



Did you know that some high street fashion brands have up to 52 different collections a year?

This is what is called fast fashion, a technique that encourages consumers to buy cheap clothing regularly, and it creates a lot of waste. The Ellen MacArthur foundation says that 'every second, the equivalent of a rubbish truck of clothes is burnt or buried in landfill.'

That truly astounding figure shows that our current systems are not sustainable. So instead of taking it fast, why not take it slow?

Slow fashion is a way of doing things differently. The clothes are often of a higher quality and more durable, making them better value for money in the long run. The manufacturing process tends to be more environmentally friendly, using less water and natural or recycled fibres, as well as creating better working conditions for employees making the clothes.

You can interact with the container by:

Looking at the exhibition of preloved and sustainable fashion:

- 📌 Biosunnies are a company that produce sunglasses from wheat straw, a farming waste produce. They are completely biodegradable so will leave nothing behind when they have reached the end of their life.
- 📌 The mannequins are clothed with second-hand items available from various social enterprises around Scotland. Not only do preloved items help the environment, but they help your bank balance too!



More than half of all fast fashion is disposed of within a year of purchase



The most sustainable jumper is the one you already own.

Wearing a garment for just nine months longer, instead of buying new, could reduce its environmental impact by 20-30%. Keeping clothes stored properly (and yes, that includes folding!) and learning to sew on buttons or zips can help you achieve this target.

That said, sometimes you want to switch things up or need to buy a specific item of clothing. In that case you can think about:

- 📌 The possibility of buying second-hand, from an item already in the circular economy
- 📌 Repairing an item of clothing to give it a new lease of life with you or someone else
- 📌 Doing your research on companies that have an environmental mission statement

Some companies have policies that look sustainable on the surface but are actually the equivalent of putting a plaster on a broken leg. This is called greenwashing and can be very hard to spot!

You can interact with the container by:

- 📌 Repairing one of the holes on our giant shirt. We have provided a wide range of colourful thread so you can have a no-risk attempt at visible mending. Visible mending means that you don't hide your repairs, rather you make the clothes unique through new patterns and textures. We can't wait to see what you come up with!



Washing clothes less and at lower temperatures makes them last longer