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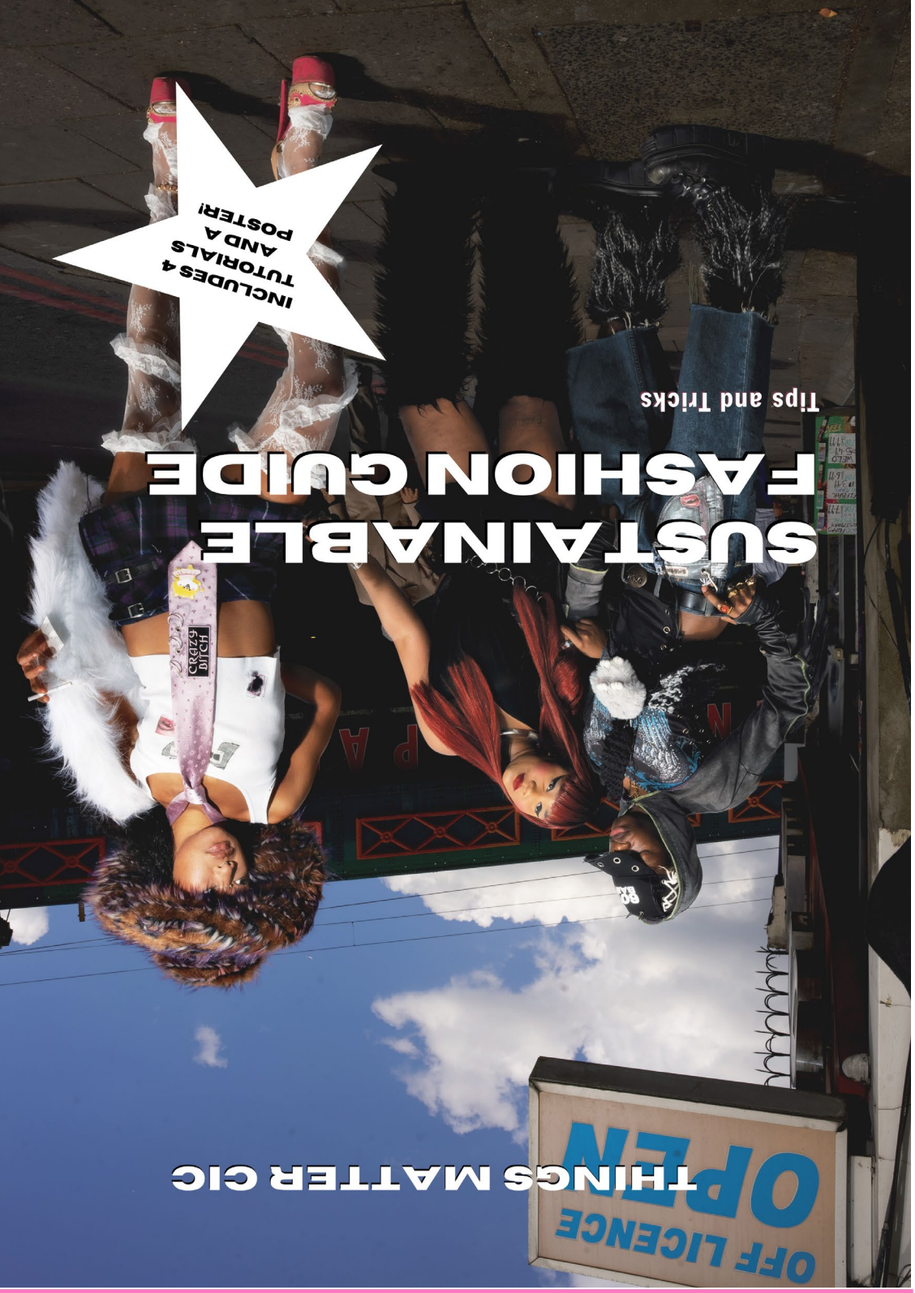

SUSTAINABLE FASHION GUIDE

Tips and Tricks

INCLUDES 4 TUTORIALS AND A POSTER!

THINGS MATTER CIC

THE CRISIS

The fashion industry is the second most polluting industry in the world, producing 92 million tons of textile waste globally every year. Without action, global textile waste is expected to increase to 138 milllion tonnes per year within the next 5 years.

The social effects of the fast fashion business model are equally disastrous: 98% of all garment workers are not paid a living wage.

SOLUTIONS

1. SHOP LESS

The fashion industry has ingrained in us that we need to continously buy new clothes to feel satisfied: the reality is that we do not NEED as many clothes as we are encouraged to buy.

If you are someone that buys an item of clothing more than once a month, attempt the *No New Clothes Challenge.* For a minimum of 6 months you are not allowed to purchase a single item of clothing. This exercise will highlight what you actually need in your wardrobe: resulting in your future purchases being more considered.

2. BUY CONSCIOUSLY

When buying new items, it is important to question the sustainable and ethical practices of the brand you are purchasing from. Ask yourself the following:

1. What steps does the brand take to reduce environmental damage?
2. What steps is the brand taking to ensure their garment workers are being paid a living wage?
3. Is sustainability practised throughout their supply chain?

If the brand not fully transparent on all these questions, it's because they have something to hide!

TIP: Download the app *GOOD ON YOU* - it will help answer these questions for you.

3. REPAIR AND UP-CYCLE

Through reworking and mending our clothes we can prolong the life of a well-loved garment by an average of 9 months, reducing it's environmental impact by 20-30%.

Scan the QR codes below for a tutorial on how to:

1. Make a patch
2. Create a stencil for painting on clothes
3. Sew on a loose button
4. Repair a hole using an invisible stitch

1 2 3 4

4. EDUCATE YOURSELF

Here are some books, films and TV programmes that are great resources to start learning from:

- *Consumed* by Aja Barber
- *To Die For* by Lucy Siegle
- *The Anticapitalist Book of Fashion* by Tansy E. Hoskins
- *Inside the Shein Machine* (Channel 4)
- *Boohoo's Broken Promises* (BBC)
- *The True Cost* (Andrew Morgan)

5. ENGAGE WITH THE MOVEMENT

It's not going to be enough to just change our individual habits to combat the negative effects produced by the fashion industry: global societal change is needed. There are many amazing organisations globally that are fighting for a better future, but they need our support. For example:

- The Or Foundation (Ghana)
- Fashion Revolution (UK)
- Clean Clothes Campaign (The Netherlands)
- Threading Change (Canada)
- Asia Floor Wage Alliance (Bangladesh)

THINGS MATTER CIC

Things Matter CIC is a community interest company tackling textile waste by transforming local resources into community assets

OUR MISSION

EMPOWER DESIGNERS

TRANSFORM WASTE

REDEFINE FASHION

HOW WE DO THIS

INCUBATOR PROGRAMME
Every 6 months we support up to 8 emerging designers by providing free materials, mentorship and resources from our charity and industry partnerships.

WORKSHOPS
We run hands-on workshops where people can learn up-cycling, mending and creative reuse. Scan the QR code below to see this month's available workshops!

SHOWROOM & COMMUNITY HUB
A space where sustainable designers can showcase their work, host pop-ups and collaborate.

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