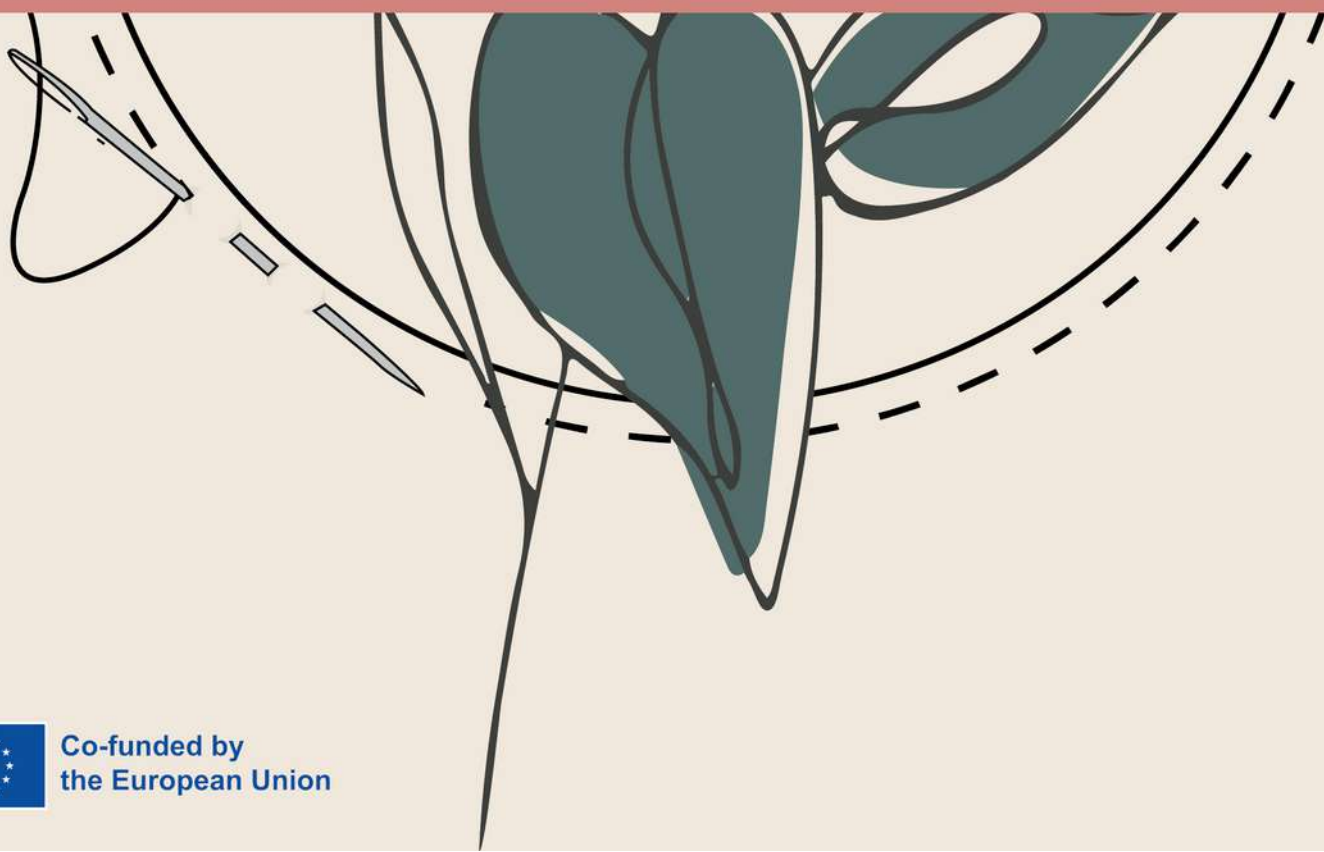




Re-Fashion Consumer Guide



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Foreword

Welcome to the **ReFashion Sustainable Fashion Consumer Guide**, your essential companion on the journey towards a more conscious and sustainable approach to fashion. In a world where every choice we make holds the power to shape a more eco-friendly future, this guide empowers you with the knowledge and tools to make informed decisions that benefit both you and the planet. By embracing sustainable fashion practices, you not only contribute to reducing environmental impact but also support ethical and responsible production.

Join us in redefining fashion, one mindful choice at a time!

Authors of the guide:



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THE ENVIRONMENTAL IMPACT OF FASHION

THE ENVIRONMENTAL IMPACT OF TEXTILES

0.5

million tonnes
of microfibres

from washing synthetics are released
in the ocean **every year**



This accounts
for



of primary
microplastics released
into the environment

Sources: EEA (2019), EPRS (2017)



Clothes bought in the EU per person has increased by **40 %** in just a few decades, driven by a fall in prices and the effects of fast fashion approaches. Clothing accounts for around **10% of Greenhouse Gas emissions (GHG)**. The production of raw materials, spinning them into fibres, weaving fabrics and dyeing require **enormous amounts of water and chemicals, including pesticides** for growing raw materials such as cotton.

Consumer use has a large environmental footprint due to the water, energy, and chemicals used in washing, tumble drying, and ironing, as well as to microplastics shed into the environment. Less than half of used clothes are collected for reuse or recycling when they are no longer needed, and **only 1 % are recycled into new clothes** since technologies that would enable recycling clothes into virgin fibres are only starting to emerge. (EEA Report 2022)

THE ENVIRONMENTAL IMPACT OF TEXTILES



of global greenhouse
gas emissions

are caused by clothing
and footwear production



This is more than all international flights
and maritime shipping combined

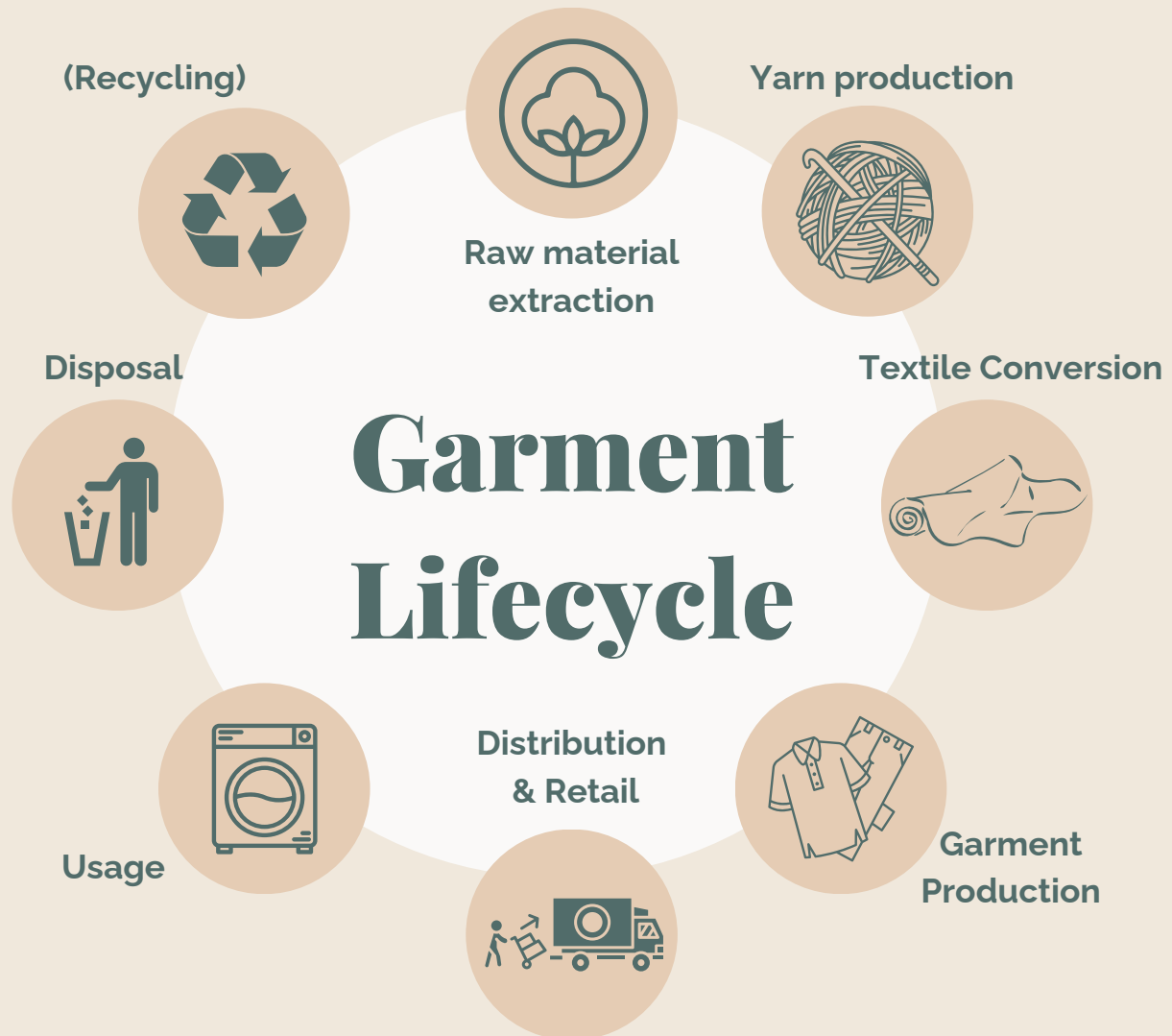
Sources: EPRS (2017), UN (2018)





