

# #CircularConsumptionRules

most preferred



least preferred

\*The hierarchy of circular consumption behaviour, Maitre-Ekern & Dalhammar, 2019

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## AVOID

Currently, most garments are **worn only 7-10 times before being discarded**

\*Ellen Macarthur Foundation

Save unnecessary purchases that will end up in landfill by taking a couple of days to consider if you **REALLY** need that new item.

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# MAINTAIN AND REPAIR

By extending a garment's life by just an extra 9 months (for example, through repair) you can help **reduce its environmental impact by 20-30%**.

\*WRAP report



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# SHARE

**Clothing swaps** are great for giving pre-loved fashion a new life.

Less shopping,  
more swapping!

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# LEASE

Renting one piece of clothing can **save up to 24% water, 6% energy, and 3% CO2 emissions**, when compared to buying a new item.

\*Rent the Runway

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# **BUY SECOND-HAND**

If everyone bought one used item instead of new, we'd save CO2 emissions **equivalent to taking up to half a million cars off the road for a year.**

\*ThreadUp



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# **BUY QUALITY**

When it comes to buying new, less is more. Buy less, but better quality pieces from brands that focus on producing **ethically** and **with care for the environment.**

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# RECIRCULATE

Have clothes that can't be re-used? Drop them into the **textile collection bins** where they can be recycled.