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FASHION FOR GOOD



FAST FASHION, SERIOUS CONSEQUENCES.

Fashion is big business, but 'fast fashion' takes its toll with issues around the fashion industry's exploitation of human, animal, and natural resources.

Did you know

- We wear 20% of our wardrobe, 80% of the time.
- Most people have items in their wardrobe which have never been worn, still with tags attached.
- The average person today buys 50% more clothes and keeps them for half as long as 15 years ago.
- The average "lifetime" of an item of clothing is 2 years, and almost two-thirds of clothes end up in incinerators or landfills within a year of being made.
- Many garments are made in sweatshops with poor conditions including long hours, low wages, health and safety risks, and other violations of labour rights.
- The carbon emissions generated by the clothing of an average family is equivalent to driving a car from New York to London.
- Manufacturers use about 8,000 different synthetic chemicals to turn raw materials into textiles.
- Less than 1% of material used to produce clothing is recycled into new textiles and fibres.



We can
all practice
suSTYLEability.

Small changes to the way
we dress can make a big
difference to the world.



FASHION SEARCH

E	U	K	D	I	Y	C	M	U	R	Q	U	V	Q	G	Z	O	M	K	N
T	X	N	L	D	H	A	O	V	R	Q	R	L	M	M	N	Y	C	W	B
H	X	C	B	A	I	O	V	N	U	D	E	U	C	T	E	I	O	C	G
I	Y	Q	E	U	W	R	T	U	S	D	B	F	O	V	C	J	C	V	F
C	T	S	I	L	Y	T	S	P	O	C	C	G	G	L	A	O	Q	W	W
A	B	A	P	B	M	C	A	M	Y	T	I	L	A	N	O	S	R	E	P
L	B	X	Y	R	X	F	E	C	U	X	D	O	Z	L	G	C	E	L	C
A	S	U	S	T	A	I	N	A	B	L	E	V	U	H	H	T	N	Y	X
C	C	L	H	S	I	E	K	Y	E	A	L	G	A	S	Y	M	G	T	C
N	S	C	H	F	G	L	W	D	B	I	C	V	V	F	V	S	I	S	T
M	G	I	E	A	P	W	A	T	N	J	Y	F	F	G	K	M	S	G	D
K	O	K	M	S	B	T	D	N	V	C	C	C	L	O	T	H	E	S	I
N	K	I	G	R	S	E	P	K	O	B	P	U	M	L	T	F	D	M	V
Y	C	C	T	N	V	O	A	W	F	S	U	D	P	L	U	B	B	Q	E
N	M	K	K	O	S	V	R	A	B	Y	R	O	T	K	K	S	A	E	R
U	G	J	L	L	N	I	A	I	W	B	K	E	T	I	J	Y	Z	G	S
A	Z	E	Q	Q	O	W	G	D	E	T	U	T	P	R	P	I	N	P	I
A	R	T	Q	D	T	X	H	O	W	S	Q	Y	B	E	N	W	Y	U	T
P	Y	T	I	L	A	U	D	I	V	I	D	N	I	D	C	S	K	S	Y
L	M	F	Q	A	X	U	Z	P	H	X	P	S	H	O	E	Q	N	J	W

accessories

art

catwalk

clothes

colour

conscious

cool

designer

diversity

ethical

fashion

image

individuality

model

personality

preloved

style

stylist

sustainable

upcycled

LITTLE SHOP OF HORRORS

Have you ever wondered how it can be possible for a shop to sell clothes at the very low prices we often see?


Some reasons make sense:

- × Buying large quantities. The retailer can then negotiate a bulk discount to buy the garments at a lower cost.
- × Buying end-of-season items. Manufacturers usually sell these at a discount so they can avoid storage costs.



