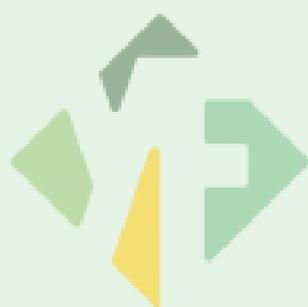


# FAIR FASHION FESTIVAL

## GREEN WARDROBE GUIDE



**YOUNG & FAIR**  
hoe fair ga jij?

# GREEN WARDROBE GUIDE

## PART 1 - WARDROBE MANAGEMENT

Welcome to the Green wardrobe guide!

The fashion industry has a disastrous impact on the environment. Nowadays we use more resources than we have, or rather we are using them faster than they can be renewed.

Our organization's goal is to propose alternatives to the fast fashion industry and to inspire and motivate consumers to make more ethical and sustainable choices. Change isn't always easy, it requires patience and resilience. The Young & Fair Green guide collected all the most important tips on closet management, garment care, and material choice that can help you make a positive impact starting from your wardrobe.

### 1 TAKE IT OUT

Go through everything you own, including outerwear, shoes, and accessories (don't forget to bring all the items you keep in your garage, attic, random boxes, and other drawers).

Separate them into seasons: autumn/winter and summer/spring.

### 2 SORT IT OUT

Sort your seasonal clothes into three piles

- 1) Things you wear and love
- 2) Would wear, but have doubts
- 3) Haven't worn for more than a year

### 3 CHECK IT OUT

Check if anything needs fixing or additional care.

Add missing buttons or bring it to the tailor. Arrange your what's left by types (tops, trousers, dresses) and colors.

Tip: Try to keep your wardrobe pieces coordinated, it keeps you accountable for new purchases and aware of the item's condition.

## FOLLOW THESE FOUR RULES

- Make sure you actually get a lot of use of your items. Buy versatile pieces that can work on many occasions, reduce your wardrobe to the most enduring pieces.
- Prefer quality over quantity! Do your research and buy from responsible brands or second-hand pieces that already proved their durability.
- Take care of what you already have, it will prolong their lifespan and lower the environmental impact of your wardrobe
- Deal with unwanted items sustainably! Check the "Letting clothes go" section for practical advice.

# LETTING CLOTHES GO

Once you identified things you're no longer happy with and decide to let them go, you can consider what sustainable options you'll use to deal with them! Remember the four Rs: reuse, repurpose, repair and recycle.

1

REUSE

The best option possible is always reusing the item in the same way it was designed for. This includes re-wearing your items, selling, or donating them to thrift stores. Did you know that selling and buying second-hand clothing is triple sustainable? It means that fewer new clothes are produced and sold in stores. It also keeps clothing out of the landfill and from being shipped around the world.

2

REPURPOSE

The next best option is repurposing. This means it will be reused with a slight modification or used for a different purpose. For example, wear old blouses and t-shirts under the sweater for a trendy multi-layering and warmth-keeping. Using unwanted pieces as rugs, cleaning cloth, or materials for future DIY projects falls into the same category.

3

REPAIR

Sometimes an item needs to be repaired to keep being useful. Sometimes it means only an extra button stitched on, and sometimes it is an opportunity to express your creativity. Repairing is still an advisable option, however, it might require additional mending resources.

4

RECYCLE

When clothes can't be reused, repurposed, or repaired, the next option is to recycle. Textile recycling is not a well-developed industry yet, it takes a lot of energy and often reduces the quality of the material significantly. However, recycling still keeps resources out of the landfill, reduces the demand for the new material, and overall a better option than throwing things away.

