SustFashWales

BI-MONTHLY NEWSLETTER



SUSTFASHWALES

NEWSLETTER 01

EDITOR

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INTRODUCTION

SustFashWales was set up by Helen O'Sullivan and is a place for designers, makers, educators, craftivists and consumers of fashion who want to implement positive change through positive actions in the global fashion industry within Wales.

WHAT WE DO

The SFW website is the source for the first of it's kind directory of everything related to sustainable Welsh fashion! Whether you are looking for clothes, accessories or want to attend a sewing workshop this is the best place to start! SFW also runs several collaborative campaigns and events throughout the year such as the #GreenCarpetWales challenge and #Resolution6Rs, both with FoECymru. It is run completely voluntarily by Helen who is also a teacher, lecturer and a PhD student!

CONTACT US

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Website: www.sustfashwales.org
Email: hello@sustfashwales.org

Social Media: @SustFashWales

Hello, Bore Da and Shwmae!!

Welcome to the first ever SustFashWales newsletter!

Firstly, thank you so much for signing up for the first ever SustFashWales newsletter!

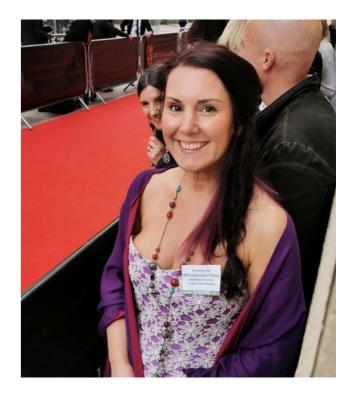
For those who don't know me, I'm Helen...

I have a long-term love-hate relationship with fashion. I love the way fashion has the ability to communicate through creative expression, but I hate the way we are dictated to. I also hate the environmental and social damage caused all along the supply chain.

I have been making my own clothes since I was a child, after my amazing Nan passed on her skills to me. I couldn't afford to buy from high street stores as a teenager and I didn't feel the shops reflected my slightly alternative/hippy/grungy style anyway, so I soon started my lifelong addiction to charity shops!

In my mid-teens I taught myself pattern cutting and signed up for a fashion diploma at Gower College Swansea and I haven't looked back since! I started work as a designer and pattern cutter back in 2004, in London and soon made the switch from fast-fashion to sustainable fashion back in 2007 working for TRAIDRemade.

When I returned to Wales I recognised the need for a decentralised source of information for consumers of sustainable fashion within Wales. This is SustFashWales.



I've spent a long time thinking about doing this newsletter and I'm thankful for all those who have asked, "nagged" and encouraged me to do it! I can't think of the most perfect time to launch this than in the run up to Fashion Revolution week!

This first issue focuses on Fashion Revolution Week and celebrates all the incredible designers, makers and craftivists across Wales, without which SustFashWales wouldn't be possible. There is also a section for all the positive things happening here in Wales and further afield, a book club suggestion and even a hands-on creative activity!

I hope you enjoy the first issue and get in touch if you'd like to contribute to future issues!



March 2022

KEY EVENTS:

- St David's Day (1st)
- International Womens Day (8th)

(Click the events below to find out more/book)

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
	1 St Davids Day UN Zero Discrimination Day	2 Fair Fashion?	3 UN World Wild- life Day Sew Sew Happy Kids 1	4	5 Sip n Swap	6 Day of Unplugging!
7 Online Mend A Long	8 UN Int' Women's Day Embroidery for Empowerment	9 UAL MAI-DAY 1 Plain Sewing	10 Meet & Make lar Studios Sew Sew Happy Kids 2	11	12 Circular Fashion Global Community	13 Circular Fashion Global Community
14	Sustainable Fashion Conversation (all Tuesdays)	16 UAL MAI-DAY 2 Piecing	17 Sew Sew Happy Kids 3	18	19	20 International Day of Happiness
21	UN World Water Day Knit Stitch & Craft Maerdy	23 UAL MAI-DAY 3 Pattern ISC: A Drop in The Ocean	24 UN Right to the Truth	25 2ndHand Cultures Event UN Slavery Remembr'	26	27 British Summer Time
28	29 Ameded Virtual Market Knit Stitch & Craft Maerdy	30 <u>UAL MAI-DAY</u> <u>Textile Elements</u> (London)	31 Stitch & Switch (Bristol)			

