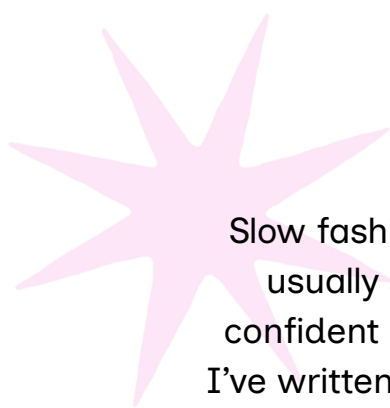




SLOW FASHION GUIDE



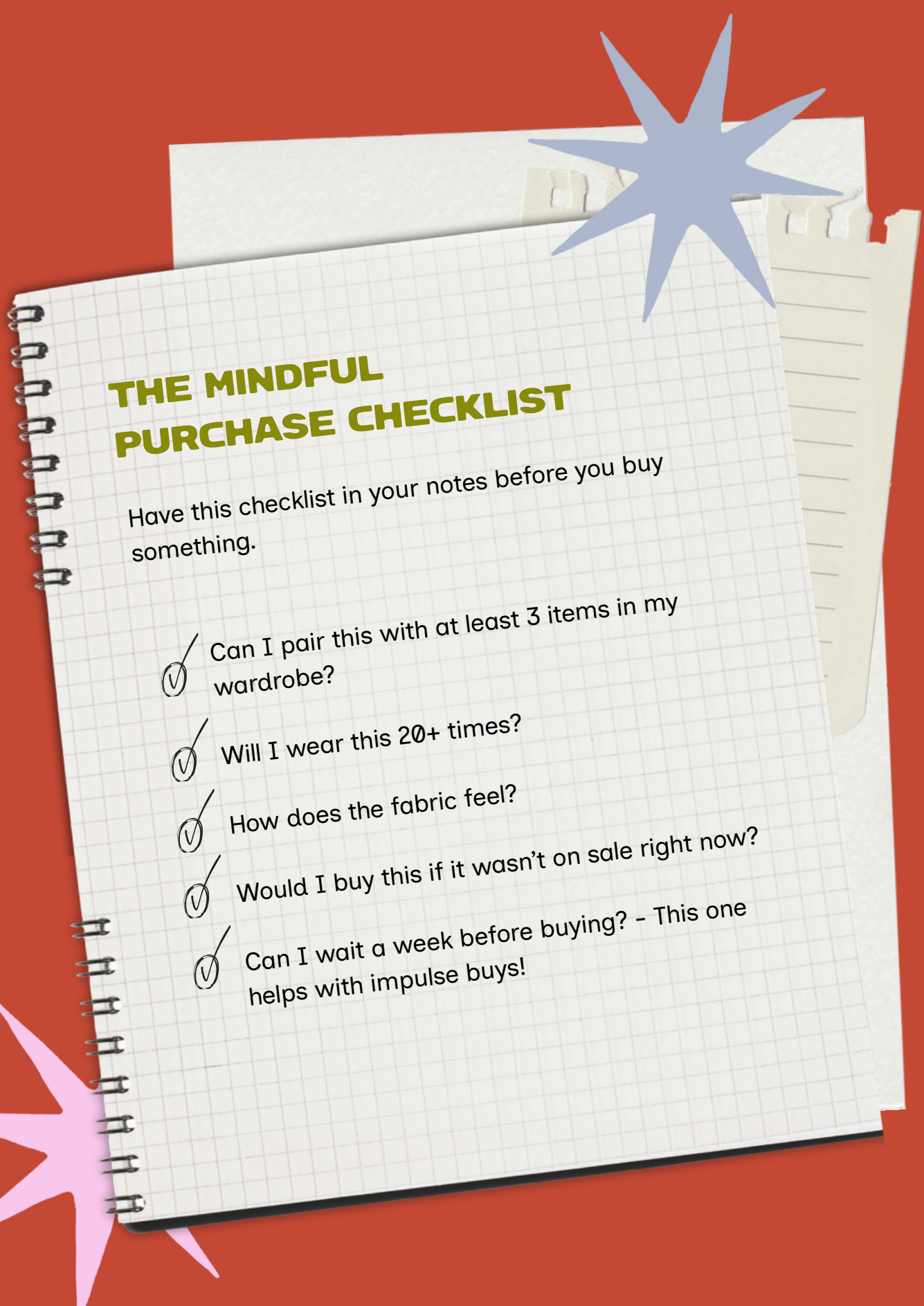
Slow fashion isn't about perfection, what we're usually sold in the media, it's about feeling confident and connected in your personal style. I've written this guide to help you (in a small way) build an intentional and mindful wardrobe.



HOW DO YOUR CLOTHES MAKE YOU FEEL?

Fast fashion relies on the fear of missing out feeling. Slow fashion, on the other hand, tries to make you pause and ask yourself 'does this piece of clothing bring me comfort and joy?'

Clothes can be part of your favourite memories, or remind you of a special day. I think it's good to value the well loved/worn in clothes that we can make last a long time. There's a high we feel from making a quick purchase but it's only temporary and doesn't actually fulfil our needs.



THE MINDFUL PURCHASE CHECKLIST

Have this checklist in your notes before you buy something.

- ☒ Can I pair this with at least 3 items in my wardrobe?
- ☒ Will I wear this 20+ times?
- ☒ How does the fabric feel?
- ☒ Would I buy this if it wasn't on sale right now?
- ☒ Can I wait a week before buying? - This one helps with impulse buys!

WHAT'S IN YOUR WARDROBE?

It's good to set aside some time to have a deep dive into your wardrobe and really think about the clothes you own. Have a look at your daily wears with the ones that probably don't fit so perfectly or were an impulse buy.

Before buying new clothes, spend some time pairing your pieces to create new outfits (look at Pinterest for inspiration).





CARE FOR WHAT YOU HAVE

The most sustainable piece is the one that's already in your wardrobe! Many natural fabrics, like wool, just need to be aired out to feel fresh again.

Also, if you have the time, it's good to invest in your own sewing skills, mend your clothing and resew that button!

