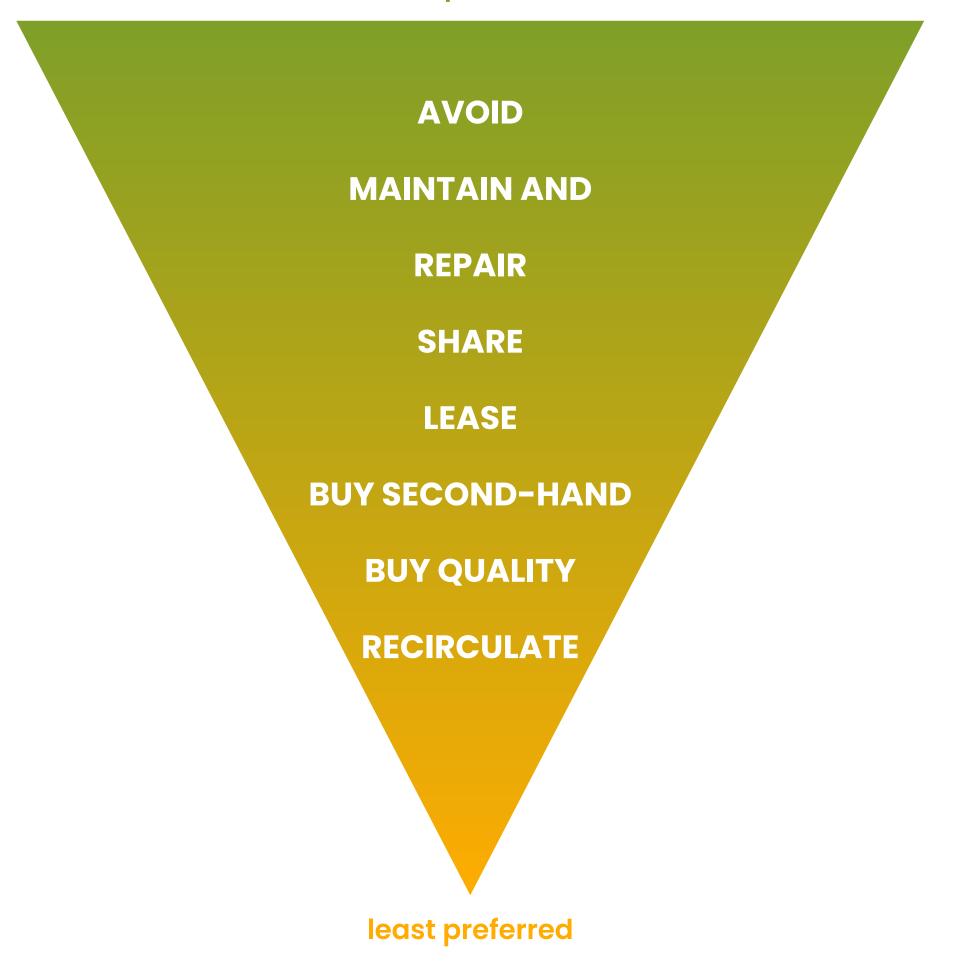
most preferred



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



AVOD

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.



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%**.

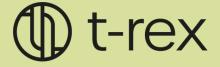




SHARE

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

Less shopping, more swapping!



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



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.





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**.



RECIRCULATE

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