April 2022

KEY EVENTS:

- International Day of Conscience (5th)
- Fashion Revolution Week (18th-24th)

(Click the events below to find out more/book)

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
				1	2 Sip n Swap	3
4 Online Mend A Long	5 UN International Day of Conscience	6	7 UN World Health Day	8	9	10
11	Sustainable Fashion Conversation (all Tuesdays)	13	14 National Gardening Day	15	16	17
18 Fashion Revolution Week (18th-24th)	19 SFW: Why a Revolution is still needed	20 SFW: Meet The Maker	21 SFW: Creative Social! UN Creativity & Innovation Day	22 UN Mother Earth Day	23 Sustainable Fashion Week Mid Season	24 Fashion Revolution Day
25	26 Op Shop Pro Webinar	27 Sustainabili-tea Break	28 UN Safety at Work Day Superhero Day	29	30	

WE ARE <u>ALL</u> FASHION REVOLUTION!

The month of April marks Fashion Revolution week. This was initially a single day on the anniversary of the Rana Plaza factory collapse (24-04-2013). It all started with one woman on a global mission, proving that even small actions can have a huge impact...

Way back in July 2013, I attended the Ethical Fashion Forum's annual event in London. During lunch I sat in the sunshine next to the docks and I met a lady. While we chatted I realised we shared very similar values and she spoke of her idea to have an annual event to mark the Rana Plaza factory collapse, which had happened just a few months previously. Always up for campaigning, I said I'd definietly support in any way I can, thinking it was going to be a small grassroots campaign with local events. That lady was Carry Somers, little did I know the incredible impact that little idea of hers was to become...Yes, Fashion Revolution!

Flash forward to 2022 and we are soon to mark the 9th anniversary of the Rana

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Plaza factory collapse and the 8th year of Fashion Revolution! Fashion Revolution is now a global weeklong event with hundreds of events planned around each corner of the globe and hundreds of thousands of followers taking part throughout the month of April. Each year

"We often have no idea of the power we hold in our wallets and spending power: Consumers can stimulate great change!"



Fashion Revolution has a particular theme and this year it's **Money:Fashion:Power!**

I am often asked by people what difference can just one person make? Well, we often have no idea of the power we hold in our wallets and our spending power. Consumers can stimulate great change! And this is what the 2022 Fashion Revolution campign is focusing on. Using our voices to speak up for those who are silenced all along the fashion supply chain.



#WHOMADEMYCLOTHES FASHIONREVOLUTION.ORG

"In 2022, we need brands to radically reduce their environmental impact by shifting their focus away from growth."

Fashion Revolution, 2022

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"Now is the time to rise up together for a regenerative, restorative and revolutionary new fashion system. Now is the time for a Fashion Revolution."

Fashion Revolution, 2022

Fashion Revolution's key messaging this year is: "We need to scrutinise what it is we're really paying for. Throughout Fashion Revolution Week, we'll educate and inspire our global community on the real value of what we buy and wear".

If you'd like to find out more head over to the Fashion Revolution website to read all about the theme and you can even get a free copy of the first ever fanzine, which had the theme of #MoneyFashionPower!

And if you ever question what impact one single person can make, then please remember that Fashion Revolution started with just one person!

#WhoMadeMyClothes
www.fashionrevolution.org

A WELSH REVOLUTION!

From Grassroots to Global! A look back on Fashion Revolution here in Wales!



My #InsideOut Fashrev campaign garment label creations from 2014.

Above: A dress made from scanned and printed clothing labels.

Below: A bag I made entirely from garment labels.



Back in 2014, the first
Fashion Revolution day,
the theme was #InsideOut.
This first campaign asked
consumers all around the
globe to take a look at
their clothing labels to find
out where they were made
and to take to social
media!



We posted pictures of ourselves and our labels and tagged the brands to ask ...

#WhoMadeYourClothes?

I went a little further than that though and I created

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a bag entirely from my garment labels! I then took photos of the labels, enlarged them and then heatpressed them onto fabric to make a Fashion Revolution dress!! I was a little bit thrilled when it was featured in a summary of the first event!

I also organised an event



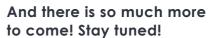


in Swansea where I asked my friends and attendees to take photos of their label to also share to social media. It was a huge success!

