

Get Redressed 2014: Our followers' stories

It's been a big year for our Get Redressed 2014 Challenge. Throughout the year, we highlighted an impressive vast array of 365 different small steps and easy examples that fashion lovers can take to shift their wardrobe habits to become more sustainable, without compromising style or lifestyle. Faced with the reality - that fashion consumption is continuing unabated and that only 20 percent of the clothes in the average person's closet are worn on a regular basis¹ - we knew there was plenty of potential for clothing change out there.

As we informed our followers this year, so too did we inspire them! We heard our followers chat, we witnessed them change, and we collated their great feedback on our consumer-focused clothing guides. So, to round up this successful year, in December we handed our Get Redressed platform to our followers so that they can share their sustainable fashion stories. Originating from wardrobes from Hong Kong, Milan to Buenos Aires, we celebrated our followers' transformations towards wearing secondhand clothes, supporting local sustainable fashion brands, restyling their pre-existing wardrobe to falling in love with DIY fashion. So, what better way to round off our 2014 challenge than to celebrate our followers and to remind ourselves that collectively, these small steps do make a big difference.



On day 336, our follower Ana from Colorado shared, 'I am not a model or super-duper high-end fashionista. I am just a mom trying to look cute on an everyday basis. I was inspired to try my hand at DIY, repair and to make good use of my existing wardrobe, which is formed of sustainable and local fashion brands, by restyling. Finally, I am now disposing of my clothes consciously by consigning or donating to charity.'



On day 345, our follower Shan from Hong Kong shared, 'I was inspired by the Get Redressed Challenge and so I went through my wardrobe to identify my most long-lasting pieces. These were my much-loved white shirt and another plain white dress, which I've had for over seven years. I think that pure colours and simple cuts are the top rules to creating classic looks that will never go out of style.'



¹ Smith, R.A. (2013) A Closet Filled With Regrets, Wall Street Journal <http://online.wsj.com/articles/SB10001424127887324240804578415002232186418> (Accessed 25 November)

On day 342, our follower Norbyah from Hong Kong shared, *'Because of the Get Redressed Challenge, I rarely ever buy new anymore. Most of what I own is secondhand or vintage. It just feels better to wear something that still has so much life left in it and I also love the stories that the garments I own carry with them.'*

On day 354, Heloise from Hong Kong shared, *'Today we buy too much, too often, too fast, too expensive and for too little quality. But instead to buy secondhand clothes or to recycle our wardrobes is a real alternative that supports a more sustainable fashion industry. I was inspired by Get Redressed and so I now always encourage my 'friends' to repair their damaged clothes, to hand wash their delicates instead of dry cleaning, to use natural cleaning products as stain removers and resize clothes using tailors to keep clothes working for longer.'*



On day 349, our followers Mariángeles and her sister Paula, who run a brand that up-cycles vintage clothing into 'new' in Berlin and Buenos Aires said, *'Redress has been a big inspiration to us. We also focus on education and we constantly publish studies, facts and promote other people's work. We think it's important to get involved in the whole process by asking 'Who made this and where does it come from?' We believe this is the way we should act as consumers.'*



On day 338, our follower Hannah from London shared *'one of my favourite things about shopping secondhand is the thrill of the hunt. I prefer to avoid vintage and more curated shops as it takes away the fun of discovery and I hate the high street as everything looks the same. Finding something unique is really special - I like thinking about what its history might have been. I think this handmade red dress perhaps might have been made for a play. I like the colour so am altering it to fit me but am really bad at sewing!'*



On day 351, our follower Camilla from Milan shared, *'I've always loved clothes with a history that I can mix with high street pieces. After following Get Redressed, I became more conscious about what fast fashion hides and also stands for. Now, for me, wearing more secondhand and vintage clothes is also about respecting those who made the garments and the process too. I love fashion but I choose to be a sustainable fashion addict.'*



On day 344, our supporter Tania from Hong Kong shared, *'I was the first stylist in Christina's 365 challenge in 2013 where she wore only dumped clothes. The clothing waste that I witnessed had a huge impact on me - it really opened my eyes to the volumes of clothes consumers throw away. At A Boy Name Sue, we believe in slow fashion and in clothes made with integrity. We are proud to have worked with Redress along our journey and hope we can work again more closely in the future.'*



Your New Year new habits

If you are inspired by our followers' stories and now feel ready to join us to make your own positive actions, then here are a few tips that will help you to welcome in the new (and more sustainable!) you and the New Year.

Buy less and choose well - support sustainable fashion brands and secondhand when you want to buy 'new' clothes. Go for quality first! Look for durable fabrics, like denim, wool and leather, and buy classic styles that are versatile and easily transformed from summer to winter and from day to night.

Care better - learn to love and care for your clothes more. Many people habitually over-wash their clothes, reaching for the dirty washing basket instead of their wardrobe rail. Washing clothes less uses less energy and water and creates less pollution. Plus this will protect your fabrics, saving you money and time.

Make the most of what you have - get restyling and accessorise your way through your pre-existing wardrobe to get you the most looks without any associated consumption.

Find the best home - when you feel that have finished with your clothes, consider a clothes swap with your friends to keep clothes in the fashion loop for longer, or pass them on by donating to local charities.

Keep following us into 2015 for more inspiration and tips as the [Get Redressed Challenge](#) continues.