WHY SHOULD YOU CARE?

Clothing production is the **third biggest manufacturing industry** after the automotive and technology industries. Textile production contributes **more to climate change than international aviation and shipping combined** (House of Common Environmental Audit Committee, 2019).



The garment lifecycle is a comprehensive journey that a piece of clothing undergoes, from its inception in the design phase to its eventual disposal. Throughout this lifecycle, there are **various stages where conscious choices can be made to promote sustainability and minimize environmental impact**. By adopting practices such as responsible manufacturing, mindful consumption, proper care and repair, and ethical disposal, we can collectively work towards a more sustainable and circular fashion industry.

IMPACT OF EACH LIFECYCLE STEP



Raw material extraction

Water pollution and chemical contamination can result from the land- and water-intensive process of growing fibers. For instance, cotton farming uses a lot of fresh water (10.000-20.000 l/kg).

The creation of synthetic fibers involves non-renewable resources, such as petrochemicals and oil, which takes a lot of energy.



Yarn & Textile Production

Heavy use of chemicals in processing and finishing yarn and textiles.

Operation of heavy machinery which requires a lot of energy to function.

Untreated wastewater from dyeing and printing is usually released back into the environment (20% of worldwide water pollution comes from fashion).



Garment Production

Utilization of energy for steaming, ironing, and stitching.

Swatches, design samples, cut-and-sew scraps, manufacturing samples, and end-of-rolls all contribute to the generation of textile waste.



Distribution

Many of the production steps are not realized in the same place. Often, resources are transported multiple times across continents before they are created into garments.



Retail

Energy used to run a store, materials required for retail marketing, in addition to hangers, packaging, and carrier bags.

Unsold apparel adds to the overall amount of textile waste.



Use phase

Water consumption: Washing clothes uses a lot of water.

Washing and drying clothes also uses a lot of energy.

The chemicals used in detergents and fabric softeners can pollute the air and can also end up in waterways, where they can harm aquatic life.



Disposal

The production of clothing requires a significant amount of resources, including water, energy, and land. When clothing is disposed of, these resources are wasted. If landfilled, it can take hundreds of years to decompose. This can lead to the release of methane, a greenhouse gas that is 25 times more potent than carbon dioxide. When clothing is incinerated, it can release harmful chemicals into the air and water.



THE FAST FASHION PHENOMENON

Where does your clothing go when it's not needed anymore? Statistically, **tonnes of fast fashion items are being thrown away every year.** This is not only due to customers getting rid of their wardrobe items, but also due to retail stores. Instead of recycling or donating clothing that wasn't sold, most fast fashion companies are often spotted tossing or burning the unsold stock, which leads to **terrifying losses of natural and financial resources.**

The main goal of fast fashion giants is **lowering production costs.** This is precisely why they **neglect the sustainability aspect of production,** starting from using non-biodegradable fabrics that are fully processed with chemicals, to throwing production waste into water streams, lakes, and oceans.

Fast fashion retailers have made their name by giving us a chance to buy cheaply made pieces that look like designer clothes for next to nothing. But their techniques are having a **drastic impact on consumer behaviour around the world.** It encourages consumers to seek constant novelty and instant gratification due to its rapid production and turnover of trendy clothing at low prices. This leads to increased impulse buying and a disposable mentality, resulting in overconsumption and environmental concerns. Moreover, fast fashion's marketing strategies often exploit psychological triggers, such as the "fear of missing out" and social comparison, influencing consumers to buy more and more frequently.

FAST FASHION

V S

SLOW FASHION



Cheap investment, becomes **expensive long-term**



Unethical exploitation of workforce, very low wages & bad conditions



Production with no regard towards environment, **high pollution & resource depletion**



Quantity over Quality

Fast fashion is a type of clothing production that involves **creating inexpensive and trendy garments inspired by runway or celebrity fashion**. The process aims to quickly produce these items and make them available in high street stores to meet consumer demand. The main goal is to offer the latest styles while they are still popular, allowing shoppers to **purchase and wear them briefly before eventually disposing of them**.

Higher investment, lasts for a **longer period of time (cheaper)**



Ethical employment with decent wages & working conditions



Optimal use of resources, circular production & business models, **reduced pollution**



Quality over Quantity



Slow fashion encompasses an approach to fashion that considers the processes and resources required to make clothing. It advocates for buying **better-quality garments that will last longer, and values fair treatment** of people, animals, and the planet along the way. **Sustainable fashion** is concerned with the use of fibers from organic, recycled, repurposed, up-cycled materials.

HOW DO YOU CHOOSE THE RIGHT MATERIAL?

The **Made-By Environmental Benchmark for Fibres** was developed to compare the environmental impact of the most commonly used fibres in the garment industry. The Made-By Benchmark ranks 28 fibres on six criteria: greenhouse gas emissions; human toxicity; eco-toxicity; energy; water; and land.

Based on these parameters, each fibre is scored and placed into one of five classifications, from Class A to Class E.

Class A- Most Sustainable

Mechanically Recycled Nylon

Mechanically Recycled Polyester

Organic Linen

Organic Hemp

Recycled Cotton

Recycled Wool



Fibers that are not classified by this study, but still have very high impact according to other studies:

Silk

Wool (Alpaca, Mohair, Cashmere)

Leather

Acetate

Natural Bamboo

Class B- Sustainable

Chemically Recycled Nylon

Chemically Recycled Polyester

Bamboo Lyocell (Monocel®)

Organic Cotton

Lenzing Lyocell (TENCEL®)



Class C- Average

Conventional linen
Conventional Hemp
PLA
Ramie



Class D- Problematic

Modal® Viscose
Polyacrylic
Virgin Polyester

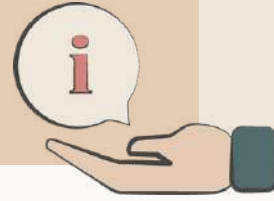


Class E- Very Problematic

Bamboo Viscose
Conventional Cotton
Rayon
Generic Viscose
Spandex (Elastane)
Virgin Nylon
Wool



EU Eco-Label



The European Commission oversees textile and clothing labeling for the EU.

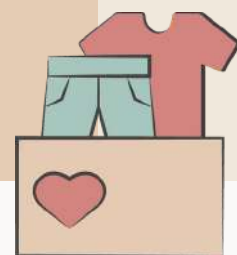
While this varies across member states, the EU only requires that fiber composition is on the label. Care labels, size, and country of origin are only recommended.

