

A personal *guide*

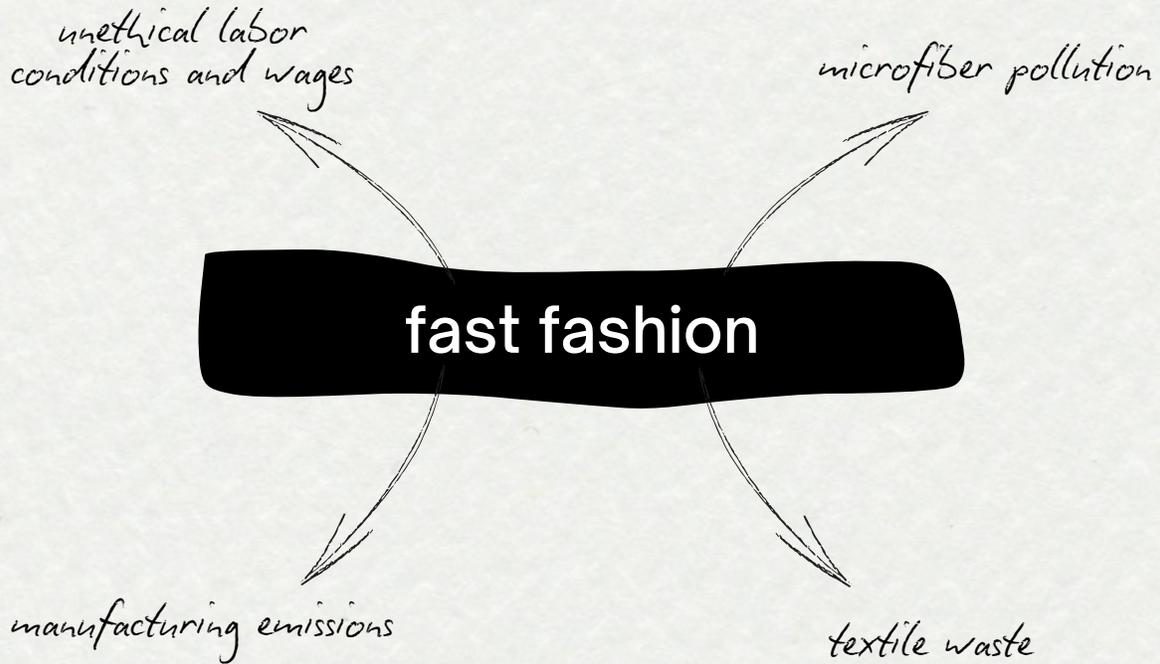
# Slow Fashion

How did the movement come to be? How can we take the empowering and necessary steps to better our community?  
How can we redefine our relationship with clothes?

*mindful consumerism   capsule closet style   circular community*

Let's start at the beginning ...

Clothes were once made to order and customized to fit each individual person in the atelier of designers. The Slow Fashion movement was born after the rapid turn of the industry to meet consumers demand for constant new seasonal styles as well as the push for quick profit. It was not long until large brands created the negative impacts of *fast fashion*:



The usage of synthetic fabrics and outsourcing for cheap labor to developing countries has created lasting environmental and social issues.

# The Environmental Impact

Ever wonder where all the unsold clothes from brands go? What about all those cheap clothes made to meet this month's trendy standards?



(1) The US annually ships 59,000 tons of excess clothing to Chile. The Atacama Desert is now known as *the fast fashion graveyard*. The clothes, many synthetic based or chemically produced, is predicted to remain for the next 200 years slowly decomposing. In the meanwhile, the disregarded clothes continue to expose nearby communities to chemical leaching.

(2) The Pacific Garbage Patch exists off the coast of California and is twice the size of Texas. The main content of the trash buildup is from microplastics. Synthetic clothes shed microplastics when washed and directly leads to the build up of pollution in the ocean.

