



Are you horrified at the way the fashion industry is killing our planet and causing suffering?

Do you want to change but don't know where to start?

Here's our crib Sheet – The first 3 Steps to changing your Fashion Habits!

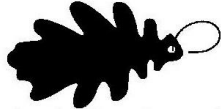


1. Look in your wardrobe, not the high street

It's amazing how often we buy something and then get home and find we have something similar already – does this happen to you? Before you go shopping take a look at what you already have..... You can also look in your friend's wardrobes if they will let you – clothes swapping is not new but it is certainly on trend and great fun.

2. Check the Label

Clothing labels are small and often sketchy on information but there is valuable stuff there that will help you.



wheredoesitcomefrom.co.uk

100% Cotton

Made in India



Wash at 30 degrees or cooler

DO NOT TUMBLE DRY

Wash colours separately

Fabric spun, woven and dyed by hand

made from organic cotton

- Look at what the garment is made from – anything with 'poly' at the beginning means plastic and won't biodegrade. It will also put small microfibres into the environment each time it is washed.

- The 'made in ...' part does not cover where the core fabric was made or the cotton/fibre grown, just where the garment was finally put together. Your 'Made in Britain' cotton t-shirt was not made in Britain – we don't grow cotton here.

- Natural fibres have the least impact (wool, cotton, hemp etc.) but mass produced cotton can be damaging. Look for organic where possible.

- Fairtrade cotton and other 'fair' schemes such as Fair wear and Khadi focus on improving the situation for the garment workers – fair pay and decent working conditions.

3. Build Outfits to Love

Choose items that will get you the ultimate 'capsule wardrobe' – high quality basics that will last and can be teamed up with a number of other items you already have. The white shirt, well fitted trousers and different ways of accessorizing these with footwear, jewellery and scarves. These will work for so many occasions from work to social and throughout the year too. Also you will build a relationship with them so you'll feel like you are going out with your best friends!

Want to know more about ethical clothes? Visit our website at www.wheredoesitcomefrom.co.uk

