

The environmental impact of fashion is huge. The clothing and textiles industry produces 12% of global carbon emissions and is the world's second largest industrial polluter. And the problem is growing, in 2014 the average person in the UK bought 60% more clothing than they did in 2000. The scope of the fashion industry means that there's a fantastic opportunity to make a big difference to the environment by changing the way we dress, and pressuring government and business for better policy and practice. Below are some tips to help you look great, whilst reducing your fashion footprint.

"BUY LESS, CHOOSE WELL, MAKE IT LAST."

1. Do you really need to pop down to the High Street? Check in with yourself using the *Buyerarchy of Need*: Use what you have, borrow, swap, buy preloved, make or lastly, buy new.
2. Not wearing it? Swap it. Swishes or clothes swap parties are free sociable events that invite people to swap clothes with one another. An opportunity to exchange clothes you no longer wear, for ones you will. Many local events are listed on the Circular Cambridge website.
3. Give sharing or hiring a try. The Nu Wardrobe is a new local online forum for sharing clothes with people in your college and community. If you're attending a special event, you could hire something online from Girl Meets Dress.
4. Buy preloved. Cambridge has over 30 charity shops, including some which specialise in vintage and bridal wear. Vintage fairs also regularly come to Cambridge, some sell clothes for as little as £15/kilo. Fantasia on Mill Road is also fabulous.
5. For children, the NCT hosts regular Nearly New Sales in and around Cambridge. There are also regular 0 - 5 years clothing swaps at Arbury Community Centre.
6. Buy great extreme weather gear at Sally Ann's on Mill Road - it's where the British Antarctic Survey donate their gear!

1. Choose quality over quantity when you can. Durability is key to reducing overconsumption. BuyMeOnce features goods that last a lifetime.
2. Don't chase the trends. Choose style over fashion. Identify your personal style and choose those styles and colours that work well for you.
3. Edit your wardrobe. It's more eco friendly to have a small wardrobe only featuring items that you love, that look good on you and can be mixed and matched. A personal styling app like Cladwell can help, as can stylist Roberta Style Lee.
4. Research those fabrics that cause the least environmental and social harm. Nitara, Laura Zabo and QHERE ranges are made from upcycled and recycled plastics and rubber. Mamooq is an online marketplace hosting dozens of sustainable brands.
5. Choose companies like Tales of Thread that are passionate about empowering the people making their clothes and Where Does It Come From? whose labelling tells the story of their clothes.
6. Increasing your awareness can help you make better choices: Ethical Brand Directory, Fashion Revolution, Ethical Consumer and Ellen MacArthur Foundation are all good sources of information.

1. Extending the life of your clothes makes the best environmental savings across waste, water and carbon. Love your clothes. Understand care labels, wash them less but air them more, wash inside out and wash them at lower temperatures.
2. Buy from outlets that offer repair - Patagonia has a repair service, as do Nudie Jeans, and Flock by Nature.
3. Give clothes new life by repurposing and upcycling - turn an old jumper into a Christmas jumper, or trousers into shorts. Find lots of great ideas at abeautifulmess.com.
4. According to WRAP, over 50% of women and a quarter of men would like to learn sewing repairs. Cambridgeshire is brimming with Repair Cafes that will help repair your clothes and teach you some basic repair skills. Find your nearest on the Circular Cambridge website.
5. Always pass your clothes on once you have finished with them - high end or low end, there's value in all unwanted clothing. Even unwearable textiles can be recycled.
6. Struggling to fit it in your suitcase at the end of term? Lovespace provides space for students to store their stuff over the holidays if they can't get it home.

How to prevent microplastic pollution by changing your clothes purchasing and washing habits

The National Federation of Women's Institutes is pushing for action to tackle the problem of the release of microplastic fibres at source, but we can all make a difference by taking action at home.

Wash well

The EU Mermaids Ocean Clean Wash research project has developed a range of actions that you can take to reduce the release of fibres from washing clothes.

Checklist:


- ☐ Wash less—only wash clothes when they need it. Items that are not worn close to the skin often do not need washing after just one wear. This will also prolong the life of your clothes.
- ☐ Fill up your washing machine to the max: washing a full load results in less friction between the clothes and, therefore, less fibres are released.
- ☐ Use washing liquid instead of powder: the 'scrub' function of the grains of the powder result in loosening the fibres of the clothes more than with liquid.
- ☐ Wash at a low temperature: when clothes are washed at a high temperature, some fabrics are damaged, leading to the release of fibres.
- ☐ When cleaning the dryer, do not flush the lint down the drain, throw it in the bin.
- ☐ Avoid long washing cycles: long periods of washing cause more friction between fabrics, which can result in more tearing of the fibres.
- ☐ Avoid using detergents with a high pH and oxidising agents.