I have continued to support each year such as organising a Year7



after-school club making an #Haulternative upcycled dress, an exhibition, fashion shows in the National Waterfront Museum and more recently due to the restrictions of the pandemic, an online session for undergraduate fashion students!









BRAND SPOTLIGHT:

Rubbish Reinvented

Rubbish Reinvented has been part of the SustFashWales directory since the very beginning! Here Lin, the creative force behind Rubbish Reinvented, talks about her work.

All my items are handmade from plastic waste, beach plastic and beach rubbish. This bag (left) in particular made from B&M Bargains and Sainsburys plastic bags and incorporating plastic juice bottle top rings. There are about 100-200 bags to shred wind and crochet in this particular bag, including the handles. They are strong waterproof and everlasting, unfortunately! Being based 100 yards from the seafront it's been my mission to highlight this over the past 10 years. There is a lot more we can do with our plastic waste.

I hand shred the bags into plarn. Then I can incorporate plastic bottle top rings and other plastic waste into handles and decoration etc. All patterns are my own and have been adapted over the years to use all plastic waste I find or I get donated.

You will find us at:-

Porthcawl YMCA every first Saturday of the month

At John Street Market every 3rd Friday of the month with Porthcawl Craft Fayres PopUps at Mary Street Porthcawl when the weather is good.

Stockists are:-

Porthcawl Art Society - John Street Porthcawl

Forever Planet Zero Waste - Ashton in Makerfield

Cotton Street Collective -The Harbour Watchet Somerset

Freddie and Matilda - Lemon Street Market Truro Cornwall

All other events / collaborations are regularly updated on Social Media You can also buy or book workshops/ commissions directly with me - just drop me a message.

Lin x

For more info on my LINKTREE

@RubbishReinvented

POSITIVE FASHION NEWS!

FASHION FOR GOOD

launches the
Black Pigment Pilot project
together with a group of partners
and collaborators. The project
aims to determine if black
pigments derived from waste
feedstocks such as industrial
carbon, algae and wood could
replace synthetic dyes which
means a more sustainable means
of textile production with a
lower carbon impact!

Austrian fibre manufacturer
Lenzing has launched a fantastic
new competition called the
Young Scientist Award
for university students to address
the environmental challenges
facing the textile industry.
They are asked to submit their work
in the categories of fashion and the
circular economy, textile recycling
and the innovative use of biobased
fibers to a jury of industry experts!

ECO TEXTILE NEWS

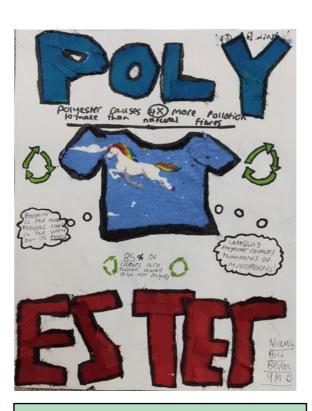
New Look has committed to being climate positive by 2040!
Their 'Kind to Our Core' initiative focuses on four core pillars: Responsible Business, Responsible & Circular Product, Inclusive Culture and Positive Local Impact. They aim to becoming climate positive by 2040, by reducing the green house gas emissions from products by 50% by 2030, and improving transparency within supply chains.

CLIMATE ACTION

EUROPEAN ENVIRONMENT AGENCY (EEA)

is addressing the presence of microplastics in our seas, land and air and have found that fashion (and more specifically synthetic clothing) is indeed a major source of these microplastics which are released when washed. They have now launched an EU Circular Economy Plan to address this impact these have on land, sea and air.

EDU NEWS: The Kids are Alright!



Challenging our Plastic Culture!

Pupils at Penyrheol Comprehensive School continue to work to address the impact the fashion industry is having on planet. To challenge our synthetic culture pupils are working hard to create a fantastic show stopping fashion exhibit to demonstrate how much plastic we wear. They are using plastic bottle tops collected by Swansea Football Club and are even giving up their own time during my after-school club!

All will be revealed soon and in time for Fashion Revolution Week!

Say 'Bye Bye' to the 'Buy Buy' Culture!