5

LANDFILL

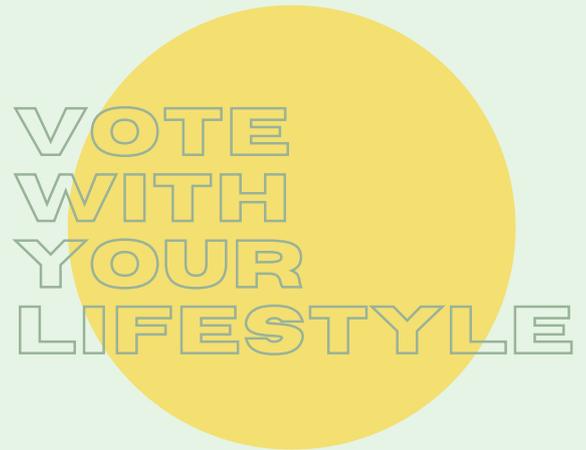
The absolute last resort is a landfill. Thought, you can still use this as a learning experience. You can analyze why these things end up there and use this lesson to inform future purchasing decisions.

# PART 2

## MAKE IT LAST

Sustainable wardrobe requires a change in your habits, you need to start thinking differently about the clothes you buy and wear. The reality is that many things we buy are not meant to last as manufacturers don't benefit from selling durable items. Fast fashion clothes are designed to keep us buying new products.

No matter how careful you are with things, some rips and stains might appear. But this shouldn't be the end of your favorite piece. Learn the little things like sewing back on buttons, how to fight moths effectively, what temperature and how often to wash things, and how to store your winter/summer wardrobe out of season to ensure it remains in great condition. Repair doesn't mean we can't afford to buy something new, it means we can't afford to throw something away.



## HOW TO CHOOSE HIGH QUALITY CLOTHES

Sustainable wardrobe requires a change in your habits, you need to start thinking differently about the clothes you buy and wear. The reality is that many things we buy are not meant to last as manufacturers don't benefit from selling durable items. Fast fashion clothes are designed to keep us buying new products.

Look for natural materials. Fabrics made out of cotton, wool, or silk tend to last and keep their appearance for longer. The exception is synthetic materials used for functional reasons such as a sport or waterproof clothing.

Check the construction. Is it woven tightly, does it drape nicely? Denser, thicker materials are better at keeping the shape and aging well.

Examine the seams and finishes. Prefer enclosed raw edges as they are harder to rip or unravel.

# HOW TO WASH CLOTHES TO KEEP THEM LOOKING NEW

A lot of wasted clothing is discarded because of wearing out issues, minor damages, and loss of color. Usually, most of these problems can be avoided by simply following basic laundering recommendations.

Wash in cold water of 30 °C (with an exception for serious stains and dirt). Warm water causes wearing out, and low-temperature laundry is more sustainable as uses less energy ;)

Pre-treat stains by soaking heavy stains in water before washing. This way you won't have to rewash it later

Turn clothes inside out before washing, it will protect the appearance fresh-looking, especially if the garment has a print, embroidery or other decorations

Don't use too much detergent, sometimes washing cycle is not long enough to get all the soap out

Air dry instead of tumble dry. Tumble dryers shorten the lifespan of clothes and unsustainably use a lot of energy

## HOW TO STORE CLOTHES

Separating items by seasons can help to not get overwhelmed by the amount of clothing in the closet. Though, there are some rules of storing wardrobe pieces that can be useful for keeping them looking fresh.

- Always clean clothes before storing them. Dirt and food stains can attract insects
- Don't store clothes in plastic bags, it can trap humidity and cause mildew
- Stored clothes need to "breathe", store them in a cotton cloth or other textile bag
- If you decide to hang them, use wide or padded hangers, it will prevent shoulder material from stretching out

## SOME EXTRA TIPS

- Don't leave clothes under the light on and don't keep your clothes close to the window. Sunlight can fade away colors of your favorite items;
- Spray perfume and hairspray before getting dressed, alcohol can damage the color too.

# PART 3

## CHOOSING RIGHT MATERIALS

Nobody wants to feel guilty about our shopping habits. We also want to know how to make better choices and pick the right materials..

How can this be achieved?