Wear well—shop smarter and buy less


















Before buying a new item of clothing ask yourself these questions:

- ☐ Do you love it? Be choosy, don't compromise for designs you don't really like just because they are in style.
- ☐ Does it fit well?
- ☐ Does it go with the rest of your wardrobe?
- ☐ Is it well made? Avoid clothes that do not look like they will wear and wash well.
















GET TO KNOW CARE LABELS












WASHING & BLEACHING


 95°C boil wash	 70°C boil wash	 60°C coloured wash	 60°C 'Easy care' coloured wash	 50°C coloured wash
 50°C 'Easy care' coloured wash	 40°C coloured wash	 40°C mild wash	 40°C very mild wash	 30°C fine wash
 30°C mild fine wash	 30°C very fine mild wash	 Hand wash	 Do not wash	 Any bleach allowed
 Only oxygen bleach allowed	 Do not bleach			

DRYING & IRONING


 Normal drying processes	 Mild drying processes	 Do not tumble dry	 Line dry	 Drip line drying
 Flat drying	 Drip flat drying	 Line drying in the shade	 Drip line drying in the shade	 Flat drying in the shade
 Drip flat drying in the shade	 Hot iron	 Iron at moderate temperature	 Iron at low temperature	 Do not iron

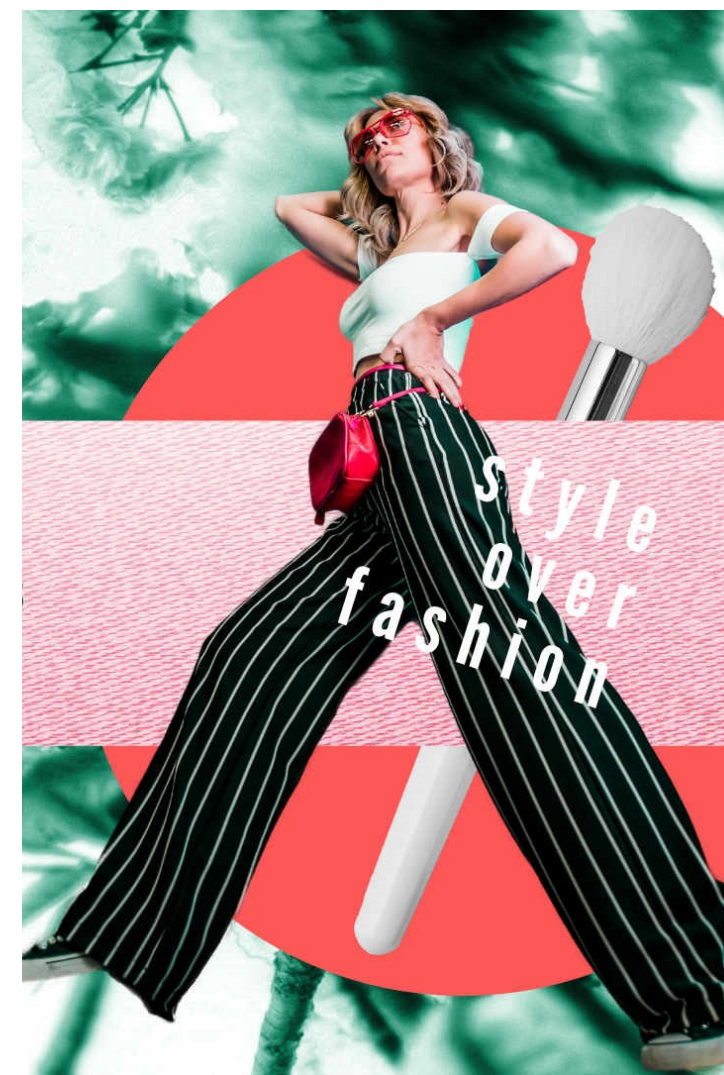
PROFESSIONAL CLEANING

 Normal professional dry cleaning process—Perchloroethylene & hydrocarbons	 Mild professional dry cleaning process—Perchloroethylene & hydrocarbons	 Normal professional dry cleaning process—Hydrocarbons	 Mild professional dry cleaning process—Hydrocarbons	 Do not dry-clean
 Professional wet-cleaning	 Professional wet-cleaning	 Professional wet-cleaning	 Do not wet-clean	



Visit www.loveyourclothes.org.uk for more information on how to care for your clothes...





Your quick guide to sustainable fashion

wrap

theWI
INSPIRING WOMEN

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Footprint