

DIY – Bringing clothes back into the future.

DIY fashion is having a revival and we couldn't applaud louder! Needles, threads and scissors are coming out of the closet as consumers around the world get snipping and cutting to join in this creative process of bringing old clothes back into the future of fashion. People are increasingly realising that some of their clothes suffer premature cardiac arrest in their wardrobes, lying unworn because of simple fashion alignments, such as poorly fitting, out-dated or out-loved. Consumer research indicates 30 percent of UK clothing is unworn, most commonly because clothes no longer fit, are in disrepair or because people simply don't regularly check what is *in* their wardrobes¹.

Cue DIY.

DIY fashion can resuscitate such languishing clothes, saving you money and giving DIY converts their *own* individual fashion style. Plus, with summer shimmering on the horizon, DIY is great excuse to cut hemlines and add embellishments to create unique pieces that will see you through the sunshine with sustainable style.

So, for June, we converted our [Instagram](#) platform into a DIY showcase and featured DIY pinup girl, Geneva Vanderzeil from [A Pair and A Spare](#), Jen Panaro from [Basic Training Corporate Style](#), Natalie Ho from [My Little Secret](#), Fashion Editors Anna Weilberg and Lisa Houtem from [Brigitte Magazine](#), Fashion Designer [Anna Evers](#), Ariane Moisan from [Boat People](#) and stylist Denise Ho.

As this month of DIY unfolded, we hosted two hands-on DIY denim workshops, led by Geneva Vanderzeil and taking place at PizzaExpress in Hong Kong, which unleashed some DIY transformations in Hong Kong. Here are some of Geneva's top DIY tips:

1. **Get Inspired** - take inspiration from fashion magazines, catwalk collections and street looks to create ideas for what to do with your pre DIY clothes. This way, you'll be able to look fashionable without breaking the bank.
2. **Pay attention to the finish** - attention to detail in terms of the finishing of a garment, like sewing hems properly and ensuring no rough edges are showing, is one of the most important things that will take your DIY project from looking homemade to designer perfection.
3. **Embellish** - update your item by studding, beading, adding lace, fringe or just about anything else you can think of. You can also dye your garment to give it a completely new look.
4. **Print, patterns and colour** - when scanning your wardrobe remember that evocative fabrics are interesting! Most successful DIY projects come about when DIYing on ill-fitting clothes that have beautiful patterns, so that you create a gorgeous and well-fitting outcome.



On day 168, Geneva shared her DIY dungarees. She found them in a secondhand shop, chopped off the legs and removed the buckles to give them a modern cut.



On day 170, Anna revealed this DIY blazer. She created this feminine back by adding lace and pom-pom details into a V shape. We're fans.

¹ Valuing our clothes: the evidence base, WRAP, 2012



On day 156, Anna shared these great DIY trousers. She cut off the bottom parts of the trouser legs and used these as a template to create 'new' legs from stretchy faux-leather. We love the resulting two-tone contrasting effect.



On day 158, Lisa showed us her DIY earrings. She used her jade stones and bought the golden and crystal beads and the hooks at a craft shop and then combined all three with golden wire.



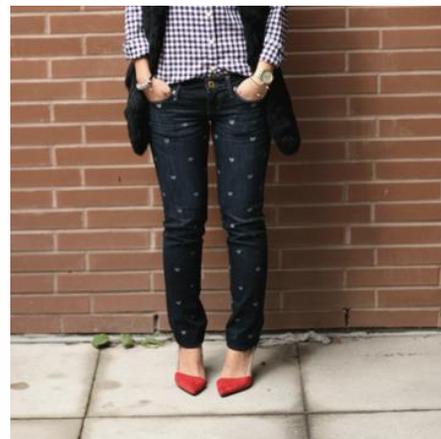
On day 102, Christina showed off her much loved DIY denim shirt, created by Geneva by simply cutting-out the shoulder details to create a summer look.



On day 153, Jen wore this DIY dress. She bought it from a secondhand shop, chopped off the unfashionable sleeves and hemmed in the armholes to create this 'new' dress.



On day 176, Ariane revealed her DIY skirt. She added a mesh panel to her skirt by cutting out and replacing a panel using a mesh fabric, which had similar stretch and weight to the skirt's main material, in order to prevent twisting and wrinkling.



On day 180, Natalie shared her simple but effective heart print jeans, which she printed using a homemade stencil and fabric paint.



On day 179, stylist Denise rescued her favourite but damaged pocket squares, which were stained on a location shoot, by turning them into cute stuffed animals and attaching these onto her necklace.

If the pictures inspire you, here's what they said about the process.

Make something one-of-a-kind: *'Not only do I love the creative process of a DIY project that stretches my imagination and my artistic skills, but I also adore having a one-of-a-kind piece that is uniquely my own,'* said Jen.

Give your wardrobe a second chance: *'I've always had passion for fashion and crafts. I believe that doing things with your own hands makes you happy. I believe in second chances, second beginnings and giving a twist to your wardrobe to make the most out of your clothes,'* said Anna.

Make more of what you already have: *'I am a strong believer that if you see something you love, you can make it yourself, and often a lot of the time with materials found laying around at home,'* said Natalie.

If we've whet your appetite, then have a look at our collaborators' websites and these other DIY favourites. They will get you drooling for more DIY...

BLOGS

- www.apairandasparediy.com
- www.ispydiy.com
- www.abeautifulmess.com
- www.psimadethis.com

BOOKS

- DIY Fashionista by Geneva Vanderzeil
- The Complete Guide to Customising Your Clothes by Rain Blanken

Next up... [Holiday Wardrobes](#)

In July, as the world prepares to take their holidays, we are challenging people to pack smarter and lighter in order to make the most of key holiday clothes through better planning and restyling. We're avoiding over-packing and last minute-impulse purchases, which often go unworn or end up being suitable for just a few days on holiday. Join the challenge by #GetRedressed on [Instagram](#).