"Now in its fourth year, Highgate's pupil-led eco initiative Fast-Fashion-Free February is going national!
Initiated four years ago with a School swap-shop event, Highgate's FFFF campaign has proved to be a popular event in the School calendar, growing year on year. For 2022, the UK Schools Sustainability Network has embraced the initiative and is encouraging student ambassadors from around the country to go Fast Fashion-Free this month."
HIGHGATE SCHOOL



RESEARCH FOCUS: 2NDHAND CULTURES

Back in June of 2021, I presented a video created by my Year 7 pupils at the 2ndHandCultures Symposium. The aim was to teach grown ups and other teachers, that textile waste is an excellent source of free materials for schools that can help to "save the planet". The 2ndHandCultures project is back...and possibly needs YOU!

The 2021 symposium was co-organised by Dr Jennifer Ayres (NYU), <u>Dr Triona Fitton</u> (University of Kent), and <u>Dr Alida Payson</u> (Cardiff University), with the help of research assistant and JOMEC BA grad Kamila Buczek. It was supported by <u>The Leverhulme Trust</u> and Cardiff University's School of Journalism, Media & Culture (JOMEC).

Second-hand cultures are well known to be crucial to any response to the climate emergency, as well as other economic problems. The project focuses on everyday spaces of second-hand culture – from our homes, to charity shops, freecycle message boards, makers' and resellers' workshops, and all the way to the local tip.

To address this, there will be a series of four free online workshops in 2022 exploring challenges to second-hand cultures. They will bring together various experts and other stakeholders in this field who are already thinking about/working towards a sustainable, skilled and fair community economy.

This series will include explorations of "second-hand" work, waste, repair and reuse, as well as ideas about how we might extend these values and practices into our communities. We will hear multiple lightning talks from academics and other practitioners who are already thinking about waste and/or working on innovative ways of reusing it within the second-hand economy.

"Opportunities for people to connect to share ideas and problem-solve around these issues have been relatively rare."

2ndHand Cultures, 2022



Do you work in secondhand?

Contact Alida Payson - paysonAB@cardiff.ac.uk for more information or to attend the workshops. Follow @2ndhandcultures for news and updates.

BUZZ-WORD-SEARCH



Take a screen shot of this page and find the words from the list below. You can mark them off using the annotate function in your photo viewer!

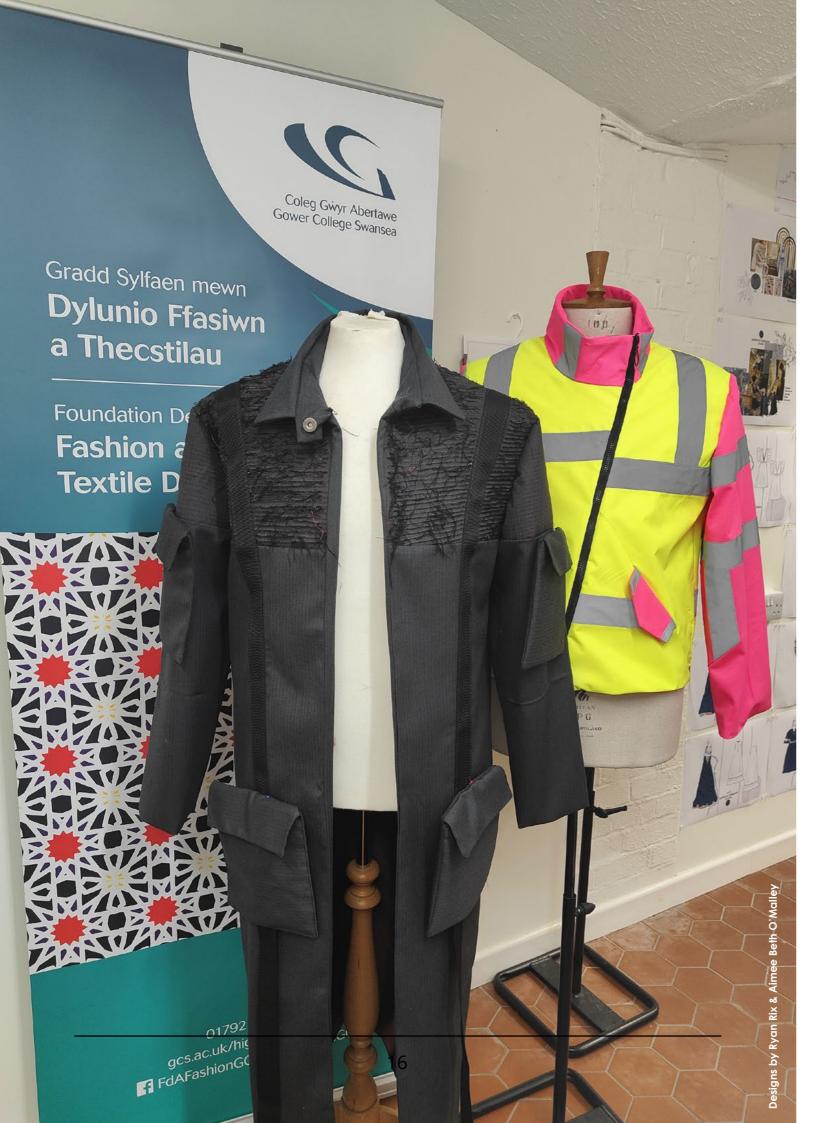
If you don't know what the word means you can read the definition.

