

## Sustainable fashion brands: revealing the positive power of fashion

Let's face it, fashion survives on new; new styles, new silhouettes and new shapes. But hidden in all this cellophane-wrapped and tantalizing 'new' fashion are clothes that carry such a hefty environmental footprint - excessive pollution, toxic chemical release and natural resource depletion to name just a few - that you may be tempted to accessories with a gas mask. But the good news (for those interested in listening) is that fashion consumers can continue to love new, but a more conscious and considerate fashion.

Cue sustainable fashion brands. These brands create clothes that take into consideration three areas of responsibility; the environment, society and the economy. These are the designers, creators and geniuses who are making clothes with heart and soul and who put the positive power into fashion.

But sustainable fashion itself represents a sometimes-confusing fashion labyrinth because there are many ethical options – from organic, recycled, up-cycled, fair trade, artisanal, to fabrics made from coffee and coconuts... and the list goes on. Plus, there are now increasing sustainable brands hitting the market (hurray!) adding more style decisions to be made to the ethical indecisions to be overcome.

So, this month we focused on sustainable brands to give consumers a dose of clarity and a portion of inspiration and to get fashion lovers over the sustainable fashion barrier so that you can spend and dress more consciously.

This month, we were joined by sustainable fashion icon and international supermodel [Nerida Lennon](#), sustainable brand owners and designers Mallory Curlee from [Curlee Bikini](#), Chriss Slevin from [Wayward Projects](#), Tara St James from [Study NY](#), Renée Lacroix from [Antithesis](#) and Teagan Cowlshaw from [AARLI](#). Out of the studio, we were also joined by Chere Di Boscio, Founder and Editor-in-Chief of [Eluxe Magazine](#) and Beth Stewart, Strategic Director of [Redress Raleigh](#).

Here our contributors who shared their favourite sustainable brands – and style – with us.



*On day 214, Mallory showed us her colourful jacket, which was once a vintage bedroom robe that she altered by removing its lower hem and sleeves. 'As a sustainable swimwear designer, I must be conscious of every garment in my closet, not just my swimwear. My love for repurposing garments and reusing fabrics originated in vintage and thrift stores. This vintage robe was simply too good to be kept in the bathroom!'*



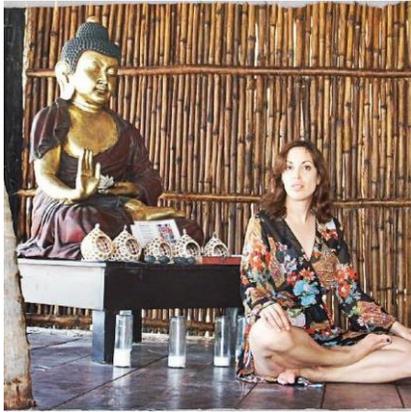
*On day 221, Renée wore this outfit featuring her statement Ware London necklace, which was made from up-cycled bicycle tires, her silk Antithesis tank top, which was made locally and has with detachable sleeves that adds to its versatility, and her Confined [] Space skirt, which was made with reclaimed denim. Head to toe perfection....*



*On day 228, Tara wore this jumpsuit made with organic cotton blended with hemp paired with tan-coloured low-boots by The Palatines, which were handmade in LA. Her final touch is her recycled brass ring by brand Nettie Kent.*



*On day 231, Teagan wore this AARLI shirt, which was made using up-cycled dead stock denim and hand screen-printed sustainable fabric of hemp and recycled PET (a polyester made from recycled plastic bottles). The shirt also features vintage buttons. Finally, AARLI is completely designed, sourced and handmade in Australia.*



*On day 229, Chere revealed her holiday outfit. 'This kimono dress is from Reformation, which makes the most gorgeous designs using leftover textiles from industrial fashion brands who would otherwise bin or burn the material. I wear it over jeans or leggings in the city, and always take it as a bikini cover up on holidays.'*



*On day 236 and shot in NYC's Soho area, this Wayward team member reveals her H&M Conscious Collection jeans paired with her Wayward tote, which was produced locally and right up this street in their small workshop in NYC. Loving the shot of glamour...*



*On day 238, Nerida wore this Edun top, which was made in Africa using 100% silk, which is a naturally low-environmental impact fabric. In addition, Edun works to increase trade with Africa by building long-term, sustainable opportunities and by supporting manufacturers, infrastructure and community building initiatives. Nerida teams the top with her Scanlan Theodore skirt, which is Ethical Clothing Australia accredited, meaning that it is made in Australia ensuring fair living wages and conditions.*



*On day 243, Christina revealed a sneak peak of Esprit's up-coming Recycled Collection, which was designed by The EcoChic Design Award 2013 Winner, Karen Jessen. The grey jacket top was made with recycled cotton and recycled PET and it (along with Karen's entire recycled collection) will hit Esprit's stores in September. We're already sold on this!*



*On day 237, Beth wore this outfit featuring her much-loved dress from the brand, Seven Sages, her earrings by Haden Designs, her necklace by Rockker Shaw, and her Hawks and Doves bag, which was made using vintage textiles.*

**If you're inspired, here are some tips to get you consciously consuming...**

- **Buy less and buy better.** Sustainable fashion can be more expensive than conventional fashion but it's worth it because if you invest in long-term and quality pieces you will wear these for years to come.

- **Be curious and ask questions.** Responsible brands will have information available about the environmental and social impacts of their clothes.
- **Be supportive of alternative materials.** There are new alternative sustainable materials on the market, from recycled, organic, vegan, chemical-free to low impact dyes, which all have a variety of different environmental and social benefits. But they need consumer support! What are *your* clothes made from?
- **Be supportive of small and passionate brands.** Small brands have the benefit of having more control over their supply chain, which adds some confidence in transparency. But they need you!
- **Be in favour of waste.** Look for recycled and up-cycled collections as these are inherently more sustainable because they are made using waste materials.
- **Look for third party endorsement.** There are some great online resources that help you to understand which designers and retailers are taking positive steps to improve their products. From ethical and sustainable boutiques, such as Modavanti and A boy Named Sue, to sustainable and eco publications, like Eluxe and Ecouterre. These places help to do some of the research and editing for you!
- **Take responsibility for your garment's care and end-of-life.** Responsible brands tend to provide high-quality products that will last a long time, so you need to know how to care for them to achieve a long love affair! Some brands, like Nudie Jeans and Patagonia, even provide repair services to give worn clothes a 'new' lease of life. Finally, some brands, like H&M and Marks and Spencer, have collection points in-store to help consumers recycle their old clothes.

Next up... [Sustainable Consumer Care](#)

In September, our sustainable consumer care focus will remind (or enlighten!) consumers about the importance of keeping their clothes in good condition and in fashion service for longer. We will be washing better, removing stains more smartly and packing garments away properly. Join the challenge by #GetRedressed on [Instagram](#).