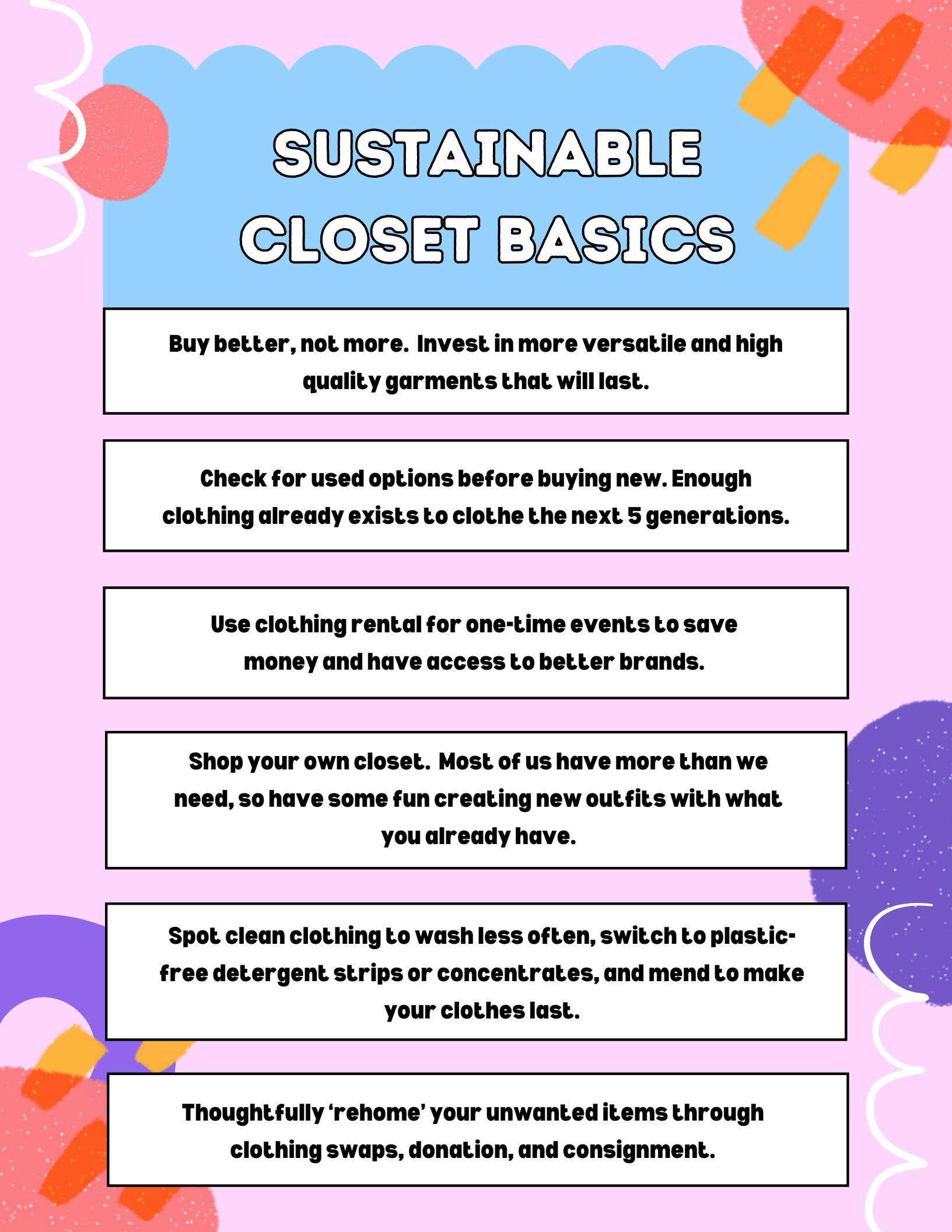




SUSTAINABLE CLOSET BASICS

Buy better, not more. Invest in more versatile and high quality garments that will last.

Check for used options before buying new. Enough clothing already exists to clothe the next 5 generations.

Use clothing rental for one-time events to save money and have access to better brands.

Shop your own closet. Most of us have more than we need, so have some fun creating new outfits with what you already have.

Spot clean clothing to wash less often, switch to plastic-free detergent strips or concentrates, and mend to make your clothes last.

Thoughtfully 'rehome' your unwanted items through clothing swaps, donation, and consignment.

FASHION NEEDS TO SLOW DOWN...



An estimated 150 billion items of clothing are produced every year... and an estimated 45 billion are not even sold.

The cycle of overproducing and overconsuming is burying the secondhand industry in excess textile waste.



Clothing prices are kept low - which leads us to buy more - by paying workers in developing countries slave wages and by using poor quality materials such as... plastic.

Over 60% of clothing is now plastic - polyester, nylon, acrylic, PVC - made from petroleum. When you wash this clothing it releases plastic fibers into the environment.



Advertising creates a false sense of urgency that makes us buy more than we need, more often.