There is one missing word, if you work out what it is, screen shot your answers and tag me on Instagram and I'll share you to my stories!

If you are really stuck the answers are also on the inside back cover.

GOOD LUCK!

WORD	DEFINITION
BIODEGRADABLE	Able to decay or decompose naturally and in a way that is not harmful to the environment.
CIRCULARITY	Taking a resource and maintaining its use without causing permanent damage.
EXPLOITATION	Treating someone unfairly in order to benefit from their work such as paying unfair wages in other countries.
FASTFASHION	A highly profitable and exploitative model which relies on cheap and speedy production of low quality clothing.
GREENWASHING	Claims that make people believe that a company is doing more to protect the environment than it really is.
MICROPLASTICS	Microplastics are fragments of any type of plastic less than 5 mm in length, found in synthetic clothing like polyester.
RECYCLED	When a material has been used before and then put through a process so that it can form a new material.
SUSTAINABILITY	The avoidance of the depletion of natural resources in order to maintain an ecological balance.
TRANSPARENCY	When companies are honest about their supply chains including environmental impacts and working conditions.
UPCYCLED	The creative reuse and transformation of existing products, waste or unwanted materials into new products/designs.



MEET THE MAKER:

Foundation Degree (FdA) Fashion Design with Enterprise @ Gower College Swansea

The FdA aims to provide students with a high level of technical, creative, intellectual, and communication skills (visual, written and verbal) and provides the opportunity to develop the expertise necessary to pursue a career within the fashion and textile industries through either establishing your own enterprise, or gaining employment.

Design and production skills, coupled with market awareness and professional practice will be at the core of all projects. Learners will be encouraged to express a personal design style whilst developing a wide range of skills. These include; illustrative and technical drawing, design development, digital design skills, pattern cutting, garment construction alongside textile processes using both traditional and contemporary methods; digital printing, embroidery and laser cutting. Practical skills are underpinned with contextual studies to develop an understanding of the historical, cultural and social contexts that inform fashion and textile design.

Understanding the industry and the opportunities within it are a key focus of the

course, and a great deal of support is offered to those wanting to establish their own fashion enterprise upon graduation.

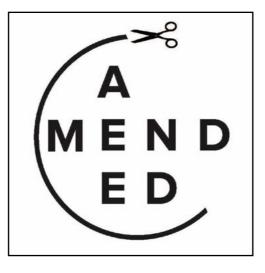
The course is run from our state of the art Fashion and Textiles Centre which is based at



our Llwyn Y Bryn campus in the heart of the Uplands, Swansea.

We have invested over £150,000 in the Centre bringing in industrial standard technology and equipment which includes large format digital textiles printer, large format laser cutter, industrial embroidery machine, extensive range of industrial production machinery, as well as specialist fashion industry software packages; Gerber pattern cutting software suite, and Lectra design suite. Currently, we are the only institution in the UK with its own live fashion label; amended.

@fashiongcs



Amended is a student collective fashion brand using a range of sustainable practices at the heart of its design and manufacture; remnant or sustainable fabrics, recycled clothing, or zero waste cutting methods are used to create unique pieces to be treasured and passed on. Each item is carefully designed and manufactured to minimise the impact on the environment and help contribute to a circular fashion economy.