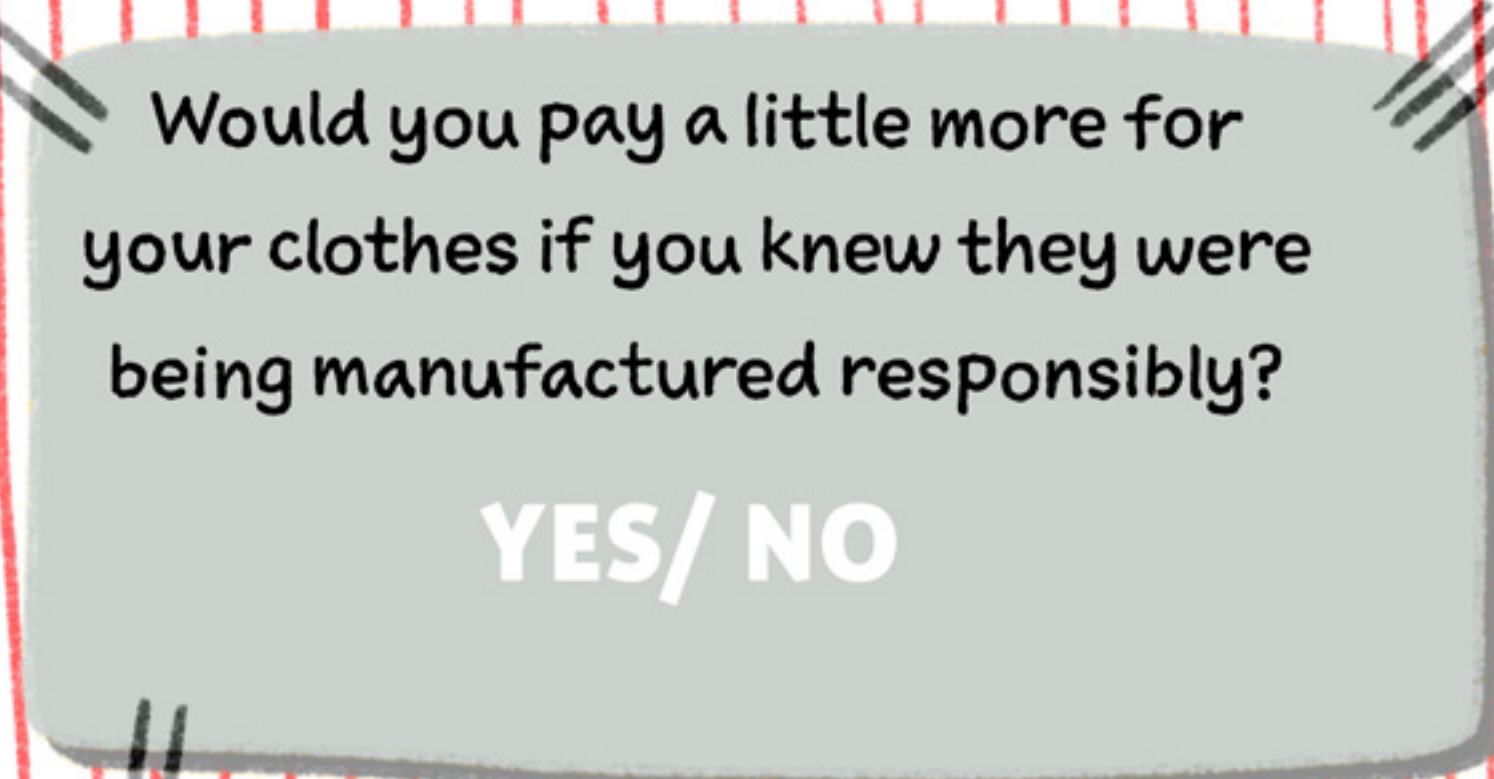
But it is possible the supply chain (how a garment gets from the person who originally made it to you) has bad practices:

- × Poor working conditions: long hours, no breaks, poor health and safety standards. Factories like this are called sweatshops.
- × Very low pay: an hourly wage can be just a few cents.
- × Child labour: an estimated 250 million children aged between 5 and 14 are forced to work in sweatshops in developing countries. And they can be working for up to 16 hours a day.



A boycott of products from countries who use sweatshops could potentially lead to job losses and even worse working conditions. It's better to put pressure on our shops to check their supply chain.

A small increase in worker wages and therefore the wholesale price (the price the retailer pays to put the item in their store) will have a minimal impact on profits for a multinational company.



Would you pay a little more for your clothes if you knew they were being manufactured responsibly?

YES/ NO

Be Brand Aware.

More and more brands have clear policies regarding the environment and social impact of their manufacturing processes and are also creating 'conscious' ranges within their collections.

Make a list of your favourite brands here and do some research to see what they offer. Check their website for policies and look at the tags in stores.

Use this list to prioritise the stores where you spend your money. The clearest way to send a message to stores that fall short, is to "vote with your feet" (or in this case, your wallet).

Store	Policy on Website?	Clear Labelling in Store?
	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>



* . *

Did you know shopping online can have a lower environmental impact, especially if you would have driven to the store? Try to choose standard shipping instead of express shipping so the delivery company can combine orders and plan the most fuel-efficient routes.

* .

SUSTYLEABILITY PROGRESS CHART

How sustainable is your wardrobe?

Circle where you are now, and where you want to get to.
Remember, it doesn't matter where you start, what you do next is what makes the difference.

1. Fashion Faux Pas

At this stage, you're shopping and dressing without being aware of the sustainability issues in your wardrobe. Don't panic! Just by picking up this book, you're already past this stage.

2. Trendsetter in Training

You recognise the choices you make about what to wear and what to buy have environmental and ethical implications and are educating yourself about suSTYLEability. Well done! This is a huge step forward. Don't forget, even if it feels a bit overwhelming as you start, just small changes can make a big difference.



3. Apparel Apprentice

You're armed with the facts and information to make the best sustainable fashion choices. Congratulations! Don't forget, if you buy an ethically manufactured, naturally dyed, organic cotton t-shirt, but then never wear it, you are not practising suSTYLEability.

4. Wardrobe Wizard

You no longer have to remind yourself to check the suSTYLEability credentials; it's become a habit. Fantastic! Don't forget to keep up-to-date on developments, like discovering new ethical brands or learning new upcycling skills.



Whatever stage of the suSTYLEability journey you're at, you can spread the word and help raise awareness.

suSTYLEability is the only way forward for the fashion industry. You are now officially a trendsetter!