The voluntary EU Ecolabel can be used with textiles, footwear, and clothing that:

- Use minimal substances associated with harm to health and the environment
- Reduce water and air pollution
- Offer color resistance to washing, rubbing, perspiration, and light exposure

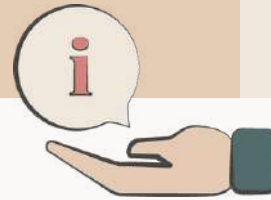


Benefits of correctly caring for clothes



- Prolonged lifespan
- Personal cost-saving
- Reduced textile waste
- Encouraging sustainable fashion production
- Environmental protection and conservation of resources

How to read clothing labels



Machine Wash



Machine Wash
in Cold Water (30°C)



Machine Wash,
Permanent Press



Water
Temperature 40°C

Machine Washing

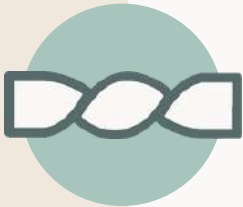
If you see a label with a symbol featuring a three-sided container with wavy lines on top, you can safely machine wash your clothes.

Slight additions to this symbol indicate special washing details:

- **One line under:** use permanent press wash cycle
- **Two lines under:** use gentle wash cycle
- **One dot in the center:** wash in cold water (20-30°C)
- **Two dots in the center:** wash in warm water
- **Three dots in the center:** wash in hot water
- **A number at the center:** wash in that temperature (e.g. 40°C)



Hand Wash



Wring



Do Not Wring

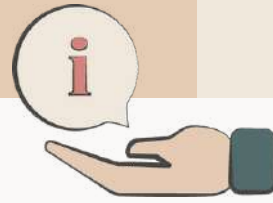
Hand Washing

The same three-sided symbol may also come with a hand in the middle, indicating that the delicate garment should be washed by hand.

For hand washing, you might also see one of the following symbols:

- **Twisted garment with an X through it:** do not wring
- **Twisted garment:** wringing is okay

How to read clothing labels



Drying

If there's an X through the middle of the dryer symbol, do not tumble-dry the garment.

You may also just see a square, with no circle in the middle. This indicates that "natural drying" should be used—which is also the best method for our planet.

Again, there could be more variations to this symbol:

- **U-shaped curve at the top:** line dry (+ diagonal lines for line dry in shade)
- **Three vertical lines:** drip dry - which means drying while soaked (+ diagonal lines for drip dry in shade)
- **One vertical line:** dry flat (+ diagonal lines for dry flat in shade)
- **Two diagonal lines in the left corner:** dry in shade
- **Square with an X through it:** do not dry

The square with a circle inside, and other variations, indicates tumble drying is possible under some specific circumstances:

- **Circle inside square:** tumble drying is possible
- **One or three dots in the middle of the circle:** indicate a low or high heat setting
- **One line under the square:** permanent press setting (used for synthetics)
- **Two lines under the square:** gentle press



Tumble Dry Allowed



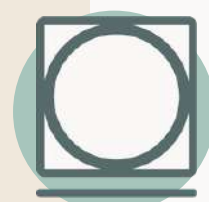
Do Not Tumble Dry



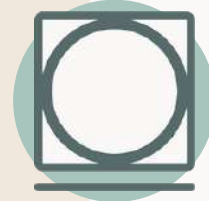
Tumble Dry on Low Heat



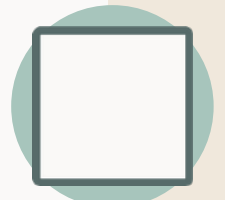
Tumble Dry on High Heat



Permanent Press/
Synthetics



Delicate/Gentle



Natural Drying



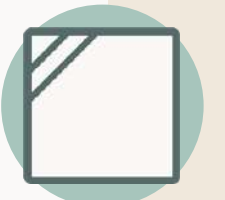
Hang to Dry



Drip Dry

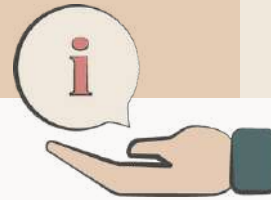


Dry Flat



Dry in Shade

How to read clothing labels



Do Not Iron



Iron on Low Temperature



Iron on High Temperature



Do Not Steam



Hand Wash



Wring



Do Not Wring

Ironing

Look for the iron-shaped symbol and any of its variations:

- **No dots:** any temperature can be used
- **One dot:** use low-temperature settings (synthetics)
- **Two dots:** use medium-temperature settings (wool or silk)
- **Three dots:** high-temperature setting (cotton or linen)
- **X through the center:** do not iron
- **Three lines at the bottom:** iron with steam
- **X over the three lines at the bottom:** do not steam

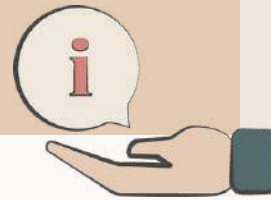
Bleaching

Bleaching involves using powerful chemicals that harm the environment. It is recommended to avoid using bleach unless there is no other option.

Bleaching is illustrated by a triangle, and can appear in the following variations:

- **Triangle:** Bleaching is possible
- **Crossed out triangle:** Do not bleach
- **Striped triangle:** Non-chlorinated bleach only

How to read clothing labels



Do Not Wash

When you shouldn't wash clothes

The washing symbol with an X through it denotes a garment that cannot be machine or hand washed, and should be taken to the dry cleaner instead.



Dry Clean

Dry cleaning

Dry cleaning will also require you to know how to read care tags on clothes. Here are a few you might see:



Do Not Dry Clean

- **A plain circle:** dry clean
- **A circle with an X through it:** do not dry clean
- **A circle with an A in the center:** any solvent can be used
- **A circle with a P in the center:** any solvent except trichloroethylene
- **A circle with an F in the center:** petroleum solvents only



Any Solvent



Any Solvent Except Trichloroethylene

Wash your clothes only when really needed!



Petroleum-based Solvents Only

Washing clothes too often gradually weakens and eventually destroys the fabric!

SHOW YOUR CLOTHES SOME LOVE

Washing

1. **Select the right temperature.** Cold water works well for delicate fabrics, items that might shrink, and sensitive dark colors that tend to bleed. Cold water also saves you money by reducing the cost of utilities. Warm water is appropriate for moderately soiled clothing and human-made fabrics.
2. **Catch stains quickly.** The key to successful stain removal is to act quickly. As soon as possible after stains occur, rinse or soak the garment in cold water, apply a stain remover, and get it into the washer.
3. **Care labels** walk you through the best laundry options for your clothes.
4. **Avoid shrinking and stretching.** The reasons clothes shrink and stretch are varied from fiber content and type of weave to how you wash or clean them.