Check out the calendar to find out how to buy!

@amendedfashion

Now lets meet the maker...

MEET: AIMEE BETH

NAME: AIMEE BETH O'MALLEY

AGE: 18

LOCATION: SWANSEA

OCCUPATION: FASHION STUDENT

My name is Aimée Beth I am 18 years old and live in Swansea. I started getting into fashion when I was around 8/9. I really enjoyed art and being creative and remember receiving a fashion set on my 9th birthday, it consisted of a tiny mannequin and swatches of fabric which you could drape on it! I loved playing with it and exploiting different designs which led on to experimenting with fashion illustrations.

From there I grew curious of fashion design and wanted to learn more, not only about design but also about all aspects of fashion such as it's history





"I believe that people are not fully aware of the impact the fast fashion cycle has on our planet."

and it's impact!

I was eager to start the Fashion and Textile Design course at Gower College Swanseaand discover what my strengths and weaknesses were and work on them. Being on the second year, I have found my passion for the theory side of fashion.

Before the course, I was not fully aware of the impact the industry had on our environment! Learning about this, it has really changed me as a person and my habits.

Before starting the course I would carelessly buy clothing from fast fashion brands. I believe that people are not fully aware of the impact the fast fashion cycle has on our planet. Which is why it's so important for this issue to be pushed into the spotlight so that others can be made aware.



As mentioned above, I did not think about this. I can't imagine the amount of customers buying from fast fashion brands without knowing it's impact. This may be due to 'greenwashing' or the lack of media attention on it.

I now use Depop to buy second hand clothes along with looking through charity shops, which always have unique and beautiful garments (which you can't find from fast fashion brands)! Being on this course, I have learnt different techniques on how to upcycle old clothing or second hand clothing to match my style! It's actually such a fun task to set yourself in free time, taking something old and giving it a new life! Looking at second hand clothing is a really good way of preventing it from being dumped! Giving it a new life! I think people need watch documentaries on the impact of fast fashion, read articles and even discuss it on social media!

I feel this is the only way people will be made fully aware of its impact!

"It's actually such a fun task to set yourself in free time, taking something old and giving it a new life!"



BOOK CLUB!

Welcome to the first ever Book Club!

The book is quite an old one now being 13 years old, but it's a fantastic read! In Cradle To Cradle, Braungart and McDonough challenge the status quo of mass consumption and waste. They proposes a manifesto for an intriguing and radically different approach to environmentalism and consumption.

It is a must-read for anyone interested in using a life cycle analysis when buying products and to learn more about the foundations of what we now know as the circular economy. It opposes the "cradle to grave" manufacturing model dating back to the Industrial Revolution, that scarily, we still follow today! They propose that instead of minimising waste, we should be striving to create value from it. This is the essence of Cradle to Cradle: That waste need not to exist at all!

"You wouldn't want to spend on savings for all your daily expenditures, so why rely on savings to meet all of humanity's energy needs?"

Did you read it? Let me know your thoughts to be added to the next newsletter!

ISBN 978-0-099-53547-8

Buy a secondhand copy today: World of Books

"Maybe shirt labels should read: Product contains toxic dyes and catalysts. Don't work up a sweat or they will leach onto your skin"

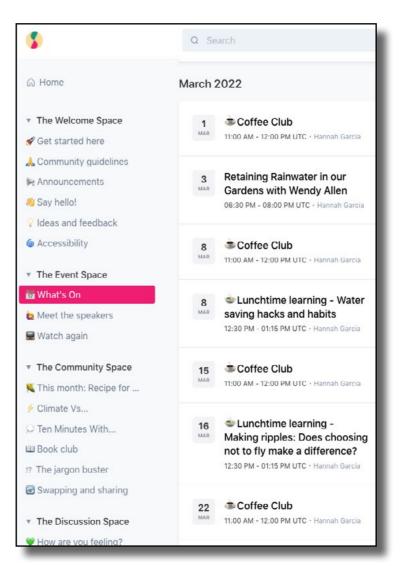


THE SOMETHING CLUB



The Something Club is a new online community and monthly events programme designed to help everyone become a climate leader in their own life.

If you've been looking for a non-judgemental, community-led space to turn worry into action then look no further than The Something Club...



