

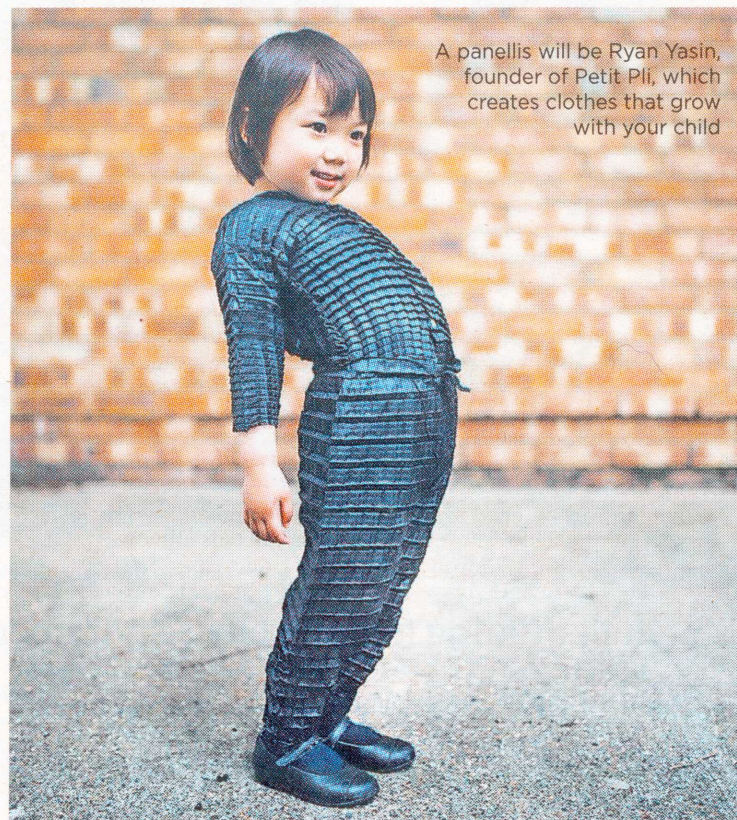
Fashion show aiming to halt the throwaway culture

Last week's IPCC report on the climate crisis suggesting that we had 10-12 years to really turn things around to keep global warming to below a 1.5C rise was scary.

If the news left you feeling blue, then one of the best things you can do is to get active – whether that's influencing politicians and creating change in the workplace, or reducing our own impact by flying less, reducing your meat and dairy, insulating your home and buying less stuff.

Does what we choose to wear really matter in all this? Well, probably more than you think – clothing accounts for around 12 per cent of global greenhouse emissions and is the world's second largest industrial polluter. Most of us know there's a problem with fast fashion ending up in landfill, but it was shocking to see (on BBC Four's *The Secret Life of Landfill*) a child's dress being dug up in virtually pristine condition after 30+ years buried in a sealed landfill. In Kazakhstan, virtually the entire Aral Sea that was once full of fish, supporting a thriving fishing community, has all but disappeared to satisfy cotton's thirst for water.

That's the bad news, here's the good. Cambridge Carbon Footprint, along with sustainable clothing pioneers Mamooq and AmaElla, are organising Cambridge's first Sustainable Fashion Festival on



A panellis will be Ryan Yasin, founder of Petit Pli, which creates clothes that grow with your child

Saturday, November 17, and it is looking amazing.

There'll be clothes that grow with you, clothes to rent, dresses to swap, natural luxury wear to buy as Christmas gifts at a large pop-up market, socks with lifetime guarantees and shirts that the seller promises to fix forever.

British people buy more new clothes per year than any other

Europeans, but does having more make you dress and look any better? Might it be better to focus on style over fashion?

Inspired by an Yves Saint Laurent quote: "Fashions fade, style is eternal", the organisers have invited along professional stylist Roberta Style Lee. Roberta will work with visitors to reveal their

style, rather than the high street's. She will be offering workshops on colour, fits and shapes, timeless looks, posture and creating your capsule wardrobe.

Finding your style is a big step to turning your sustainability switch to 'on' but other activities throughout the day will help you to keep it on. There will be advice on loving your clothes – we'll explain the unfathomable circles and triangles on your care labels and tips on how to reduce the amount of micro-plastics you're generating each time you load the machine. A team of sewers will share sewing repair skills, and the Cambridge Repair Café will tackle the more complex fixes.

If you fancy upcycling your own Christmas jumper and joining a huge womenswear clothes swapping party being organised by the Ladybird's WI, then come along.

There will be an on-site Richard Pousette-Dart-inspired creative drop-in hosted by Kettle's Yard, and an interactive fashion show organised by University of Cambridge students. There will be a stimulating panel discussion on 'Fashion the Future' with greener fashion leaders, including James Dyson Award-winner Ryan Yasin and Tara Button, author of *A life Less Throwaway*.

■ The full programme is available on our website at circularcambridge.org/fashion.