Fixing

Learn how to mend your clothes to become more sustainable. **Crucial skills when it comes to fixing clothes are:**

1. Sewing a button
2. Fixing a hem
3. Reattaching a strap
4. Invisible/visible mending

Air Drying Outside

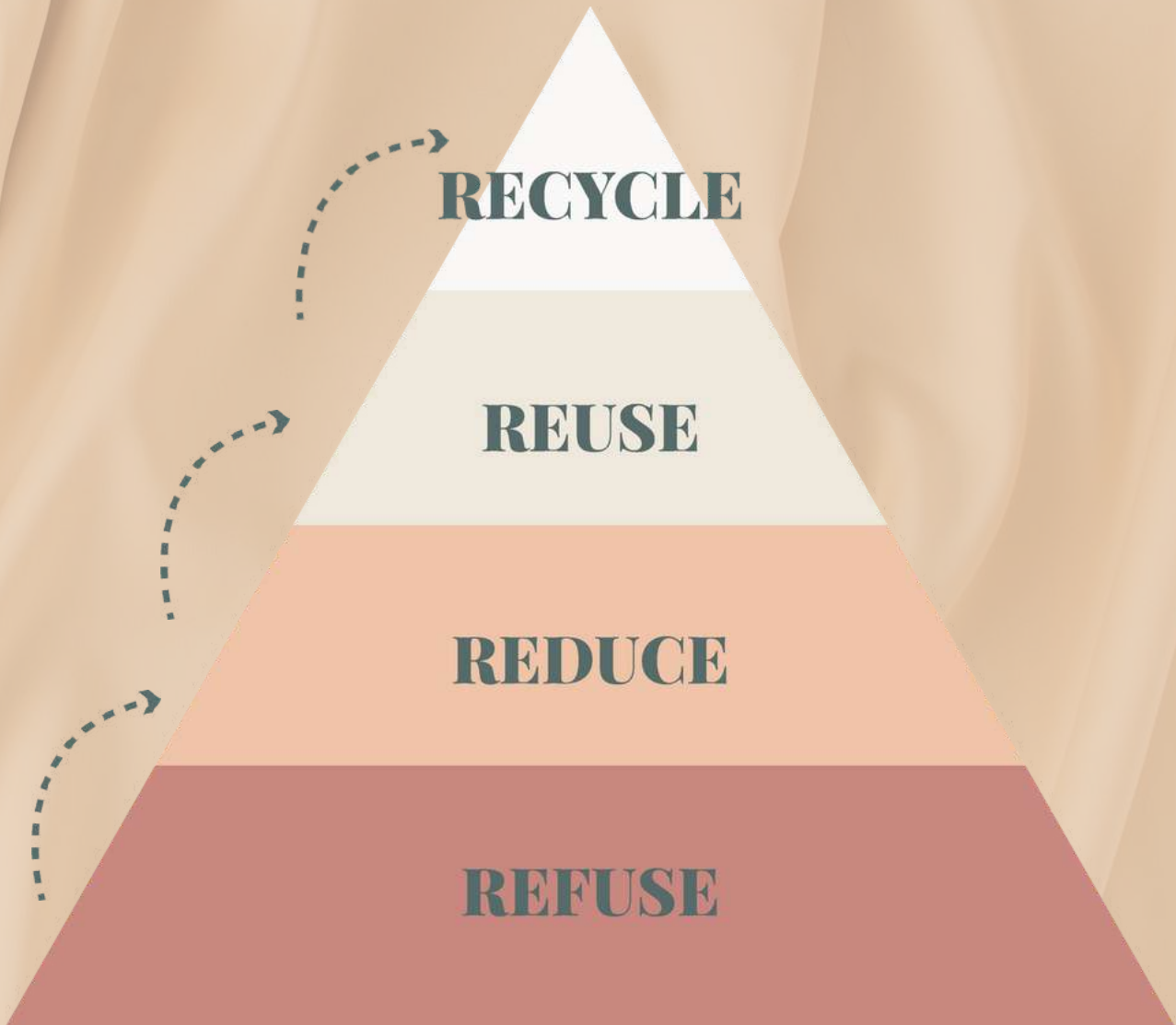
For many households, the clothes dryer is the **second-most energy-consuming appliance**, right after the refrigerator. However, by simply switching from using a **clothes dryer to air-drying** your clothes after washing them, you could reduce your home's carbon footprint 2,400 pounds a year. Not only does drying clothes outside **conserve electricity** and **reduce household energy costs**, but it also prevents clothing wear and tear caused by the heat of the dryer.

1. Saves money on utility bills
2. Enhances freshness of clothes and sheets
3. Helps remove strong odors from clothing

Air Drying Inside

1. Put your clothes on an **extra spin cycle**
2. Use a **dehumidifier**
3. Dig out your **desktop fan**
4. Create a **heated cocoon** using your radiator and a fitted sheet
5. **Towel-dry** your clothes before hanging
6. Use **hangers** on an airer or clothes rail to create better airflow
7. Get a **retractable line or pulley airer**

The 4 "R"s of Sustainability



These principles act as a compass, guiding us toward **a more responsible and thoughtful relationship with fashion**. By understanding their significance and incorporating them into our choices, we become advocates for a brighter, greener, and more stylish future. Remember, **the order of the 4 R's in sustainable fashion is deliberate and impactful**.

The 4 "R"s of Sustainability

1

REFUSE

This is where the real impact begins. You're sending a powerful message by refusing fast fashion's disposable culture and **saying no to overconsumption**. You're advocating for quality over quantity.

2

REDUCE

Simplify the wardrobe and focus on versatile pieces. When we reduce our clothing purchases, **we reduce demand for excessive production**, leading to lower resource consumption and waste generation.

3

REUSE

Extend the life of your garments through creativity and care. Mixing, upcycling, and repairing can breathe new life into your clothing. Each time you choose to reuse, **you're contributing to less waste in landfills**.

4

RECYCLE

Recycling is vital, but it's not a magic fix. It **requires energy and resources to transform materials**. While recycling has its place, it's important to **prioritize the earlier steps**. Refusing and reducing have a more direct impact on reducing the carbon and waste footprint.

1. REFUSE

Refusing fast fashion is a conscious choice to avoid purchasing items that have been produced quickly and cheaply, very often at the expense of the environment, and the people involved in their production process. By choosing to refuse this industry, consumers can opt for more ethical and sustainable alternatives, such as items made of eco-friendly materials, or secondhand. This can help reduce the negative impact of the fashion industry on the environment and society, while also promoting a more mindful and responsible approach to consumption.

LIST OF WORST OFFENDERS



H&M has been accused of greenwashing by critics who argue that the sustainability initiatives that the company has undertaken are not as comprehensive as they declare. It is believed that the focus remains to fast fashion, and that the main reason behind these initiatives is marketing.

The logo for Primark, consisting of the word 'PRIMARK' in a white, sans-serif font centered within a blue rectangular background.

PRIMARK

PRIMARK, also accused for greenwashing, is believed that relies heavily in low-cost manufacturing and fast fashion, contributing to major textile waste and exploitation of workers in developing countries. Also, it has been accused of not being transparent regarding its environmental and social impact

The logo for SHEIN, featuring the word 'SHEIN' in a white, bold, sans-serif font centered within a black rectangular background.

SHEIN

SHEIN has been accused of not being transparent as well, of using unethical manufacturing practices that lead to environmental degradation and labor exploitation. Furthermore, it has been accused of falsely claiming to be an ethical and sustainable brand.

The logo for Fashion Nova, with the words 'FASHION NOVA' in a black, sans-serif font on a white rectangular background.

