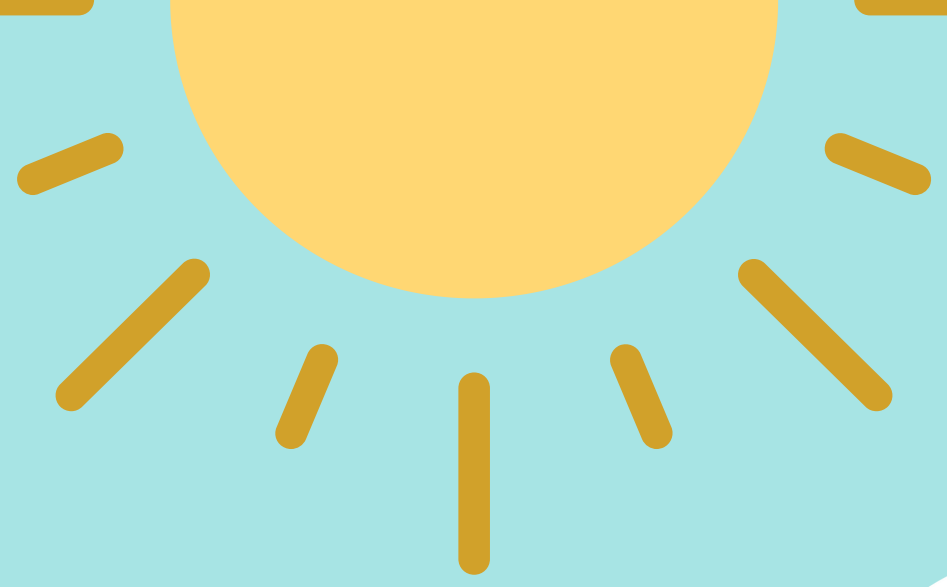




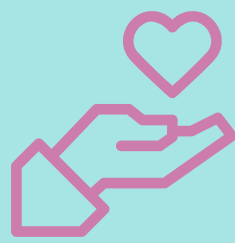
REUSE



Lengthening the life of our clothing from one to two years by reusing them decreases their carbon footprint by 24%

1.

START A NEW HABIT



When you buy one item of clothing, give away one item you don't want to a friend. Giving away clothes keeps clothes in circulation — plus, your friends won't need to buy anything new.

2.

GET CREATIVE



Use your creativity to breathe new life into old clothes. Customisation is a fun way to create something unique and one of a kind — plus it's a fast growing fashion trend.

3.

SELL YOUR STUFF



Make some cash by selling items that are still in good condition online. You can also buy your clothes from second hand websites and shops such as Vinted or Facebook Marketplace.

4.

DONATE LOCALLY



Donating clothes helps people in need- there are lots of fantastic local charity shops that support great local causes.

Shropshire charity shops: Cuan Wildlife, Shrewsbury Arch, Severn Hospice.

DID YOU KNOW?

The average consumer buys 60% more clothing than they did 15 years ago – nearly two tons each minute are purchased!



Scan here to sign the pledge!