



AmaElla



Petit Pli



# Fashion of The Future

Hear more about Cambridge's first Sustainable Fashion Festival taking place this month

Clothes that grow with you, clothes to rent, dresses to swap, natural luxury wear to buy as Christmas gifts at a pop-up market, socks with lifetime guarantees and shirts that the seller promises to fix forever. These are just a few of the offerings at Cambridge Carbon Footprint's Sustainable Fashion Festival which is taking place this month in partnership with AmaElla and Mamoq.

British people buy more new clothes per year (27kg) than any other Europeans, but does having more, make you dress and look any better? Might we, and the planet, be better off focusing on style over fashion? To chime with a quote from Yves Saint Laurent that the organisers Nicole and Alana love; "Fashions fade, style is eternal", they have invited along professional stylist Roberta Style Lee. Roberta will work with visitors to reveal their style, rather than the high streets with workshops on colour, fits and shapes, timeless looks, posture and creating your capsule wardrobe.

Finding your style is one step to turning your sustainability switch to on - other activities throughout the day will help you to keep it on. There will be advice on loving your clothes - they will explain the unfathomable circles and triangles on your care labels and advise you on how to

reduce the amount of micro-plastics you're generating each time you load the machine.

A team of whiz sewers will share sewing repair skills and the famous Cambridge Repair Café will tackle the more complex fixes. Fancy upcycling your own Christmas jumper and joining a huge womenswear clothes swapping party being organised by the Ladybird's WI, they have that too. There will be a Pousette-Dart inspired creative drop-in hosted on-site by Kettle's Yard Gallery, an interactive fashion show being organised by University of Cambridge students and a DJ and a panel discussion; 'Fashion the Future' with greener

fashion leaders. Ryan Yasin is a panellist and founder of Petit Pli whose clothes grow with your child. He applied his aeronautical engineering skills to create these James Dyson award-winning designs. Julie Kervadec, founder of Cambridge based, organic cotton lingerie company AmaElla is another panellist. Her story from French fashion house to AmaElla is unforgettable.

The full programme is available on their website ([circularcambridge.org/fashion](http://circularcambridge.org/fashion)) and the festival is free for all to attend. The Sustainable Fashion Festival Saturday 17th November | 11am - 4:30pm  
St Barnabas' Church, Mill Road, Cambridge CB1 2BD  
[cambridgecarbonfootprint.org](http://cambridgecarbonfootprint.org)