FASHION NOVA

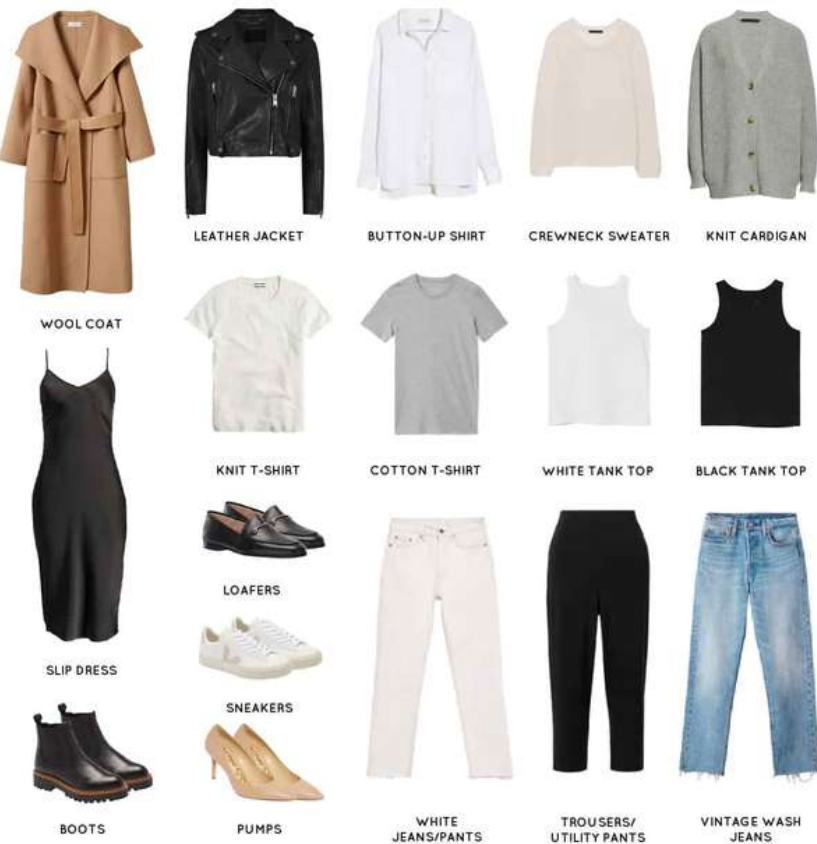
FASHION NOVA has faced criticism for greenwashing as well. While the company has made some efforts, such as introducing a collection of eco-friendly clothing and pledging to reduce waste in its supply chain, critics argue that these initiatives are inadequate and do not address the core issues associated with fast fashion.



2. REDUCE

chic & effortless MINIMALIST CAPSULE WARDROBE

the basics



seasonal swaps & accessories



styleyouroccasion.com

Look inside your closet!

You can create new outfits with the clothes you own and shop for pieces that match the existing clothes.

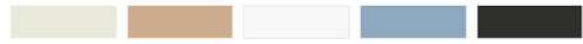
Use your best, favourite pieces to develop a functional wardrobe base, and only buy pieces that you can create a minimum of 3 different outfits from.

Capsule wardrobe

= "a practice of editing a wardrobe down to essential garments (clothes that fit the lifestyle and body), that can be functionally worn, therefore shopping less frequent and more consciously."

Tips & Tricks

- Buy good quality, timeless pieces that you will be able to wear for a long time
- Add statement pieces to these so you can create a wardrobe in your own style
- Accessories go a long way
- Choose layers and different textures to combine



WINTER 2022 CAPSULE WARDROBE



- Choose cuts and fits that are most flattering to your body shape
- Pick a color scheme that you like and suits you and stick to it! Incorporate neutral pieces that you can combine with everything and make sure most of the colors you choose work well together.
- You can have a capsule for the cold season and one for the warm season

48-piece capsule wardrobe formula for the entire year:

Tops



- Basic tees x3 (black, white, neutral)
- Tank tops x2 (neutral, white/black)
- Statement top (tee/blouse from your chosen style)
- Shirts x2
- Long sleeve turtleneck x 2
- Hoodie
- Sweatshirts x2 (black, white/neutral)
- Basic sweaters (black, neutral)
- Chunky knit sweater

Bottoms



- Smart trousers x2 (neutral, navy/black)
- Statement pants (leather, print, funky fit, bold color, bold fabric)
- Jeans x3 (blue, black/grey, white/cream)
- Shorts x 2 (denim, linen)
- Sweatpants
- Leggings/biker shorts
- Classic skirt (pencil skirt, boucle)
- Summer skirt
- Denim skirt

Dresses



- Dresses
- Black dress
- Summer dresses x2 (simple, printed)
- Elegant/party dress

Coats



- Trench coat
- Denim jacket/overshirt Puffer coat/parka
- Cardigans (long, short)
- Timeless blazer x2 (match smart trousers)
- Long coat
- Statement coat

Shoes & Bags



- White sneakers
- Smart shoes (heels)
- Ankle boots (tan, black)
- Sandals
- Everyday tote bag
- Elegant clutch
- Statement bag
- Statement shoes

DRESS ACCORDING TO YOUR BODY- HOURLGLASS

Features:

- rounded shoulders
- bust and hips are usually the same width - small and defined waist -rounded hips and bottom - bigger thighs
- curvy appearance
- weight gains usually appear in the upper body

Styling goals:

- following the natural silhouette and maintaining the body's proportions by dressing the top and bottom proportionally, and not emphasizing the hips or shoulders
- bring out the body's natural proportions by emphasizing the waist
- choose uncluttered, uncomplicated clothing to avoid clogging up the silhouette.

DO:

- Lower, rounded necklines (like Sweetheart or V-neck)
- Fitted sleeves
- Accentuate the waistline with belts
- Form-fitting styles
- Look for wrap styles
- High-rise pants and jeans
- Tapered pants and skirts
- Nipped or belted dresses
- Voluminous skirts that start at the waist
- Overall simple cuts

DON'T:

- Straight cuts and boxy silhouettes conceal the waist.
- Loose, formless garments as well as distracting accessories
- High, narrow, embellished necklines or wide necklines (like boatnecks)
- Wide sleeves
- Low-rise pants and jeans
- Drop waist tops and dresses

Buying garments that flatter individual body type leads to a decreased need for shopping and a longer lifespan of the clothing!



ROUND/APPLE

Features:

- the shoulder line is wider than the hip line - average to wide bust
- fuller midsection with little to no waistline - narrow hips with a flatter bottom - slim legs
- weight gains are usually visible in the torso/stomach area

Styling goals:

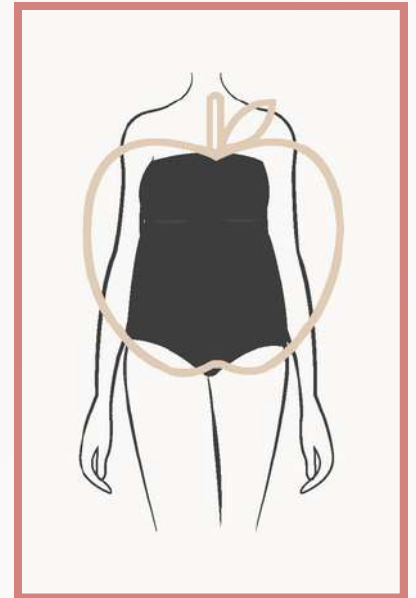
- Take attention away from the midsection by highlighting your best parts - legs and bust
- Create an illusion of a defined and narrower waist through fitting clothing shape
- Add curve and fullness to the lower body

DO:

- Put on darker clothing at your waist, like a dark belt
- The breast is lifted and the waist seems slimmer while wearing clothes that skim the waistline yet nip just below the bust
- Necklines should break the chest line vertically - opt for wide and low necklines
- Necklines with embellishments and detail
- Flared sleeves, wide, cap, cuff and drape styles
- Flowy tops and drapery cardigans
- Low and mid-rise pants with some flare

DON'T:

- Features such as bright colors and horizontal accents draw attention to and broaden your waist.
- Details on the bust, midriff, and hips. Keep your upper and lower body in detail.
- Narrow, high neckline
- Fitted sleeves
- Crop tops or tight-fitting tops
- Tucking shirts inside pants
- Double-breasted jackets
- High rise and tapered pants
- Skinny jeans
- Tiered skirts and dresses
- Tight fitting dresses



INVERTED TRIANGLE/ STRAWBERRY

Features:

- The shoulder line is obviously wider than the hip line - straight, squared shoulders
- Bust can range from small to big -top-heavy appearance
- Straight hipline and flatter bottom - slim long legs
- Athletic physique
- Weight gains usually appear in the upper body

Styling goals:

