



organo  
Et  
School

# A GUIDE TO SUSTAINABLE FASHION

Here's how you can follow a sustainable and responsible lifestyle and still stay fashionable and trendy.

website: <https://www.organoetschool.co.in/>



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The pandemic crisis has not only made us all take a breather and renew our lifestyle choices to much healthier ones but has also made us introspect our impact on the planet. It has come to light that with reduced consumption of our resources across the globe, nature is seen healing itself with greener earth and cleaner air. This should be our awakening moment to do our part to contribute to the well-being of our planet that we call home.

What do the fashion trends we follow, the clothes we buy, and the brands we choose have anything to do with our planet? Turns out, the fashion industry is responsible for 10% of the world's annual carbon emissions, which is not a small number as it appears to be. It is one of the main contributors to intensive water consumption and waste generation.

Every small step counts. So, here's how we can reduce our individual impact on the environment, one piece of clothing at a time.



## What is Slow, Sustainable Fashion?

While you shop, do you consciously choose clothes/brands that are environmentally friendly, animal cruelty-free, and have a longer shelf life, or do you just go with the ones that catch your eye and heart?

Eliminating the common notion, Sustainable fashion is definitely not dull or boring clothing. Slow and fast fashion refers to the pace at which we upgrade our wardrobe. Sustainable fashion includes clothes/brands that are

- eco-friendly, easily bio-degradable
- made out of organic fibers or recycled fibers
- free of toxic dyes and chemicals
- animal cruelty-free
- ensures fair wages to the workers
- engages in fair trade practices





# Why should we choose Sustainable Fashion?

## Intensive water consumption

Every year, the fashion industry uses 93 billion cubic meters of water, which is enough to meet the water consumption needs of approximately 5 million people.

## Water pollution

Annually, disposed-off clothes result in half a million tons of plastic microfibers in the water bodies-which is the equivalent of 50 billion plastic bottles. These microfibers spread through the food chain and eventually enter our bodies.



## Landfills pollution

The majority of our clothes are thrown away and end up in landfills and dump yards, where they slowly release methane, a potent greenhouse gas that contributes significantly to climate change.

## Animal cruelty

The leather and wool industry has been in the spotlight for aggressively contributing to animal cruelty. Over 10,000+ Silkworms succumb before they mature into beautiful moths just for one silk saree.

With the rise in online shopping, the idea of the need to catch up with the latest trends that are instilled amongst us, we are aggressively paving the way to fast fashion, upgrading our wardrobes without the actual necessity of it. Here's how we can stay fashionable and trendy without impacting our environment.



## How to make better choices?

### Ask before buying

When you find a dress of your liking, ask yourself if you really need that dress. Use the “30-Times rule”, the cardinal rule of sustainable fashion. When you go shopping and pick clothing of your choice, ask yourself “will I wear this at least 30 times?” Repetition of clothing doesn’t have to be boring. Mix and match, improvise, and start your own trend. When you mix and match, you’ll be surprised at how many different outfits you can create with a minimal number of pieces.





## Choose organic or recycled fabrics

Contrary to the idea that cotton is natural and eco-friendly, the process of making cotton garments is highly water-intensive and absorbs higher amounts of dyes, which eventually deplete the soil. The alternative choice of fabrics are bamboo, recycled polyester, linen, and organic cotton, which require lesser water, are more durable, and most importantly easily biodegradable.

## Get creative and upcycle!

Doesn't opening your closet, and seeing your grandmother's saree or seeing a shirt passed on to you by your sibling, take you down the memory lane and make you nostalgic? Clothes passed down in families is not only a sustainable choice but also hold a number of memories and a lot of love. You can also use old dupattas, sarees to turn them into artisanal table clothes. Use the small pieces of fabrics lying around in your house as cleaning cloths.





## Have a fun time with “SWAP IT”!

Here's a fun activity for you all to get started with Sustainable fashion. Gather up your friends and family, ask them to bring a few pieces of clothing, bags, or accessories which they love but now those items are just lying at the back of the closet. Now all of you get started with swapping your items with the ones of your friends and family. By swapping, you pass on your beloved belongings to someone who appreciates them and in turn get something new you would love to try on. This way you get to renew your wardrobe guilt-free.



## How to identify Sustainable fashion brands/stores?

Brands or stores with certifications like “Fair Trade Certified”, “Global Recycled Standard” are authentic Sustainable brands. Visit the websites of brands you come across and look for their sustainable goals.

## Your Directory of Sustainable Fashion Stores

- Adah by Leesha use directly sourced materials, make upcycled and recycled products.
- Bodements stock pre-loved upcycled garments from across the world and promote responsible fashion.
- Latasita helps you upcycle your sarees into beautiful dresses.
- Mishcat Co helps you recycle your old sarees into artisan carpets.
- WeAreLabelless make zero waste products and create social impact by uplifting women workers.



## Organo Et School

Organo Et School is the brainchild of team Organo. Organo was founded on the idea of environmentally conscious living and Organo Et School translates that idea into reality by educating and empowering schools, colleges, organizations and communities on the triple bottom line of sustainability. Organo et School aims at engaging individuals of today to stay connected with nature through workshops, live sessions and site visits.



### Leading the change

We create an experiential learning environment for people to learn from.

Organo Et School educates people about the challenges of sustainable development and creates opportunities for them to use their creativity and knowledge to pioneer innovative solutions for themselves.

Learners develop a sense of place and belonging to their local community.

**NURTURING A LEARNING ENVIRONMENT FOR ALL STAKEHOLDERS  
WHERE INCLUSIVE HOLISTIC ECO-LIVING IS CELEBRATED**

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