

## Let's Get Redressed

"*You are what you eat.*" It's the mantra that alpha-mothers, health-fanatics and hardened fashionistas chant each time they open the fridge. But a new mantra, "*You are what you wear,*" is now whispering from congested wardrobes as consumers wise-up about the impact that the clothes on their backs have on the environment.

If we are what we wear, then we're not looking good. Fashion consumption has increased approximately 60 percent over the past 10 years and now we're thought to drive the production of 80 billion new garments from virgin resources per year. As factories and fashion stores churn out lower costing clothes at increasing speeds, our heaving wardrobes become accomplices for environmental pollution because fashion is one of the world's most polluting industries. In our efforts to destroy the evidence of our excessive and bad fashion buys, we condemn 7.5 billion garments into landfill every year.

But it doesn't need be this way.

Throughout 2013, I proved that it is possible to look great whilst managing a sustainable wardrobe. For this, I only wore dumped, but delightful secondhand clothes, sourced from a mammoth used-clothes recycling warehouse, to demonstrate our wasteful wardrobe behaviour.

And now I want to invite others to join this stylish sustainable wardrobe movement so that you feel as good on the inside as you look on the outside.

It's your turn to change the way you dress.

Join The Get Redressed Challenge and 'redress' the way you buy, wear, wash and dispose of your clothes. This challenge is fronted by sustainable fashion icons, high-profile personalities and everyday people like you and me.

Throughout the year we will explore 12 month's worth of sustainable fashion themes, including little black dress, DIY, swapping, laundry care, restyling, repair, and reconstruction, to provide you with ideas and information to prolong your clothing's lifespan and to reduce waste.

### January: Redressing the little black dress

On 1<sup>st</sup> January 2014, we kicked off The [Get Redressed Challenge](#) 2014 by focusing on the ubiquitous and timeless little black dress (LBD), which most women have in their wardrobes. We were inspired to do this by Sheena Matheiken's '[Uniform Project](#)', during which she styled her same LBD 365 ways over one year. We wanted to show the potential in every garment that we already own. To do this, we shared the limelight with LBD heroines, Grace Chan, lifestyle blogger at [Lushgazine](#) and founding designer of Glush Design, Martina Montanari from [The Style Saviour](#), and last year's 365 Challenge LBD stylist, Claire Zhang. We also saw more Instagram followers join us and share their style.



Grace showed us that layering was key for a sexy yet chic look on day 20



Martina charged up her LBD with an electric blue scarf and bag on day 10

These style-influencers embraced our three easy tips of 'Embrace colour, Accessorize, and Layer-Up' to demonstrate that with accessories and other already-owned garments that it is possible to transform the staple LBD from day to night and from casual to cocktail.

*'The LBD is a staple in every girl's wardrobe and a milestone garment in the history of fashion. I was honoured to participate in this challenge, as I experienced how one item of clothing can be perfect if matched with specific accessories and overcoats for so many occasions. The lesson was learned – never throw away a LBD as it will come in handy because the LBD is just so effortless and timeless,'* said **Martina Montanari**.

*'I was inspired to experience how versatile the LBD is - with a dose of creativity. I guarantee that you will be amazed by how many different looks you can create from one LBD when you take this challenge and you will realize that your wardrobe can do a lot more. You can do it too! Don't throw your clothes away just because you THINK you don't like the clothing. Try to re-style them and take good care of them,'* said **Grace Chan**.

*'I returned to my 'pre 365 Challenge' wardrobe this month and was therefore re-united with a couple of my own classic LBDs. I focused on making evening dresses wearable for work. I gave one evening LBD a new daytime alter-ego by adding a casual geometric white shirt and pumps and I gave another sexy-evening backless LBD some daytime appeal by covering up my back with a simple military jacket,'* said Christina Dean.



*Grace transformed her LBD again by adding a simple scarf as a belt on day 22*



*Christina turned evening dress to daytime dress with a casual geometric shirt and pumps on day 16*



*Claire covered up for winter with a cream roll neck and blue beanie on day 27*

Next up... **Durable February**

For February, we are asking you to share your success stories about clothes that you have owned and loved for five years or more. We want to celebrate well-made and durable garments that prove that investing in good quality really pays off...

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