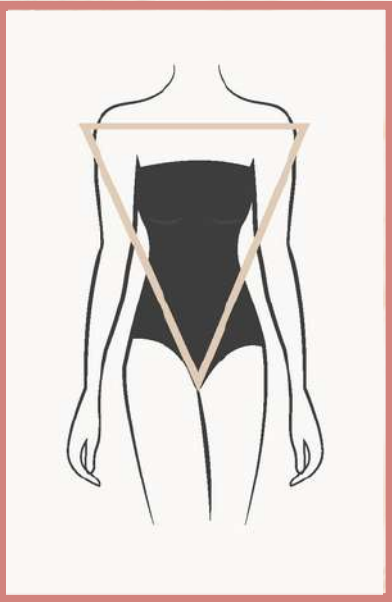
- Balancing the broader shoulders, chest, and back by playing them down and emphasizing the bottom part
- Adding curve and volume to the hips and bottom body while also creating a more defined waist

DO:

- Soften the broad shoulder line with soft, draping, and weighty fabrics
- Keep the top half simple
- Slim, long, deep, narrow neckline
- Asymmetric styles especially in the top half
- Fitted sleeves if short, flared sleeved if long (bell, kimono, and bat sleeve)
- Wide straps
- The darker color on top and the lighter on bottom
- Jackets with pockets and details below the waist
- Flared and wide pants
- Fuller skirts
- Waist defining details and accessories

DON'T:

- Wide and low necklines like boatneck or straight
- Detailing and embellishment of the top
- Short wide sleeves like puff sleeves
- Big obvious collars
- Crop tops
- Chunky knitwear
- Double-breasted jackets
- Skinny fit pants
- Tight fitted skirts and shorts
- Dresses that are fitted at the bottom
- Big, bold patterns on the top half



TRIANGLE/PEAR

Features:

- The shoulders are sloped and narrower than the hips
- Smaller top half/bust
- Full hips and/or thighs
- Defined waist
- Larger, fuller, muscular legs
- Weight gains show up in the hip area

Styling goals:

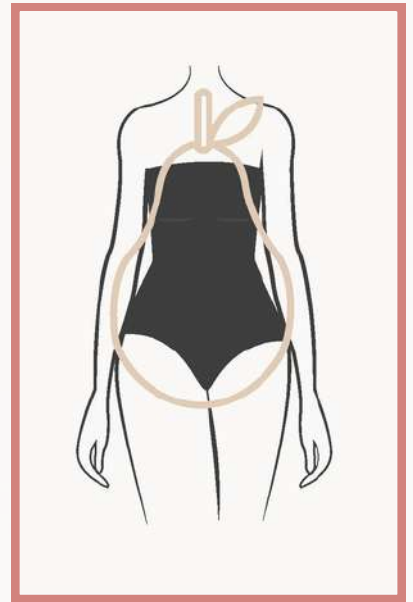
- Direct attention away from the larger hips and onto the upper body and defined waist
- Emphasize the waist and minimize the lower body while giving the upper body the appearance of volume.

DO:

- Dress in dark colors on the lower half
- Look for wider necklines such as boat, square, off-shoulder, or cowl styles
- Embellished tops/necklines are suitable if on top
- Structured, voluminous short-sleeve styles (bat, bell, puff, flutter sleeves)
- Skinny, tapered long-sleeve styles
- Opt for high-rise pants with a flare, straight or bootcut shape
- Wear skirts with a high waist and an A-line, tulip or pleated shape
- Wear dresses with a fitted waist and a voluminous bottom

DON'T:

- Wear skinny, tapered, tight bottoms
- Wear bottoms with embellishments, many details, and/or bold colors and patterns
- Wear narrow, deep necklines
- Wear coats, tops, and sweaters that exceed the hip line in length
- Wear structured long-sleeve tops
- Wear dresses with a straight cut and a heavy fabric
- Wear low-rise shorts, pants, or skirts
- Wear too-full skirts and skirts with heavy horizontal details



RECTANGLE

Features:

- Straight shoulder and ribcage line
- Bust and hips are about the same width
- Little to no waist definition
- Few curves throughout the whole body
- Evenly distributed weight gains
- An athletic frame is common

Styling goals:

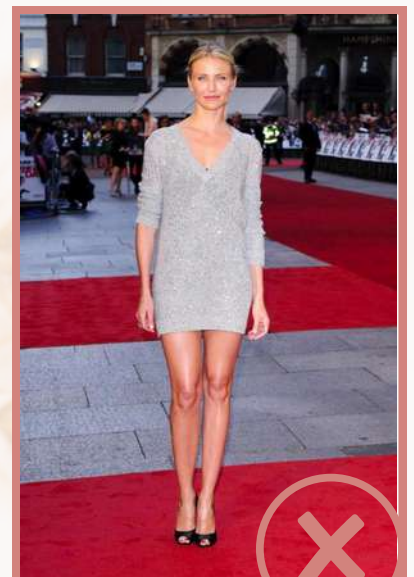
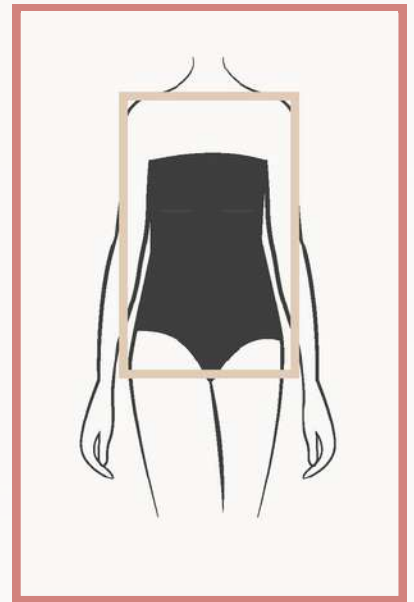
- Add dimension to the body frame by breaking up the straight silhouette and creating curves both on the top and the bottom body
- Defining the waistline

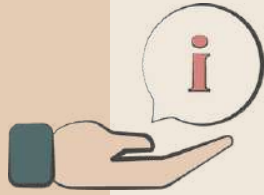
DO:

- Round necklines, like scoop or jewel necklines, are great for adding curve
- Lower, broader necklines that visibly lengthen the shoulder and chest area are the wide V, slash, scoop, and sweetheart necklines
- Attract visual attention to the top half through embellishments, or loose, wide sleeves (flutter, cuff, puff, flared)
- Define waist with a wrap top or a waist belt
- Look for longer tops and coats (below waistline)
- Low and mid-rise bottoms
- Look for bottoms with embellishments/ patterns
- Dresses defined at the waist

DON'T:

- Choose straight, shallow necklines like boat-necks
- Wear above the waist tops or coats
- Wear tight-fitted sleeves
- Boxy styles are a bad fit
- Choose straight fitted trousers or jeans that are too wide
- Angular A-line skirts and very full skirts are not a good match
- Boxy, straight-cut dress shapes
- Don't tuck tops into bottoms
- Don't wear shapeless, oversized clothing
- Don't wear bold color and pattern around the waist





QUALITY > QUANTITY: How to recognize good quality



FABRIC

The type of fabric used in the clothing can be a good indicator of quality. High-quality clothing tends to use **natural fibres** such as cotton, silk, wool, or linen, which are durable and breathable. Synthetic fabrics like polyester or nylon are cheaper but less durable.

CONSTRUCTION

The way the clothing is constructed is a good indicator of quality. Look for **even stitching with no loose threads or frayed edges**. Check that the seams are straight, and the buttons are sewn securely.

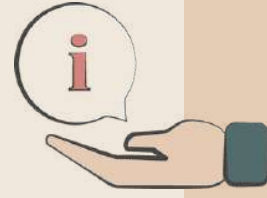


FIT

Good quality clothing should fit well and be comfortable to wear. Check that the clothing is the right size for you and that it drapes nicely on your body. A good fit will always **hug your body and natural curves in a flattering way**.

QUALITY > QUANTITY:

How to recognize good quality



FINISHING

The finishing details on clothing indicate quality. Look for details like lining, hemming, topstitching and interlining, which can add to the durability and longevity of the garments.

BRAND REPUTATION

Some brands are known for their quality clothing and have built a reputation over time. Research the brand history and reviews from other customers to get one idea of the quality of their clothing. High quality, expensive clothing usually feels heavier than expected.

