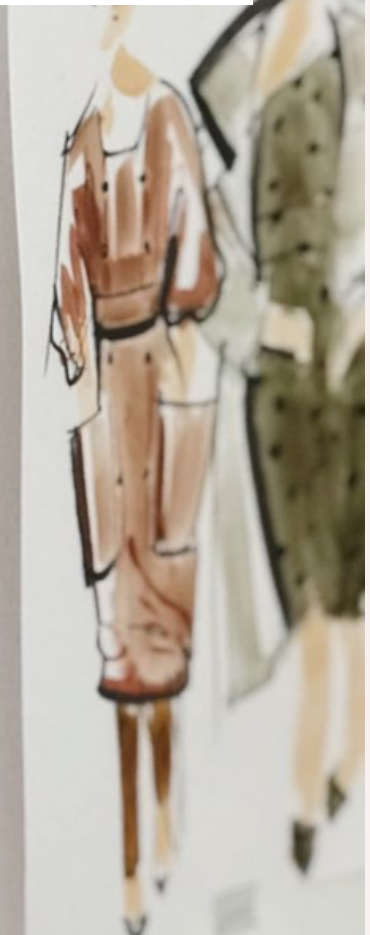


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# 5 SUSTAINABLE FASHION HACKS INSIDERS SWEAR BY

*TO SAVE YOU MONEY!*



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In this guide, we will show you how, contrary to popular opinion, sustainable fashion does NOT have to be expensive.

Get creative, save time, space and money in your life and feel good about your conscious choices!

I hope you enjoy your sustainable fashion journey.

*Julie*



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# HACK 1: YOU DON'T HAVE TO BUY NEW!

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**Do you know that the most sustainable clothes are the ones you already own?**

Contrary to popular belief, you DO NOT have to go out and replace your entire wardrobe to embrace sustainable fashion! However if you do want some new pieces, there are affordable ways to do this.

Secondhand and vintage is a great way to get your hands on some original pieces at a fraction of the cost.

***IN THE US RESALE GREW 5 X MORE THAN THE CONVENTIONAL CLOTHING MARKET IN 2022 (THREDUP)***

## 1. SECONDHAND, THRIFT AND VINTAGE YOUR WAY TO SUSTAINABLE STYLE...

Charity shops? You might gasp at the thought, but you can find some great steals, trust me.

My favourite pair of jeans are a pair of Stella McCartney's that I found in Oxfam Original in Manchester for £20! The waist was a bit tight so I had them taken out and hey presto, designer jeans for next to nothing!

And not just charity shops, get familiar with your city's best secondhand stores and grab yourself some stylish and sustainable bargains!





## 2. ONLINE SECONDHAND PLATFORMS

There are so many secondhand platforms online these days that it's hard to choose but eBay, Vinted and Depop are just a few.

The fantastic thing about shopping this way is that you can find exactly what you're looking for, especially if you already know your size in a particular brand.

And you can buy new! So many people buy clothes they never wear, so you can buy new clothes, secondhand.

And you're not limited to clothes, pick up some new designer sunglasses or a bag too at a fraction of the original price!



## 3. SOMETHING BORROWED...

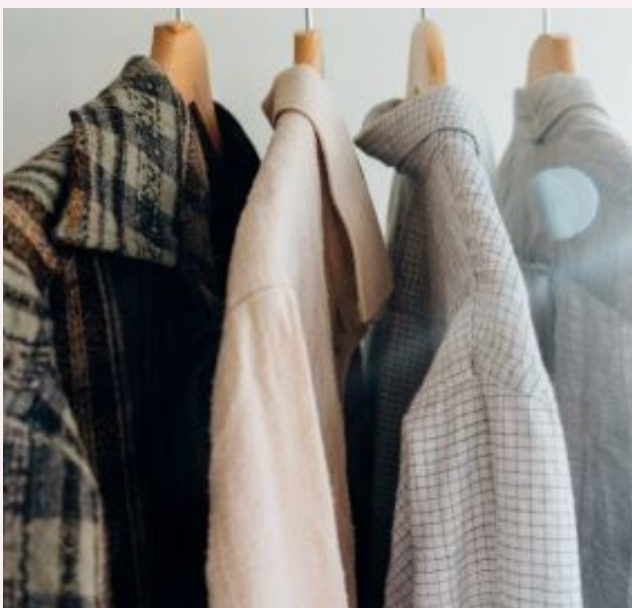
**CARRIE SYMONDS FAMOUSLY RENTED HER WEDDING DRESS FOR HER MARRIAGE TO BORIS JOHNSON FOR JUST £45. SHE USED MY WARDROBE HQ BUT OTHER WELL-KNOWN NAMES INCLUDE RENT THE RUNWAY AND HURR COLLECTIVE.**

Consider renting or borrowing special occasion outfits to save money and steer clear of single-use purchases or permanent ownership.

The great thing about clothing rental is that garments are shared and reused rather than being bought and discarded, making their lifespan longer and supporting the growth of circular fashion.