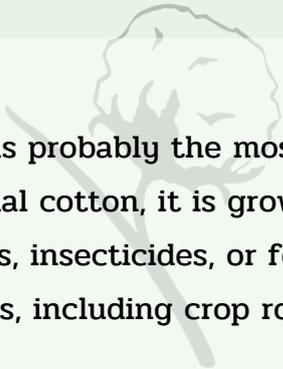
The bad news is that every material will have some kind of negative impact: high water and energy need, harmful chemicals or non-biodegradability.

The good news is we can give some direction on the better fibers that can help you!

## GENERAL ADVICE

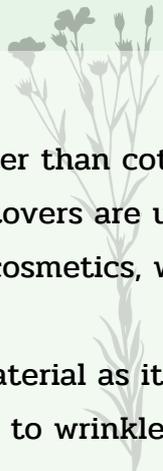
When looking for a better option , you should prioritize organic (organic cotton, organic wool, organic silk, etc.) and recycled (recycled cotton, recycled wool, recycled polyester, etc.) options of the material. Commonly, these types of fabrics are better than their conventional variants and can become your first steps towards a greener wardrobe.

### ORGANIC COTTON



Organic cotton is probably the most popular out of all sustainable materials. Unlike the normal cotton, it is grown from non-GMO seeds and without the use of pesticides, insecticides, or fertilizers. Organic farmers use ancestral farming methods, including crop rotation and mixed farming.

### LINEN



Linen is another great natural material. It uses less water than cotton, it is biodegradable and almost waste-free as production leftovers are used for other purposes: flax seeds for food and linseed oil for cosmetics, wood finish, and even linoleum production.

Despite all the benefits, linen is not a very versatile material as it is mostly used for summer clothing and it has a higher tendency to wrinkle.

## SILK

Silk is a protein natural fiber with a luxurious and smooth feel that can become an excellent addition to any closet.

However, animal rights advocate against conventional silk and opt for Tussah, Ahimsa, and 'Peace silk' silks which allows the moth to evacuate the cocoon before it is boiled to produce silk

## HEMP

Hemp is a dense plant that requires almost no pesticides, needs little land, doesn't require chemical processing, and uses 50% less water than cotton. Hemp is a very durable material and gets softer with age.

## LYOCELL

Lyocell is a natural soft material that is made from sustainably harvested wood raw materials, it is biodegradable and has anti-bacterial properties.

## RECYCLED POLYESTER

Recycled polyester is usually made from recycled plastic bottles, requires far fewer resources than that of new fibers and generates fewer CO2 emissions. Recycled polyester is not the best, but definitely a more sustainable option for our wardrobe. We need to be aware that it is still non-biodegradable and takes years to disappear once thrown away.

# A LITTLE ABOUT US

Fair Fashion Festival is a nonprofit project that is completely run by volunteers. Inform, Inspire, motivate and activate people regarding making conscious fashion choices are the main purpose of this organization.

Throughout the whole campaign, our goal is to provide alternatives to the fast fashion industry and to inspire consumers by showing that sustainable fashion and fair choices are available and attainable for everyone.



By organizing the Fair Fashion Festival, we contribute to three Sustainable Development goals: **(8) decent work and economic growth**, **(12) responsible consumption and production**, and **(13) climate action**.

We want to increase the awareness of people around the issues in the fashion industry (e.g. child labor, no social security etc.), and inspire them to change their consumption behavior. This will indirectly contribute to goal **8 (Decent work)**, as if more people buy fair fashion, other fashion brands will hopefully realize they need to make changes in their production process as well.

Together with fair fashion, we also promote sustainable fashion. Sustainable and fair fashion both contribute to goal **12 (Responsible consumption)**, and goal **13 (Climate action)**, as the fashion industry is currently responsible for 10% of the worldwide CO2 emission.



SPECIAL THANKS TO OUR PARTNERS THAT MADE OUR FESTIVAL HAPPEN



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