D&G
DOLCE & GABBANA

F
FENDI

BURBERRY
LONDON ENGLAND

GUCCI
G

L
LOUIS VUITTON

VERSACE



PRICE

While price is not always a reliable indicator of quality, it can be a good guide. In general, high quality clothing tends to be more expensive than lower quality clothing. If a price seems too good to be true, it's likely that the clothing is of lower quality.



3. REUSE

Second-hand

Buying second-hand clothing **extends the lifespan of garments**, preventing them from ending up in landfills. It also decreases the demand for new production. It's more affordable and you can find unique treasures!

Upcycling

= the process of **transforming old or unused garments into new pieces**, through various techniques like piecing, quilting, bleaching, embroidery, dyeing, patchwork and so on

Repurposing

Repurposing differs from upcycling in that it focuses on **adjusting the original garment to suit a new function or style**, rather than completely transforming it into something different. It's a way to make the most out of what you already have

Patchwork



Piecing



Bleaching



Embroidery

Repurposing



BEFORE



Dyeing

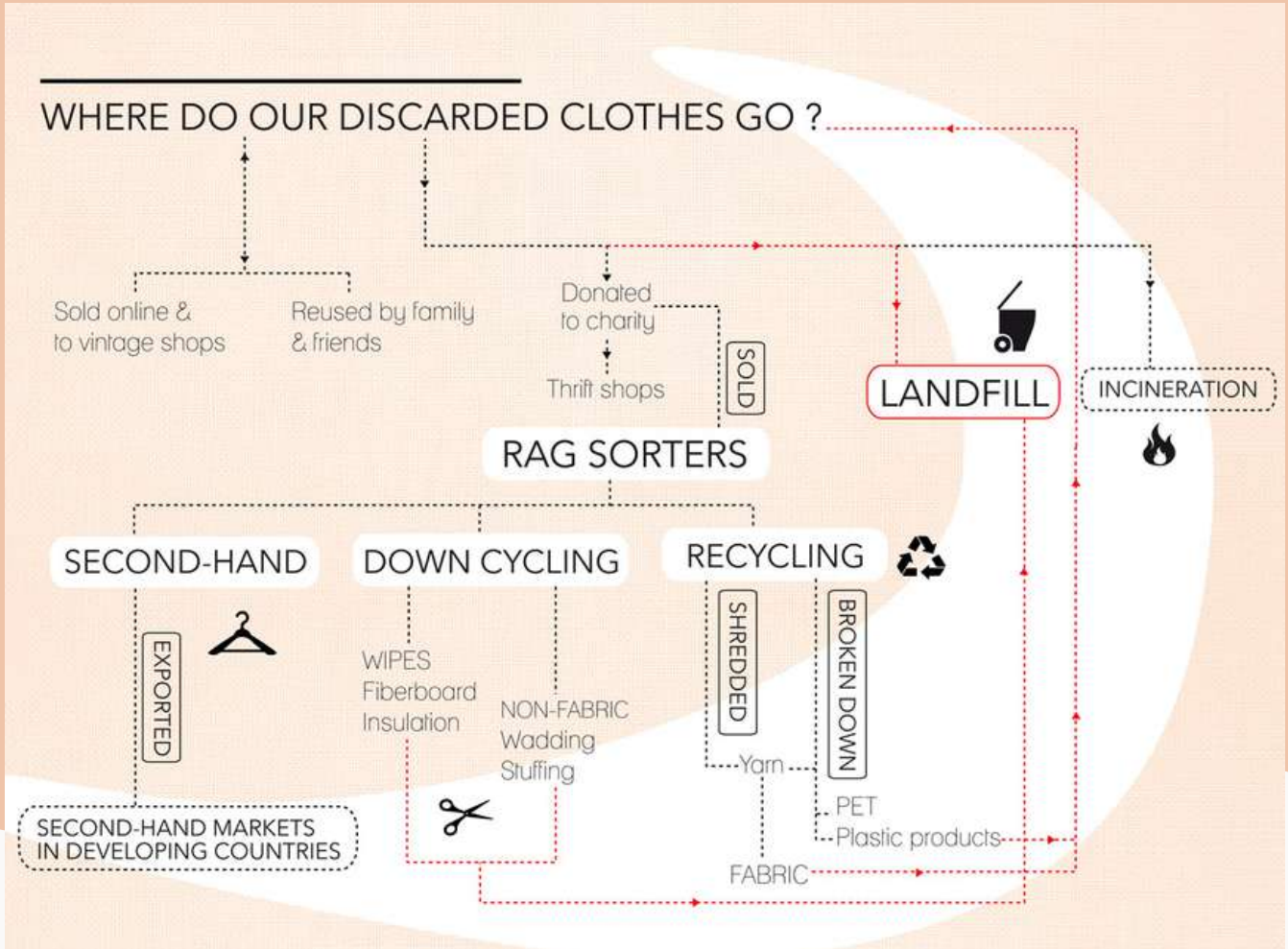


Quilting

An old stained T-Shirt Resurrected with herbal Madder and Indigo dye with Bullseye Tie-Dye technique.



4. RECYCLE



Why recycling isn't as effective as people think

Recycling is only the final step to reducing the negative impact of the fashion industry, because:

- it needs an updated infrastructure, which doesn't exist everywhere;
- it requires the consumption of energy and other resources;
- not all the time we could obtain good qualitative materials at the end of the process.

How natural textiles are recycled

- they are sorted by color and material;
- textiles are then pulled into fibres or shredded;
- depending on the end use of the yarn, other fibres may be added into the mix;
- the yarn is then cleaned and spun. Then the yarn is re-spun, ready for subsequent use in weaving or knitting.



How synthetic textiles are recycled

- zippers and buttons are removed and the fabrics are cut into smaller pieces;
- the shredded fabrics are granulated and shaped into pellets;
- these are then melted and used to create fibres which can be used to make new polyester fabrics!

TIPS FOR RECYCLING

Don't let your clothes go to waste! Make a sustainable choice and reduce your environmental impact.

What can you do?

- **Invest in sustainable clothing:** choose responsible and ethical products, designed to last longer!
- **Take care of your clothes,** respecting the washing rules!
- Select the clothes that you don't use anymore and find the most suitable way to put them in the circuit: **donate**, **swap** with other people, or **transform** them in a creative way!
- You can also use an **existing clothing recycling infrastructure** nearby!
- Encourage others and **spread awareness** of the importance of sustainability!
- Participate at local, national or European **initiatives to reduce waste!**

RECYCLING CLOTHING IN ITALY

In the last few years 150 kilotons of textile waste have been produced in Italy, which would be equivalent of about **25 kg per inhabitant**, which is approximately 50 items of clothing.

Old clothes are collected through special bins from companies registered as environmental managers.

All this takes place in synergy between ANCI (National Association of Italian Municipalities) and CONAU, the National Association of Used Clothes and Accessories.

About **29% of the clothes thrown away through the bins of Italian cities are recycled.** The main destination according to the report analyzed concerns industrial rags and padding. In addition to this, the fraying, which is the basic activity for the recycling of rags.

68% of Italian municipal textile waste is for reuse. It is therefore marketed to be reused in foreign markets. Before this phase there are three steps to make the clothes suitable for reuse, specifically:

- **First selection** among items destined for reuse or recycling, followed by a sorting by type of item;
- **Second manual selection** to separate garments based on quality and create lots of value as much as possible;
- **Hygiene of the garments** according to the law in order to allow their marketing.

Only 3% of the textile waste must be disposed of through an unsorted collection.