**Ultimately it encourages a more mindful and minimalist approach to fashion.**

By opting to rent, you not only look after your wallet but also make a positive impact by reducing textile waste, conserving resources, and lowering the carbon emissions linked to the fashion industry.



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# HACK 2: DESIGN YOUR OWN CAPSULE WARDROBE

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**A capsule wardrobe** is a curated collection of essential clothing items put together to make up a versatile and functional wardrobe.

*It emphasizes quality over quantity and uses timeless pieces that can be mixed and matched to create various outfits.*

For example, with just 10 pieces (e.g. 3 bottoms, 5 tops including 2 cardigans & 2 dresses) you could create up to 42 outfits!

The great thing about a capsule wardrobe is that you just have to THINK less! And you HAVE less, especially clutter. There are so many advantages to this:

- ▶ **Reduced decision fatigue:** Say goodbye to morning outfit dilemmas as your streamlined choices make dressing effortless.
- ▶ **Never run late:** for fashion related reasons!
- ▶ **Stress less:** Experience reduced stress levels as your wardrobe becomes an oasis of simplicity and ease.
- ▶ **Save money** (and the planet): No need to keep buying more as you'll have everything you need to hand.
- ▶ **Gain time:** Efficiently organize your wardrobe, freeing up precious time for the things you love.
- ▶ **Embrace minimalism:** Having less in your wardrobe can inspire you to simplify other aspects of life.

- ▶ **Become more creative with your clothes:** Fewer pieces lead to innovative mix-and-match combinations, igniting your fashion creativity.
- ▶ **Love every piece:** Develop a profound connection with your clothes, cherishing each item in your curated collection.
- ▶ **Develop your personal style:** Unleash your authentic style as you uncover what truly resonates with you and your unique personality.

## TRY OUT A CAPSULE WARDROBE CHALLENGE...

If you love this idea, why not try out one of these great challenges:

The 10 x 10 challenge where you just wear 10 pieces (including shoes) for 10 days. Great idea for a trip!

Or the Project 333 Challenge. For this one you get to have 33 pieces and it lasts 3 months. The author has been on a rolling 333 challenge for 11 years!

***BOTH CHALLENGES GIVE PLENTY OF IDEAS AND HINTS ABOUT HOW TO CREATE YOUR CAPSULE WARDROBE FOR MAXIMUM SUCCESS!***

But you don't have to follow a fixed challenge to have a capsule wardrobe. Make up the capsule that works for you and test it and see. If nothing else, you will get more familiar with your wardrobe and personal style in the process!



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# HACK 3: CARE FOR YOUR CLOTHES

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Did you know that the essential practices of garment care can extend the life of your wardrobe, save you money, and reduce your fashion footprint?

**IN HACK 3 WE REVEAL HOW SIMPLE, MINDFUL ROUTINES NOT ONLY KEEP YOUR GARMENTS LOOKING THEIR BEST BUT ALSO CONTRIBUTE TO A MORE ECO-FRIENDLY FASHION JOURNEY. LET'S DIVE INTO THE THREE PILLARS OF CARING FOR YOUR CLOTHES EFFECTIVELY.**



## PILLAR 1: REPAIR, MEND AND UPCYCLE

Instead of discarding your old damaged items, learn basic sewing skills to mend holes, fix loose seams, and breathe new life into your clothing. Or get friendly with your local tailor who will happily do all of the above for you.

And if your clothes are beyond mending, consider upcycling them!

Cut your jeans down into shorts, take two pieces of clothing beyond repair and merge them into one. The possibilities are endless. See our interview with clothes upcycling supremo Danny Calero for more ideas and inspiration.



## PILLAR 2: MINDFUL WASHING

BAM Clothing called out our tendency to wash our clothes too often with their [#daretowearlonger](#) campaign.

Washing our clothing too much, with too much heat and on too high a spin quite simply wears it out (and uses excess water and energy too). Wash clothing only when necessary and follow care instructions to prolong its lifespan.

For more hints, check out our article “How often should I wash my clothes”.



## PILLAR 3: ECO-FRIENDLY LAUNDRY

As well as washing clothes only when you need to, choose natural, biodegradable detergents that are gentler on the environment and consider using a Guppyfriend bag or washing machine filter to capture microplastics released during washing. Installing a filter might seem extreme but from 2025 all new washing machines will have them by law in France!

And when you can, opt for cold water or cooler washes and air drying to save energy.





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# HACK 4: AVOID FAST FASHION IMPULSE BUYING

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**SAVE TIME, MONEY AND FREE UP MORE SPACE IN YOUR LIFE!**



## 1. PAUSE BEFORE MAKING PURCHASES

This might seem obvious, but how often do you buy things that you had no intention of buying only a couple of hours earlier?

Clothes shopping on your lunch break after a stressful morning, shopping as a day out with friends, or going out to “treat yourself” all encourage you to buy things you probably don’t need.

Boring right. But think how much money (and time) you can save by not doing this. And, how much more space you’ll have in your wardrobe, home and life! I am testament to having made this change and I am MUCH happier for it. I just wish I’d done it sooner as I still have too many clothes cluttering up my life that I am slowly working through.

