

TRAINING FICHE

05. HOW TO BECOME A MORE RESPONSIBLE CONSUMER OF CLOTHING

(Sections in italic only for internal use, not to be published)

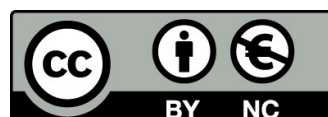
Area	<i>Clothing</i>
Level	<i>ADVANCED</i>
Topic	<div style="display: flex; align-items: center;"> <input type="checkbox"/> </div> <div style="display: flex; align-items: center;"> <input type="checkbox"/> </div> <div style="display: flex; align-items: center;"> <input type="checkbox"/> </div> <div style="display: flex; align-items: center;"> <input type="checkbox"/> </div> <div style="display: flex; align-items: center;"> <input type="checkbox"/> 5. Tips and recommendations for a RC </div>
Module	<div style="display: flex; align-items: center;"> <input type="checkbox"/> </div> <div style="display: flex; align-items: center;"> <input type="checkbox"/> </div> <div style="display: flex; align-items: center;"> <input type="checkbox"/> </div> <div style="display: flex; align-items: center;"> <input type="checkbox"/> </div> <div style="display: flex; align-items: center;"> <input type="checkbox"/> First steps towards responsible consumption on Clothing </div>
Keywords	Clothing; Tips and Recommendations; To Do; Not to Do; You Can do More; less is more
Citizens as the core agents of change on clothing	Buying the clothes we like at cheap prices, especially fast-fashion, is not for free. Someone, somewhere is paying, from unfairly treated workers to everyone on the planet who has to deal with the

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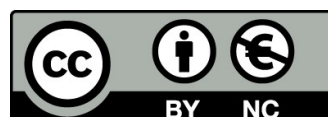
<p>(500-1000 characters including spaces)</p>	<p>environmental and economic consequences of this consumption. Concerns about sustainability and responsible consumption of fashion have increasingly led consumers to demand fashion players to act responsibly and consider the impacts of their businesses.</p> <p>At the same time, the fact that consumers are more aware and informed about sustainability issues, has been changing their consumption habits, namely, in the context of the statement “you can do more”. As a consequence, companies need to be aware of these transformations in order to make appropriate changes in their manufacturing and marketing activities. Under this assumption, citizens find themselves as the core agents of change and are increasingly called upon to reflect, refuse, reduce, reuse, recycle, redistribute and recover.</p>
<p>Tips and recommendations</p> <p>To do / Not to do</p> <p>(2000-3000 characters including spaces)</p>	<p>Rethinking supply chains to create a circular economy is key, but this will only work if we all adopt new behaviours to become more fashion-conscious consumers.</p> <p>To help you change your habits and inspire others, here is some practical advice:</p> <p>‘TO DO’</p> <ul style="list-style-type: none"> • Learn to distinguish quality fabrics, materials, and clothing, to know the difference between a durable, well-crafted piece and one that looks nice on the shelf but will not last more than half a season. • Learn tricks to renew your clothes, introducing ornaments, accessories or small changes that make them seem different and original. Be enthusiastic about remaking your dream clothes and let your imagination run wild.

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- When it comes to be a conscious fashion consumer, less is (so much) more. Regardless of how sustainable a garment is, it still has an economic, environmental and socio-cultural impact. Remember that the most sustainable piece is the one you already have in your closet.
- Shop from the most sustainable brands, to encourage them to promote a fairer, safer and more transparent fashion industry. Find out what kind of values the brand represents. The more information it shares about its social, environmental and economic impact, the better. If the brand does not share this type of information, it is a sign that you should probably choose another brand for your investment.

'NOT TO DO'

- Do not go shopping without a plan. Start thinking about what you are looking for; this will ensure that you will look in the right shop for what you need and prevents you from buying things you do not really need.
- Do not let sales and low prices to persuade you to buy garments that you do not need. Remember that selling is the art of persuasion.
- Do not choose price or quantity over quality. Many clothing items can be seen as investment pieces. So, be honest with yourself to figure out what you will actually going to use. A high-quality piece can last for several seasons, which means you will not have to buy it again and again.
- Avoid buying when you are feeling emotional. Learn to recognize if you are shopping to

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	<p>soothe stress or anxiety. Most emotional spending follows a behavioural pattern. When you start to recognize the patterns that drive you to spend, you can start to break those patterns and shop more sustainably.</p> <ul style="list-style-type: none"> Do not buy an item of clothing that does not match the rest of your wardrobe. If you cannot combine a piece with those you already have, this new investment probably should not happen. Make the most of your wardrobe by choosing the right pieces that go with the rest.
Language	English
Partner	UA
Further references	<p>https://dailyhive.com/seattle/become-a-conscious-consumer</p> <p>https://anuschkarees.com/blog/2014/05/01/how-to-assess-the-quality-of-garments-a-beginners-guide-part-i</p> <p>https://www.panaprium.com/blogs/i/consider-when-buying-clothes</p> <p>https://www.sustainablejungle.com/sustainable-fashion/how-to-avoid-fast-fashion/</p> <p>https://eco-age.com/resources/how-care-your-clothes-and-keep-them-longer/</p>

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