



# AJA BARBER'S SIX TIPS FOR ENJOYING FASHION AND DOING LESS HARM

## 1. Wear your clothes for longer.

In the UK many clothing items are worn less than 7 times. This is tragic. It doesn't matter whether it's the most sustainable garment ever, if you are not wearing it and it ends up in the landfill, it's still waste!

## 2. Ask yourself do you actually need it or do you simply want it?

Get to the heart of how you're shopping and why.

## 3. Dive into the second hand market.

Not sure where you start? I like looking online for brands I already love which I know fit and work for me. Most of my pricier clothing items have been bought second hand.

## 4. So you actually do need a new clothing item.

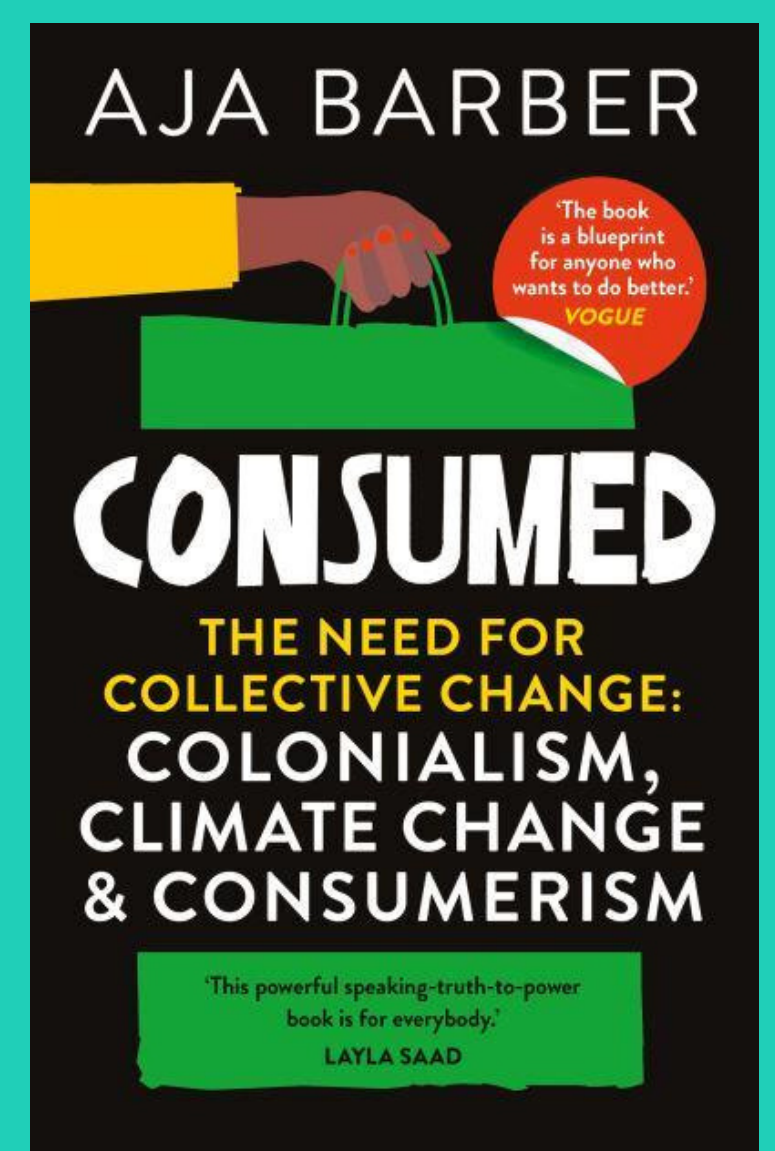
Spend time researching the best possible option for you and look for the ethics in the brand before you hand over your money. If you can't find clear information, don't be afraid to send an email and ask. "How much was the person who made this item paid?"

## 5. Do you find social media encourages you to buy clothes you don't need?

Time to do an edit of who you're following. You'll thank yourself later!

## 6. Take care of what you have.

Read the label and launder accordingly. Learn how to mend or take your items to someone who can. Learn to love your tailor ... maybe that jacket just needs to be taken in and then it will be perfect on you and you'll wear it loads.



Aja's book contains a wealth of insight into the links between climate change and colonialism, as well as advice on how to be a more ethical and sustainable consumer, particularly when it comes to fashion.

