



#### Assess Your Current Wardrobe

RESEARCH CLOTHING BRANDS TO LEARN ABOUT THEIR SUSTAINABILITY INITIATIVES, SUPPLY CHAIN TRANSPARENCY, AND ETHICAL LABOR PRACTICES.



EVALUATING WHAT YOU ALREADY OWN. TAKE INVENTORY OF YOUR CLOTHES, SHOES, AND ACCESSORIES. WHAT YOU WEAR OFTEN OR NOT.

### Define Your Style and Needs

CONSIDER YOUR LIFESTYLE, ACTIVITIES, AND PERSONAL STYLE PREFERENCES. LIST OUT YOUR NEEDS AND PREFERENCES TO CREATE A CLEAR PICTURE OF WHO YOU ARE AND WHAT DEFINES YOU.

DETERMINE THE TYPES OF CLOTHING AND ACCESSORIES YOU NEED FOR DIFFERENT OCCASIONS, SUCH AS WORK, LEISURE, AND SPECIAL EVENTS. THIS WILL HELP YOU CREATE VERSATILITY, AND YOUR OWN TIMELESS STYLE.



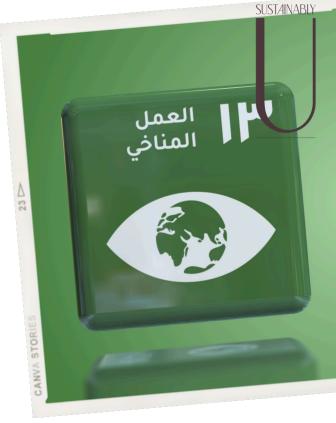


SUSTAINABLY



## Set Sustainability Goals

START BY IDENTIFYING YOUR PERSONAL VALUES AND PRIORITIES RELATED TO SUSTAINABILITY. UNDERSTANDING WHAT MATTERS MOST TO YOU WILL HELP GUIDE YOUR GOAL-SETTING PROCESS. ESTABLISH CLEAR AND MEASURABLE SUSTAINABILITY GOALS FOR YOUR WARDROBE.



BREAK DOWN GOALS INTO ACTIONABLE STEPS. PRIORITIZE AREAS FOR IMPROVEMENT.TRACK PROGRESS AND ADJUST AS NEEDED AND STRATEGIES BASED ON WHAT WORKS BEST FOR YOU AND YOUR LIFESTYLE AND DON'T FORGET TO CELEBRATE YOUR ACHIEVEMENTS.





#### Prioritize Quality Over Quantity

LOOK FOR TIMELESS SILHOUETTES, NEUTRAL COLORS, AND HIGH-QUALITY MATERIALS THAT WILL WITHSTAND CHANGING FASHION TRENDS.
PAY ATTENTION TO STITCHING, SEAMS, AND FABRIC QUALITY TO ENSURE LONGEVITY.



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AVOID PURCHASING ITEMS SOLELY BASED ON SIZE OR PERCEIVED STYLE TRENDS, AS ILL-FITTING GARMENTS ARE LESS LIKELY TO BE WORN AND MAY END UP DISCARDED PREMATURELY..



#### Choose Sustainable Materials

FARICS TO STAY COMPLETELY CLEAR OF:
- POLYESTER, ACRYLIC, NYLON, SYNTHETIC FIBRES
MADE FROM CRUDE OIL.

- CONVENTIONAL COTTON, TYPICALLY INVOLVES INTENSIVE WATER USE, HEAVY PESTICIDE AND SYNTHETIC FERTILIZER, SOIL DEGRADATION, AND ADVERSE IMPACTS ON BIODIVERSITY

- RAYON, A PRIME EXAMPLE OF GREENWASHING.



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INSTEAD CHOOSE ORGANIC COTTON, ORGANIC LINEN, INNOVATIVE FABRICS MADE OF ORGANIC WASTE IN A CLOSED LOOP PRODUCTION, ETHICALLY SOURCED WOOL OR TENCIL. LOOK FOR FABRIC CERTIFICATIONS TO LIKE GOTS, BLUESIGN®, RECYCLED CONTENT CERTIFICATION, AND OEKO-TEX STANDARD 100 TO ENSURE ETHICAL PRODUCTION



