

SUSTAINABLE FASHION GUIDE

Sustainable fashion is about more than just eco-friendly fabrics. It's a holistic approach to how clothes are made, sold, worn, and reused. Here's a quick guide to what makes a fashion choice more (or less) sustainable.

✔ WHAT IS **SUSTAINABLE**



Natural or Recycled Fibers: Organic cotton, hemp, bamboo, linen, silk, wool, or recycled materials.



Ethical Production: Brands that ensure fair wages, safe working conditions, and transparent supply chains.



Timeless Style: Classic, durable pieces designed to last for years, not just one season.



Secondhand and Vintage: Buying or swapping pre-loved garments keeps clothes out of landfills and reduces demand for new production.



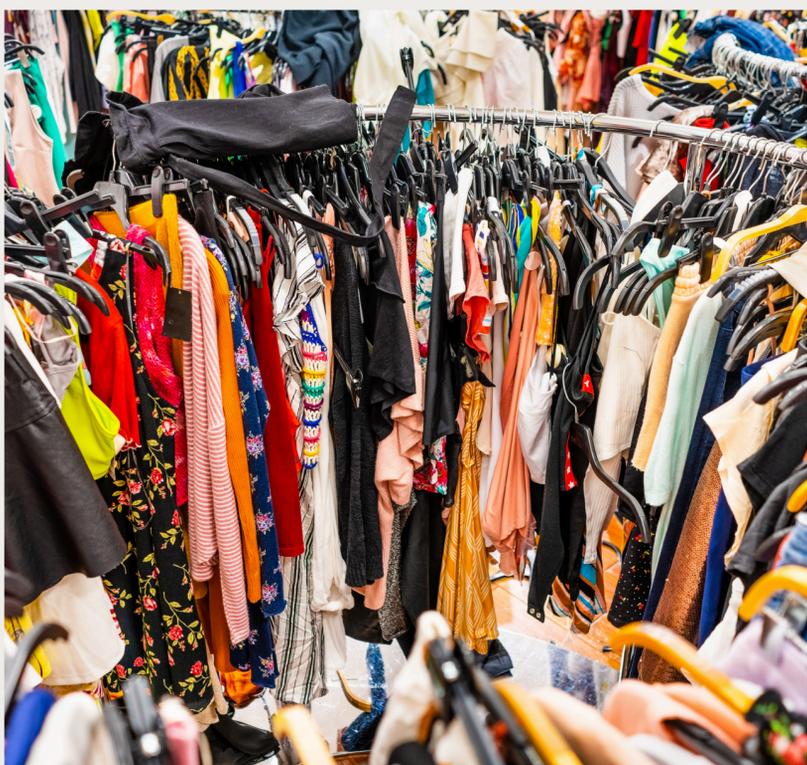
Low-Impact Care: Washing clothes less often, using cold water, air drying, and mending when needed.



Certified Labels: Look for tags like Fair Trade Certified, OEKO-TEX, or Regenerative Organic Certified.



✘ WHAT IS **NOT SUSTAINABLE**



Fast Fashion: Cheap, trendy pieces designed for short-term wear, often made with poor labor practices and synthetic materials.



Synthetic Fabrics: Polyester, acrylic, and nylon are made from fossil fuels and shed microplastics in the wash.



Overconsumption: Buying more than you need — even from sustainable brands — can still harm the planet.



Disposable Mindset: Tossing clothes instead of repairing or repurposing them adds to growing textile waste.