## The Social Impact

One of the worst moments in the history of the fast fashion industry was the Rana Plaza disaster. Five garment factories existed within the Rana Plaza building of Dhaka, Bangladesh.



SOURCE: NY TIMES

On 24 April 2013, the factory collapsed killing at least 1,132 people and injured more than 2,500. The majority of the factory workers were women paid below the minimum wage.

Unethical production of clothes by fast fashion brands often outsource to countries that do not have strict labor laws. Although such factories are commonly found overseas, America is no stranger to "sweatshops" - garment workers paid pennies in unsafe workplace conditions (ex: the LA sweatshops).

## Fabrics to avoid

Polyester

Acrylic

Polyamide/nylon

Viscose

Polyurethane

Acetate

## Natural fabrics

*\*Not sustainably produced/ethical*

Cotton

Silk

Leather

Bamboo

Lyocell (semi-synthetic)

Cupro (recycled plant based, chemically processed)

## Fabrics to look for

Organic or recycled cotton

Ethical silk

Responsibly sourced animal derived fiber

Organic linen or hemp

Second hand leather

## So, what exactly does a slow fashion brand look like?

*Keep an eye out for these green flags!*



*Expected ship date: May 13*

### Description

Fall in love with the Felicity Dress. Featuring a smocked bodice, full tiered skirt, ruffle details and removable, adjustable straps, she carries an air of romance wherever she goes.

The Felicity Dress was made by our talented artisan partners, Oshadi Collective, in Erode, India. Learn more about [Oshadi Collective here!](#)

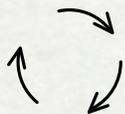
SOURCE: CHRISTY DAWN

For example, the brand Christy Dawn is a champion at slow fashion. See the 'Expected ship date: May 13' allows the label to produce this dress in increments as the orders come in. This reduces clothing waste.

Note the production transparency has listed the exact location and factory team that made this dress. Christy Dawn has taken a step further to allow customers to read more about their partnership with the garment factory. With this knowledge we can safely purchase the Felicity Dress knowing this piece gives back to the community of Erode, India while leaving us a very happy shopper!

A slow fashion brand respects the people in the chain of production from farmers to designers, reduces textile and production waste, prioritizes the environment as a part of their branding, dedicates time to educating their community of the better side of the fashion industry, and is always looking to improve as a brand.

1. Transparency Matters. A sustainable brand will be clear of the production methods as well as where the materials are sourced from. The brand often reaches for natural fabrics that can naturally breakdown.
2. Small Batch Production. A sustainable brand will produce collections and styles that are limited to the demand in order to reduce excess clothing waste.
3. More Than Just A Brand. A sustainable brand must be a champion for change within the fashion industry. The brand has a strong story and continues to be committed to doing better.



*A sustainable brand emphasizes a circular economy — to always give back to the community we exist in.*

# How can you take the empowering next step in building a capsule wardrobe?

*A checklist for when shopping*



SOURCE: G: ALLISONBORNSTEIN6

- Are these classic pieces that can mix and match to create multiple outfits?
- Is the material something that will last for years to come? Is it comfortable?
- Have I researched the brand enough to understand their ethos and where their clothes are produced?

## How to shop pre—loved finds



1. Take the time to discover your style without relying on trends. Save inspiration from Instagram, Pinterest, Tiktok, etc. What do you see yourself wearing for years to come? Think of outfits as apart of you versus outfits for specific occasions. Create a color scheme based on clothes you would wear. When shopping, keep the checklist in mind.
2. Start saving away on pre-loved sites like Depop, Vestiaire Collective, Poshmark, Etsy. Search for specific pieces you saved inspiration from. Take note of your body measurements when reading the size descriptions. What is an arm length you prefer? What inseam length do you like? Don't be afraid to get your clothes tailored. A well fitted piece is a closet essential.

*A friendly reminder: I've done the research, but you should, too! Check my sources against your own, and always exercise sound judgment.*

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