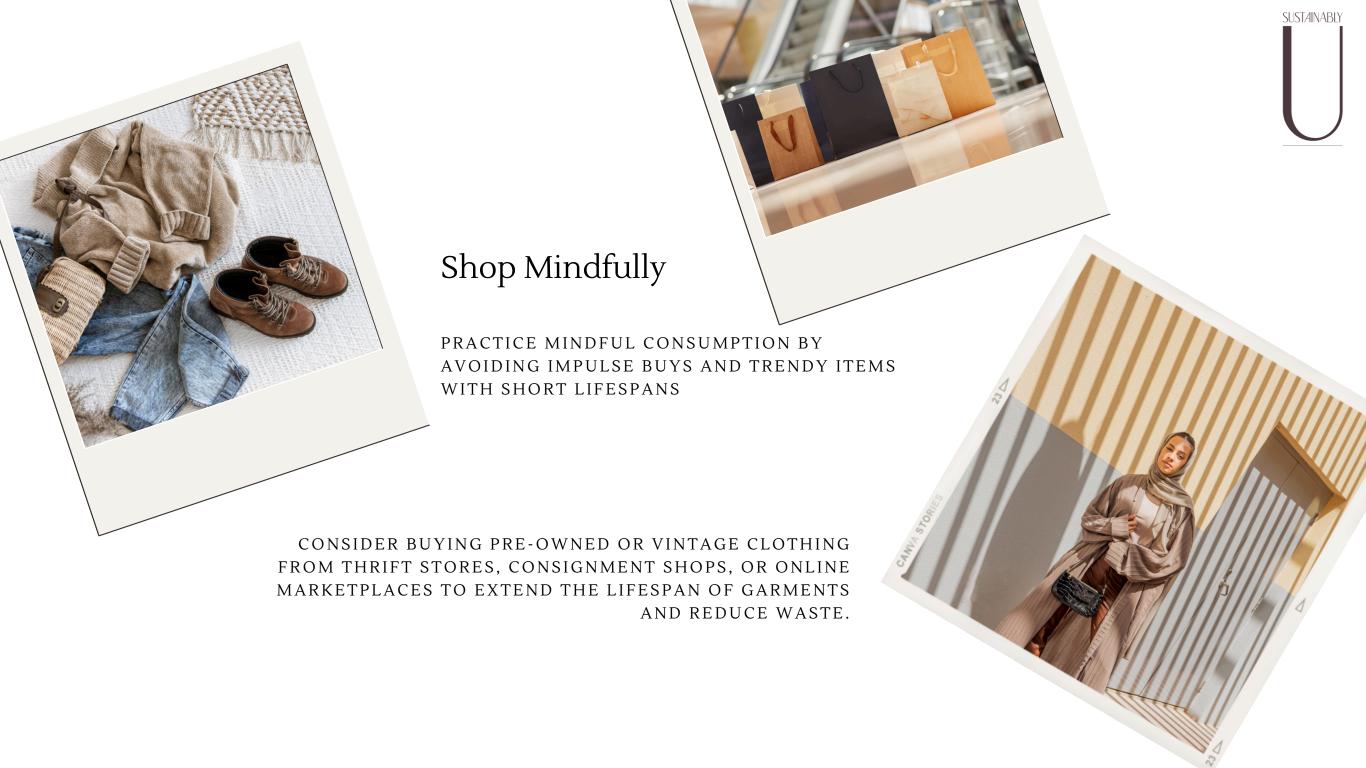
### Support Ethical Brands & Practices

RESEARCH CLOTHING BRANDS TO LEARN ABOUT THEIR SUSTAINABILITY INITIATIVES, MATERIALS USED, MANUFACTURING PROCESSES, SUPPLY CHAIN TRANSPARENCY, AND ETHICAL LABOR PRACTICES.

THE QUANTITY OF CLOTHING PRODUCED BY
A COMPANY IN A YEAR CAN BE AN
INDICATOR OF GREENWASHING IF IT
CONTRADICTS THEIR SUSTAINABILITY
CLAIMS. LOOK FOR BRANDS THAT PRIORITIZE
FAIR WAGES, SAFE WORKING CONDITIONS,
AND ENVIRONMENTAL STEWARDSHIP.



SUSTAINABLY





#### Care for Your Clothes

FOLLOW CARE INSTRUCTIONS TO PROPERLY LAUNDER, STORE, AND MAINTAIN YOUR CLOTHING

REPAIR AND MEND ITEMS WHEN THEY DEVELOP MINOR DAMAGE OR WEAR AND TEAR TO PROLONG THEIR LIFESPAN.







### Donate Mindfully

WHEN IT'S TIME TO PART WITH CLOTHING, CONSIDER DONATING ITEMS THAT ARE STILL IN GOOD CONDITION TO LOCAL COMMUNITIES OR SHELTERS.

THE KEY IS HOW, WHERE AND WHAT WE DONATE. ALWAYS CHECK CHARITY DONATION GUIDELINES BEFORE GIVING SO YOUR DISCARDS DO NOT BECOME A PROBLEM FOR OTHER COUNTRIES LANDFILL.





# Upcycle

TAKE D.I.Y FASHION A STEP FURTHER AND RELEASE YOUR INNER DESIGNER WITH UPCYCLING.

UPCYCLING HAS BEEN EMBRACED BY ARTISANS, FASHION COMPANIES,
AND INDIVIDUALS ALIKE, AND INVOLVES TAKING AN OLD OR
UNWEARABLE GARMENT AND REFASHIONING A NEW PRODUCT OUT OF
IT. FIND PEOPLE/BUSINESS IN YOUR CITY WHO CAN UPCYCLE FOR
YOU.





### Swap and Recycle

PARTICIPATE IN CLOTHING SWAPS WITH FRIENDS OR COMMUNITY GROUPS TO EXCHANGE GENTLY USED ITEMS. DONATE GENTLY USED CLOTHING TO LOCAL THRIFT STORES.

LOCATE TEXTILE RECYCLING CENTERS OR DROP-OFF LOCATIONS IN YOUR AREA THAT ACCEPT OLD CLOTHING FOR RECYCLING INTO INSULATION, CARPET PADDING, OR OTHER MATERIALS.RECYCLE WORN-OUT OR DAMAGED GARMENTS THROUGH TEXTILE RECYCLING PROGRAMS. IF CLOTHING IS MADE FROM NATURAL FIBERS SUCH AS COTTON OR LINEN, CONSIDER COMPOSTING THEM IN SMALL PIECES AS LONG AS THEY'RE FREE FROM SYNTHETIC MATERIALS OR DYES..



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Continuously Educate Yourself

SUSTAINABLY

STAY INFORMED ABOUT SUSTAINABILITY ISSUES IN THE FASHION INDUSTRY AND SEEK OUT RESOURCES TO DEEPEN YOUR UNDERSTANDING.



SHARE YOUR KNOWLEDGE AND EXPERIENCES WITH OTHERS TO INSPIRE POSITIVE CHANGE AND ENCOURAGE MORE SUSTAINABLE FASHION CHOICES.