RECYCLING CLOTHING IN GREECE

During the past years, Greece had made significant efforts in recycling fibers and clothes. Here's an overview of the recycling situation in Greece at the time:

- **Recycling Infrastructure:** Greece had been steadily improving its recycling infrastructure and waste management systems, including initiatives to address textile waste. Recycling centers and collection points were established across the country to collect textiles, fibers, and clothes for recycling.
- **Textile Recycling Organizations:** Several organizations and non-governmental entities were working on textile recycling projects in Greece. They focused on collecting, sorting, and processing old and used textiles, diverting them from landfills.
- **Clothing Donation:** Apart from recycling, clothing donation played a significant role in managing textile waste. Charities and donation centers encouraged people to donate their old clothes for reuse or redistribution to those in need.
- **Awareness and Education:** The Greek government, along with environmental organizations, worked on raising awareness about the importance of textile recycling and sustainable fashion practices. Educational campaigns were launched to inform citizens about the environmental impact of textile waste and ways to reduce it.
- **Circular Economy Initiatives:** Greece was also exploring circular economy concepts to minimize waste generation and promote a more sustainable fashion industry. This involved initiatives to extend the lifespan of textiles through repair, upcycling, and refurbishment.

RECYCLING CLOTHING IN SLOVENIA

In 2021 around 10.000 tonnes of textile waste were generated in Slovenia. An additional 3.000 tonnes were imported and 4.000 tonnes were exported. Less than 2 % of textile waste was sent to landfills, most of it were treated textile fibres. **Slovenia recycled almost two thirds of the textile waste, producing 6.000 tonnes of usable materials such as textiles, leather and various fibres** used as insulation materials, floor coverings and in the clothing industry.

Slovenia has a **good infrastructure with textile recycling facilities**. In these collection centres, textiles are first segregated based on their composition and condition. Wearable clothing items in good condition are often donated to charities and people in need. Unusable textiles are processed into recycled fibers which are then reused in fashion and other industries. There has been an uprise in recycling of waste in the last 10 years in Slovenia, but there is still room for improving the textile waste management. While it is true that in Slovenia, a lot of textiles are taken to textile bins, exchanged at textile exchanges, donated to humanitarian causes and sold to second-hand clothing shops, but a lot of them still end up in mixed municipal waste (MSW) bins, landfills and incinerators.

Slovenia also uses **alternatives to textile disposal on a micro level**. Clothing in good condition is often **donated to charities or people in need** by households as well. There are many **Humana containers** placed across the country. Clothing can be sold in second-hand shops, with luxury and high-end second-hand options as well. With the use of social media, more and more young people use Instagram or Facebook as an outlet to sell old but wearable clothes instead of throwing them away. There has been an uprise in upcycling, by trying to give new life to clothing, among young people as well.



SPEND YOUR MONEY WISELY

List of sustainable brands



Patagonia is a well-known outdoor clothing brand that has been a leader in sustainable fashion. They use eco-friendly materials like organic cotton, recycled polyester, and hemp. Patagonia also promotes fair labor practices and supports various environmental initiatives.



Reformation is a fashion brand that emphasizes in sustainability and transparency. They use eco-friendly materials, repurposed vintage clothing, and upcycled fabrics in their collections. Additionally, Reformation provides detailed information about the environmental impact of each product on their website.



Stella McCartney is a luxury fashion brand that is committed to cruelty-free, sustainable, and eco-friendly practices. The brand avoids using leather and fur and places an emphasis on developing innovative, sustainable materials.



SPEND YOUR MONEY WISELY

List of sustainable brands



Everlane is known for its ethical production and transparent pricing. The brand focuses on high-quality basics made from sustainable materials, and they disclose the true cost of each item to customers, ensuring fair pricing.



People Tree is a pioneer in fair trade and sustainable fashion. They work with artisans and farmers in developing countries to produce ethical and eco-friendly clothing using organic cotton and natural dyes.



Veja is a sustainable sneaker brand that uses eco-friendly materials like organic cotton, wild rubber, and recycled plastic bottles for its shoe production. The brand is also transparent about its production processes.



Nudie Jeans is committed to sustainable denim production. They offer a repair and reuse program, where customers can get their old Nudie jeans repaired for free or exchange them for a discount on a new pair.

Thrift stores Greece

Myró Antiques &
Vintage

Athens Flea Market
Thessaloniki

Vintage Market

Kilo shop

Yesterday's bread

Shop locally Greece

Vassia Kostara

Project Soma

Nadia Rapti

Karavan clothing

Vathos apparel

Combos knitwear

Indie labels

GANNI

House of Sunny

UNLESS

Rental

MY WARDROBE HQ

RENT THE RUNWAY

NUULY

By rotation

HURR

Thrift stores Romania

Remix (online)

Textile house

Monda

DRESSINGZ (online)

Consignatia 7

Resale Shop

Shop locally Romania

OCRU Studio

Verlinne

Fici Mimi

Poarta-ma cu flori

Hemp Cloth

Indie labels

GANNI

House of Sunny

UNLESS

Rental

MY WARDROBE HQ

RENT THE RUNWAY

NUULY

By rotation

HURR

Thrift stores Slovenia

Moje Tvoje

Gvant

Pulz

DILE

hahaha

Shop locally Slovenia

Luci Clothing

Tronč shop

Cliché

Extraordinary.

Divinebugs

Indie labels

Gipsy and Clown

We are Lena

by mia bags

Rental

MJZ

Krinolina

Pika

Fabrika Fundus

Shop locally Italy

RifoLab

Ohoskin

Re-Bello

Quagga

Aquafil

Progetto Tessere

Progetto Quis

Indie labels

GANNI

House of Sunny

UNLESS

Thrift stores Italy

Humana vintage

Mercatino usato

ANGELO Vintage Luxury

VinoKilo

Rental

MY WARDROBE HQ

RENT THE RUNWAY

NUULY

By rotation

HURR

Online platforms

thredUP

Poshmark

Depop

Vinted

Tradesy

Mercari

Etsy

Luxury

Stella McCartney

EILEEN FISHER

Mara Hoffman

Amour Vert

Brother Vellies

Gabriela Hearst

Clothing swaps

swap.com

Rehash

Swap Society

Swapstyle

Vinted

Sustainable campaigns

Slow Fashion Season

Make It Feel Right

Choose Love

Rethink Fashion

Detox My Fashion

#WearItForward

Fashion Revolution

How to avoid greenwashing?

Tips for recognizing greenwashing

You can recognise a “greenwashing” strategy, if a company uses:

Selective Disclosure:

Companies often highlight positive environmental facts about their products while intentionally avoiding any mention of the negative.

Lack of Proof:

The company may make claims about its eco-friendliness (“made with organic materials!”) without sharing certifications or other evidence to back them up.

Vagueness:

Brands can greenwash by making broad statements filled with buzzwords about their sustainability that are too vague to mean anything. Examples include ‘new and improved,’ ‘non-toxic,’ and ‘made with biodegradable materials.’

Overinflated Phrases:

Greenwashing companies may use phrases that, while technically true, give the consumer a skewed perception of the products they are buying. For example, an apparel company may state its shirts are “now made with 50% more recycled fibers” when increasing the amount from 2% to 3% of the total garment. True, but overstated as a benefit.

Suggestive Imagery:

To market products in visually pleasing packaging. A tissue company might adorn its box with green leaves to imply the paper was harvested sustainably without mentioning that fact on the packaging. Some brands can incorporate small images that look like official logos for environmental certifications.



Conclusion

As you reach the end of this guide, remember that every choice you make has the power to shape a better future for our planet. By embracing sustainable fashion, you've become a force for positive change in an industry poised for transformation. Your mindful decisions echo through the supply chain, touching lives and leaving a legacy of conscious consumption. Together, we are weaving a narrative of compassion, style, and responsibility. Keep pushing boundaries, keep asking questions, and keep choosing the path of sustainability.

Your journey in sustainable fashion is a beacon of hope, lighting the way for a brighter, more beautiful world!

Follow our project and join the community!



[@refashion.erasmus](https://www.instagram.com/refashion.erasmus)



www.re-fashion.eu

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