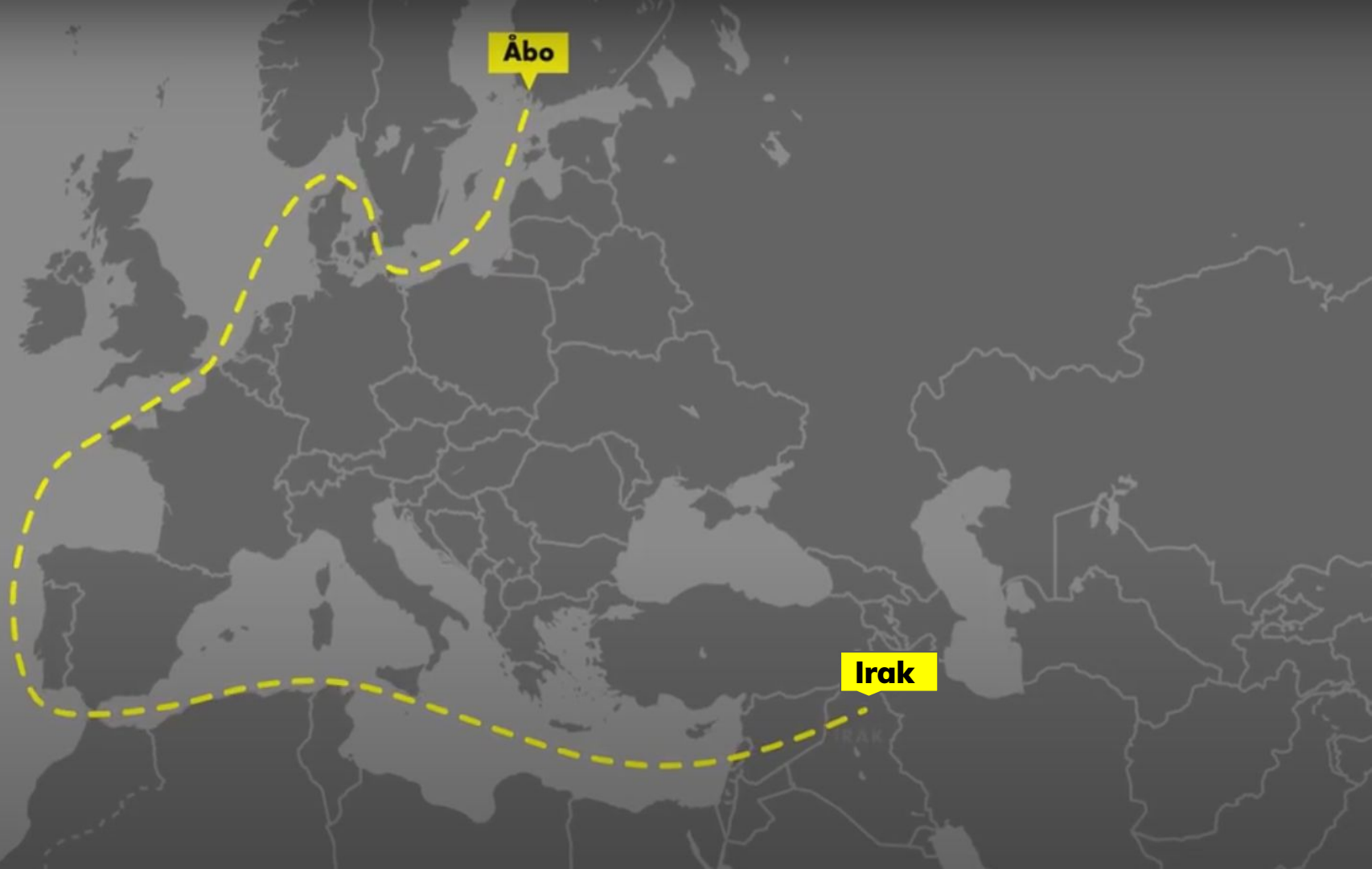
Returned clothes donated to the Salvation Army



Dela programmet 

Åbo

Irak





Returned
clothes
arriving
from the
Nordic
countries



welcome to

OSLO







DENIM LIKE THIS

- 1. Choose the right fit
- 2. Wash and dry properly
- 3. Iron and press
- 4. Store properly
- 5. Care for your denim

EDDY



The reality is that some of the clothes you buy and return end up in landfills

TV Doc:

<https://areena.yle.fi/1-50677550>

Web feature story:

<https://svenska.yle.fi/artikel/2021/03/08/kladerna-du-shoppade-och-returnerade-kan-brannas-upp-i-irak-v-i-satte-sandare-i>

jessica.stolzmann@yle.fi

@JessicaHelsinki

