

Trends on repeat

In March we put secondhand clothes in the spotlight to demonstrate that you don't need to buy 'new' to be on-trend. This month, fashion lovers who admire style as much as sustainability shared their on-trend outfits, which mirrored the recent Spring/Summer 14 runway looks, but which were created using only secondhand clothes.

Underpinning this secondhand fashion journey are important environmental and economical issues to consider.

Globally, every year we buy 80 billion new garments made from virgin resources. This consumption strains the environment, as much as our wallets. One third of the world's water resources are used during the production of garments and in the production of one tonne of textile, at least 200 tonnes of water is polluted by chemicals and heavy metals¹. Putting it closer to the skin, the production of one pair of jeans requires 3,625 litres of water, 3kg of chemicals, 400MJ of energy and 13m² of land².

But fashion has always been - and will always be - cyclical. This means that clothes from previous seasons will come back on-trend again. Some examples of repeating trends include monochrome, floral prints, pastel palettes and animal prints. This means it's not necessary to rush out to buy 'new' clothes to follow new trends. Instead, buy better and care for the clothes that you have and you will be wearing them again and again...

So, this month, our [Instagram](#) platform saluted secondhand clothes that deliver on-trend looks. Joining us this month was Senior Fashion Editor of ELLE China [Leaf Greener](#), celebrity model [Bonnie Chen](#), fashion stylists [Faye Tsui](#), [Veronica Li](#) and [Denise Ho](#) and actress [Ase Wang](#).

Kicking off the secondhand journey was Holly Chase, blogger at [A Year Of Secondhand](#). Holly said 'fast fashion is not only killing our creativity, it's killing the planet too.' Holly is determined to shift people's perceptions through her personal focus on secondhand clothes.

Veronica Li, blogger and fashion stylist who constantly works with new clothes said: 'Secondhand clothing shops are one of my favorite places to find hidden treasures. It's like reinventing something with your own personal style. I enjoy finding pieces that are timeless or that make a bold vintage statement. Whenever I go vintage shopping, I research beforehand to give me a clear mind on what I want to look for. There was a time I went vintage shopping and I got so lost. As for the Get Redressed Challenge, I am very proud to join this on-trend snapshot to inspire and encourage others to explore different ways to keep up on-trend. Secondhand clothes are a great way to save money and turn on your creative minds.'



On day 65, Holly styled her on-trend outfit to reflect the diamond print as seen at Tods. She paired this with a leather skirt to reference the 90's look that is resurfacing at the moment, but without being too full-on with the grunge.



On day 82, Veronica sported a gold blazer, which reflects the metallic look as seen in several SS14 shows. She added these black and white shorts, a more practical base than the model's outfit, we think!

¹ Gan, G., Gan, L., Yao, W., (1996) Progress on Development of CFCs Alternatives, *Chongqing Environmental Science*, 18(5):29-32.

² Fashioning Sustainability 2013, *Redesigning the fashion business*, Deloitte, 2013.



On day 69, Christina embraced pastel shades and candy colours in this girlish head-to-toe secondhand outfit, which was inspired by Burberry's SS14 collection.



On Day 74, Bonnie embraced her oversized secondhand coat, a style seen in many top brands including Proenza Schouler. Bonnie donned her sporty and chic look at her own 'Star Bunny Love' secondhand pop-up shop in Shanghai, which raised funds to help autistic children in China.

Another fashion stylist, Faye Tsui, is also conscious of the rapid new collections that constantly hit the shops to tempt consumers to buy new. *'I think this challenge is a great platform for us to rethink and give more love to our own unworn clothes, which have been hidden in our wardrobe for so long. As a stylist, I have to dress people with the latest collections, but as a fashion lover, I love to invest in timeless pieces that can last for a lifetime.'*



On day 90, Faye closed our on-trend month in this colorful secondhand summer look, which was inspired by the Chanel's SS14 collection.



On day 75, Leaf wore her oversized vintage green Chanel jacket, which is now back on-trend.



On day 76, actress Ase Wang wore a flowing, floral secondhand dress, which she found at our recent secondhand pop-up shop, to create a feminine look inspired by Dries Van Noten's collection for SS14.



On day 78, stylist Denise Ho found this vintage Burberry trench coat and crisp Brooks Brothers white shirt at our recent secondhand pop-up shop. Denise loves the timeless menswear-inspired look by Hermes' SS 2014 collection.

Next up... [Repair](#)

In April, we challenge you to draw needle and thread and to tackle repairs that you have not tried before. We want you to rejuvenate life back into your clothes that sit dormant in your wardrobe in order to minimise unnecessary clothing waste. Join the challenge by [#GetRedressed](#) on [Instagram](#).