**PAUSE BEFORE MAKING IMPULSE CLOTHES PURCHASES. SLEEP ON IT. CONSIDER WHETHER THE ITEM ALIGNS WITH YOUR LONG-TERM STYLE AND VALUES, THEN GO BACK AND BUY IT IF YOU STILL WANT IT.**

## 2. UNSUBSCRIBE FROM FAST FASHION EMAILS

Unsubscribing from fast fashion mailing lists is a great way to reinforce this hack. If you don’t know about their special offers, you’ll be way less likely to browse their site and buy stuff you don’t need.

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# HACK 5: BUY NEW CONSCIOUSLY

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Having said all of the above, there are still times when we want to buy new clothes. And while sustainable fashion is about minimising your impact, nobody is suggesting that you cannot buy anything new! Here are a few hints that will help you minimise your fashion footprint:

## 1. SEEK OUT GREAT SUSTAINABLE BRANDS...

While you will have heard about the perils of fast fashion, there are a growing number of REALLY GREAT sustainable and ethical fashion brands making gorgeous clothes without the guilt.

You might be worried that these brands are more expensive. It's true that paying workers a living wage and using eco friendly materials is more expensive. However there are savings to be made by things like reducing waste in the supply chain.

### **... AT GREAT PRICES**

There are loads of brands now producing conscious fashion at great prices.

**CHECK OUT YES FRIENDS PRODUCING AN ORGANIC COTTON T SHIRT ETHICALLY & SUSTAINABLY FOR £12. RAPANUI PRODUCES CLOTHES WHEN YOU ORDER THEM AVOIDING THE COST OF THE HUGE WASTE GENERATED BY FAST FASHION BRANDS, AND THEY PASS THESE SAVINGS ON TO YOU.**





### **...SEEKING OUT GREAT BRANDS...**

For more ideas about ethical and sustainable fashion brands check out our article [Best affordable ethical clothing brands in the UK](#).

You can also download the Good On You app for free which gives you ratings on many fashion brands. And Remake have their [brand directory](#) as part of their Fashion Accountability Report which rates over 100 brands on their ethical and eco-friendly credentials.

### **WITH MORE CASH IN YOUR POCKET...**

Buying less, renting and buying second hand mean that you have more money in your pocket when it does come to buying new. Investing in quality, timeless pieces that you love from ethical and eco-friendly fashion brands is the most conscious way to buy new!



## **2. CONSCIOUS MATERIAL CHOICES**

You might be wondering which materials are the most eco-friendly and ethical. When it comes to sustainable fashion, the materials we choose make a world of difference.

**ORGANIC COTTON, HEMP, LINEN, RECYCLED FABRICS, AND EVEN INNOVATIVE MATERIALS MADE FROM APPLE SKIN OR PINEAPPLE. THESE MATERIALS ARE NOT ONLY FASHION-FORWARD BUT ALSO HAVE A MUCH LIGHTER IMPACT ON THE ENVIRONMENT.**

- **Organic cotton** is grown without harmful pesticides, reducing water consumption and supporting healthier soil.
- **Hemp** is a versatile plant that requires minimal water and doesn't rely on pesticides.
- **Linen** made from flax fibres, is not only lightweight and breathable but also biodegradable.

And if you choose GOTS organic fabrics, they are also made under certified ethical conditions for the farmers and workers.

- **Recycled fabrics** give new life to materials that would otherwise end up in landfills. They can be made from post-consumer waste, such as plastic bottles or better still textile waste.

**CHECK OUT BRANDS LIKE ELVIS & KRESSE MAKING GORGEOUS HANDBAGS AND ACCESSORIES FROM DISUSED LONDON FIREHOSES AND LINING THEM WITH OLD PARACHUTE SILKS.**



- **Plant leather:** and what about the latest innovations in sustainable materials. Ever heard of apple skin or pineapple leather? These plant-based leather alternatives offer a cruelty-free and eco-friendly option that's perfect for conscious fashionistas.

**BRANDS LIKE GOOD GUYS DON'T WEAR LEATHER AND THE MANDA MAKE GORGEOUS BAGS AND SHOES FROM APPLESKIN LEATHER, CHECK THEM OUT!**



# PARTING WORDS...



**“SUSTAINABILITY IS OFTEN NOT ABOUT SEEKING PERFECTION  
AND INSTEAD MAKING PROGRESS.”**

**EMMA GILLESPIE, BELLES AND BABES**

## DON'T BEAT YOURSELF UP!

The final point is a really important one. The fact that you are here means that you care. And you are probably doing more than the vast majority of other people, so give yourself a pat on the back.

Sustainability is a journey and it involves taking small steps. At the end of the day life happens. If you shop at fast fashion stores from time to time because it's more convenient or tumble dry your clothes because it's raining, well then it just shows that you're human and doing your best.

As my mum always said when I was growing up, “you can only do your best and no one can ask any more”. Keep doing it, we're so glad you're here!