

A Guide to Sustainable Fashion

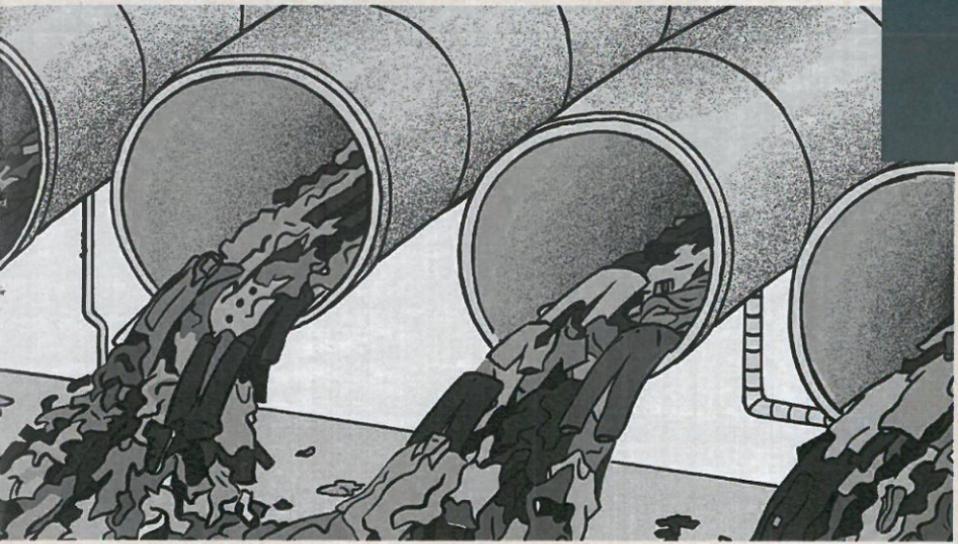
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Shopping sustainably made
easy



The Importance of Sustainable Shopping

The textiles industry produces about 92 billion kilos of waste annually (Ruiz 2023) and is second most polluting industry after oil (Long & Nasiry 2022). As consumers it is up to us to demand change.



What is Fast Fashion?

A fast fashion company usually uses the following business model:

- Use of cheap materials and labor – typically out-sourced to countries with little to no environmental or labour laws
- Inventory-turnover is fast – sometimes weekly.
- Cheap product resulting in over consumption.

Traditional fashion houses have two season Spring/Summer and Fall/Winter. Whereas fast fashion uses 52-mirco season model to account for changes in trends and seasons.

There are many reasons why someone may choose to purchase from brands like H&M, Zara or Shien. But by purchasing from these companies' consumers are endorsing their practices.

By creating realistic lifestyle changes, consumers adapted their behaviour to be more sustainable shoppers.

Caring for Your clothes

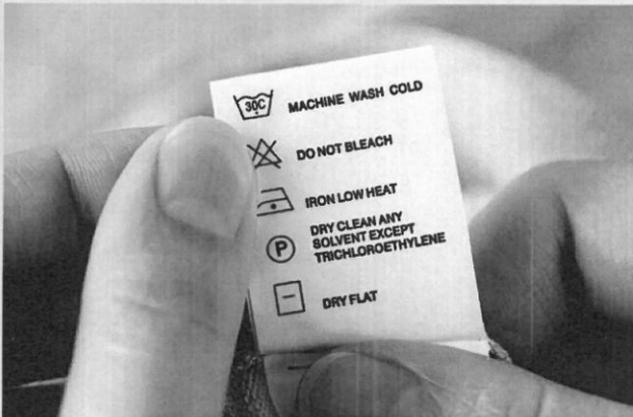


GIVE YOUR CLOTHES A LONGER LIFE



By mending clothes, consumer can keep their clothes for longer and sewing up holes don't require much skill. For people with more sewing experience, up-cycling can breath life into old clothes

Washing clothes in cold water helps keep the colours bright and looking brand new.



Lifestyle Changes



Instead of buying what you want, buy only
what you need.

References

Long, X., & Nasiry, J. (2022). Sustainability in the Fast Fashion Industry. *Manufacturing & Service Operations Management*, 24(3), 1276–1293. <https://doi.org/10.1287/msom.2021.1054>

Ruiz, A. (2022, April 11). *17 most worrying textile waste statistics & facts [2023] - the roundup*. TheRoundUp. <https://theroundup.org/textile-waste-statistics/>

