

# Conscious Fashion Tips



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*Consumers play a crucial role in creating a more ethical fashion industry. Here are some tips for becoming a more conscious clothing consumer.*

**Choose quality over quantity.** Be highly selective in what you allow into your wardrobe. Choose only pieces you absolutely love and will wear for years and years. Remake recommends a 30-wear rule. Only buy clothing you know you will wear at least 30 times.

**Support brands doing good.** When you do buy new clothing, choose products from companies that are committed to paying fair wages to garment workers and that source sustainable materials. Learn which brands are rock stars in Remake's brand directory (<http://directory.remake.world>).

**Be intentional about when and where you shop.** If you're planning to buy groceries, skip the clothing racks. If you're online to reply to emails, don't let sales announcements steal your attention. Buy clothing to fulfill a specific need, rather than buying because prices are low.

**Unsubscribe from email marketing.** Retailers are very good at getting our attention by emailing us sales and promotion codes. One way to remove temptation is to unsubscribe from emails, especially from brands that push quantity over quality.

**Pay a fair price.** If an item of clothing seems especially inexpensive, you can expect that the brand's garment workers are not making a living wage. Remake recommends that if a piece of clothing costs less than a cup of coffee, walk away. Instead, plan to pay more for fewer items from brands you love and admire.

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**Buy secondhand or vintage.** If you want a deal on clothing, buy something previously owned from a local thrift store. The purchase keeps clothing out of the landfill and supports the clothing store in providing local jobs. Online thrift stores are also a great option.

**Seek out hand-me-downs for kids.** You'll learn which clothing holds up through 100 washes and which fabrics last well enough to become hand me downs. When it comes time to buy new, support the rock star brands who are making longer-lasting clothes.

**Teach children where their clothing comes from and how to care for it.** Whether it's limiting stains and tears or how to launder items to last, make sure the kids in your life are learning to value their clothing and, in turn, the workers who made it.

**Rent.** If you know you'll wear a fancy item only once, rent it instead of buying it.

**Pressure retailers.** Pay attention to brands whose supply chains do not treat or pay workers fairly. Use social media, customer service lines, and product review spaces to voice concerns. For information about how clothing brands are performing across their supply chains, check out the brand directory at Remake.

**Support garment workers.** Donate a portion of the money you save by shopping less or thrifting to garment worker advocacy campaigns.

**Learn more and spread the word.** There are many wonderful researchers and advocacy groups doing important work to shine light on the dark side of the fashion industry. Learn more and support these groups on social media and with your donations.

**Remake** - [www.Remake.World](http://www.Remake.World)

**Clean Clothes Campaign** - [www.CleanClothes.org](http://www.CleanClothes.org)

**The Daily Good** - daily conscious fashion features by The Good Trade

*Special thanks to Remake for providing and reviewing this information.*