

Help tackle  
**climate** change  
without  
compromising  
on style



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TOMORROW BEGINS TODAY

# Is your wardrobe brimming with fast fashion that still has the tags on? Do you suffer from “nothing to wear syndrome?”

Unfortunately, the clothing industry has one of the largest impacts on the environment, alongside food, transport and housing. So it's important we take responsibility for the choices we make when it comes to our fashion carbon footprint.

Check out these tips over the next three pages to get you in control of your wardrobe and reduce your clothing carbon footprint.

## 1 Style like you mean it

Often we feel like we've nothing to wear. But chances are we've simply got too much stuff and are overwhelmed by the items we have in our wardrobe. Clear out some space in your wardrobe for the items you love. Keep what fits, is versatile and makes you feel good. Then sort items in a way that you can easily find them.

You might even find that you're able to create a new style or trend... or even better be the height of fashion when trends re-emerge like shoulder pads, scrunchies and shiny tracksuits!

Or, why not create a 'capsule' wardrobe of quality staples of classic shaped clothes in neutral colours that are easy to mix and match and layer.

## 2 Give it a (second) chance

For clothing you no longer want – don't throw it in landfill!

You can donate clothes at a local charity shop, recycle your clothes at recycling banks or retailers which offer retailer clothing 'take backs' or sell items on apps like eBay and Vinted. Or if you've got friends who love your style, ask them if they're interested in taking items off your hands!



### **3 Choose quality over quantity**

If you do need to buy a new item of clothing, consider paying that little bit more money for a timeless item that you'll use again and again rather than an item that's unlikely to last because it's been made from uneconomical materials.

- When making that all important purchase, feel the fabric. Does it seem thin and prone to catches and holes? Are there threads everywhere? Are hems and buttons finished well?
- Spending more on individual items, but less often may be a wise decision as it's kinder on the planet and your wallet in the long run.
- Consider shopping second hand. A lot of high-quality clothes end up in second hand stores. This is an especially good option if you're strapped for cash and budget's an issue.

### **4 Seek out climate conscious retailers**

Before you hit the high streets or click 'buy now' on your online purchase, find out a bit more about the retailer who's selling you the clothes. Where are they sourcing the items from? Are they also doing their bit to be carbon footprint conscious? Do your research.

### **5 Always check the label**

The fibre production stage is one of the highest contributors to fashion carbon footprint. Many of us think that cotton is natural, there's actually a lot of pesticides and chemicals involved in its production. This affects the environment and uses a high volume of water!

When you're buying new, keep an eye out for these options:

- Bamboo – makes breathable and soft clothing. It also grows quickly and improves soil quality.
- Hemp – versatile and durable. It's also easy to grow and low-impact on the environment.
- Organic cotton – it's more labour intensive than production of normal cotton but it's done without pesticides and additional chemicals. But check that it's also fairly traded.
- Recycled fabrics – check the labels for 100% polyester as it can be recycled once you've finished with it.

When it comes to caring for your clothes, follow the washing instructions. Where possible, wash clothes at a lower temperature, separate your dark clothing from your lights. If something needs a bit of TLC or a repair, get the sewing kit out before you think about casting it off!

By becoming more informed about where our fashion comes from, we're more empowered to make the right choices. Every choice we make about the fashion we choose can impact our carbon footprint. Where possible, make ethical and sustainable fashion choices so you're creating a positive impact.

There for every moment



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