



# A Guide to Sustainable Fashion

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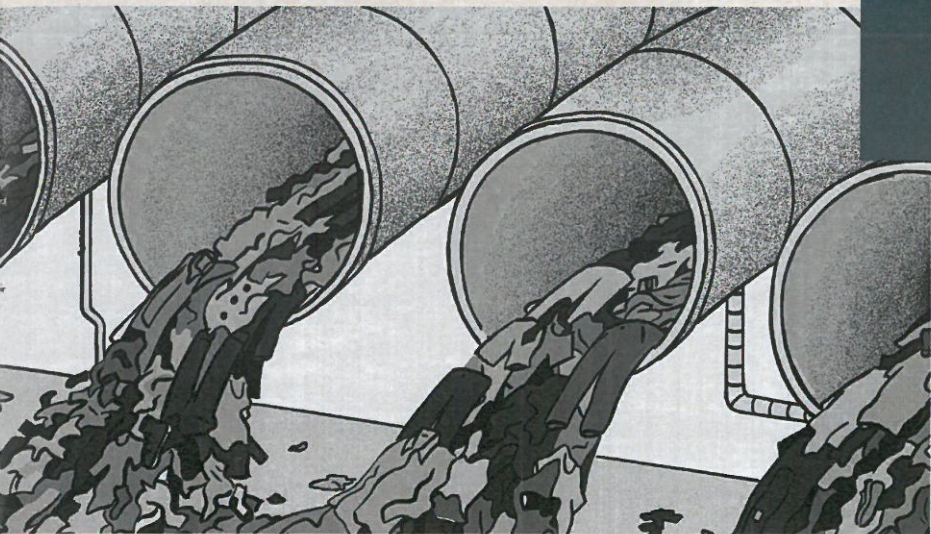
Shopping sustainably made  
easy



# The Importance of Sustainable Shopping

The textiles industry produces about 92 billion kilos of waste annually (Ruiz 2023) and is second most polluting industry after oil (Long & Nasiry 2022). As consumers it is up to us to demand change.





## **What is Fast Fashion?**

A fast fashion company usually uses the following business model:

- Use of cheap materials and labor – typically out-sourced to countries with little to no environmental or labour laws
- Inventory-turnover is fast – sometimes weekly.
- Cheap product resulting in over consumption.

Traditional fashion houses have two season Spring/Summer and Fall/Winter. Whereas fast fashion uses 52-mirco season model to account for changes in trends and seasons.

There are many reasons why someone may choose to purchase from brands like H&M, Zara or Shien. But by purchasing from these companies' consumers are endorsing their practices.

By creating realistic lifestyle changes, consumers adapted their behaviour to be more sustainable shoppers.

# Caring for Your clothes

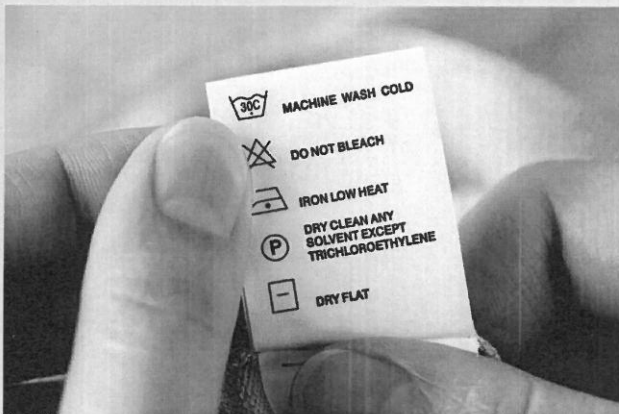


GIVE YOUR CLOTHES A LONGER LIFE



By mending clothes, consumer can keep their clothes for longer and sewing up holes don't require much skill. For people with more sewing experience, up-cycling can breath life into old clothes

Washing clothes in cold water helps keep the colours bright and looking brand new.





# Lifestyle Changes



Instead of buying what you want, buy only  
what you need.

# References

Long, X., & Nasiry, J. (2022). Sustainability in the Fast Fashion Industry. *Manufacturing & Service Operations Management*, 24(3), 1276–1293. <https://doi.org/10.1287/msom.2021.1054>

Ruiz, A. (2022, April 11). *17 most worrying textile waste statistics & facts [2023] - the roundup*. TheRoundUp. <https://theroundup.org/textile-waste-statistics/>