The Something Club organise a fantastic series of events all through the year, that are free to members. Recent events include having a climate-friendly kitchen, how to fix fast-fashion (with yours truly!) and how to set up a food co-op! They also hold lunctime learning activities, a monthly book club and weekly coffee mornings! Plus a safe forum to chat about EVERYTHING eco!

Individual memberships start at just £8 per month, but what is truly awesome is they operate a Buy1Give1 membership, which helps those that may have a financial barrier to joining. If that's not an excuse to support them, then I don't know what is!

If you would like to join the membership but the cost is an issue, please get in touch with them, no questions asked!

@somethingclubuk

CREATE: ICE TIE DYE!

I LOVE tie-dye for keeping my clothes in the loop! But this activity will show you how fun, easy and affordable it is to use ICE tie-dye, to give a new lease of life to old stained clothes! It takes a bit of time but it's well worth it!

TOOLS & EQUIPMENT

Clothes* String/elastic bands Urea **Procion dye pigments** Colander/rack lce Gloves! *natural fibres like cotton





STEP 1

Mix up some urea and water, as per the urea instructions. Soak your clothes for 1hr - It helps the dye to set and reduces fading.



STEP 2

Using string or bands tie your clothes in any style you like! Google is your friend with this! Place onto a rack over a bowl/sink to collect water.



STEP 5

Once all the ice has melted you can keep the water dye for another project! Now rinse all the excess dye off your clothes fully



STEP 6

Remove the strings and wash in a washing machine on a full 30 cycle, with laundry detergent. Hang dry & get excited!



STEP 3

Wear some gloves! Now gently prinkle the procion pigments onto the surface of the fabric. You can even mix up colours, like I have!



STEP 4

Now place a bag or two of ice onto the fabric, covering all of the pigment. It will melt over 2-3 nours or you can leave overnight!



STEP 7

ADMIRE YOUR **AMAZING CREATIONS AND WEAR** WITH PRIDE! YOU NOT ONLY **REDUCED WASTE BUT** YOU ALSO LOOK AWESOME!

You can also watch a full video of this activity, plus loads of other "How To" videos on the SustFashWales YouTube Channel! All the videos aim to provide fun and inexpensive ways to love your clothes for longer and reduce textile waste!

\$

X Tried it? Don't forget to tag me & I'll Xshare to my Instagram stories, perhaps X even in the next newsletter!

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YOUR VIEWS!

"If your buying clothes and only use them once or twice and then chuck them whats the point when you can recycle them or take them to a charity shop or what you can do is give it to one of your family member so they can wear it and love it as much as you loved it once."

11111111111111

Do you have some tips or helpful advice to share with the community? Then fill in THIS FORM to be added to the next "Your Views" section!

"I have a 'fancy dress box' that contains my mum and Grandma's clothes and I often pull things out of it to become part of my wardrobe."

Becca, Cardiff

Tia, 14

111111111111111111

"My children wear their clothes to the bitter end Long trousers go through at the knee and get too short and then become shorts for summer. My daughter had a radish print long sleeve dress when she was 8 which we made short sleeved for summer. She wore the sleeves as leg warmers. The dress got too short and tatty around the edges so we turned it into to a t-shirt and now at 13 she has turned it into a crop top (see photo). That's 5 items out of one garment from age 8-13."

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Onna, South East Wales

STAY IN TOUCH!

Let's keep the conversation going!

Do you have something you'd like to share with the #SustFashWalesCommunity?

Are you organising an event here in Wales or online?

Are you part of sustainable fashion research here in Wales and would like a platform to write about it?

Do you have some helpful tips/advice for the "Your Views" section you'd like to share?

Maybe you'd like to be a featured maker one month?

Whatever it is, please get in touch via email with the title "Newsletter" and I'll get back to you as soon as possible!

hello@sustfashwales.org



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WANNA BUY ME A CUPPA?

As you know I run SustFashWales completely voluntarily and spending lots of my free time and often my own money to bring content, organising events and updating the directory.

I also went through a lot of tea while editing this newsletter over the last few weeks!

If you support my cause and feel you can, I'd really, REALLY appreciate it if you'd like to <u>BUY ME A COFFEE</u> Well, I'll have a tea with oat milk!

Thank so much,

Нx

BUZZ-WORD-SEARCH ANSWERS FROM PAGE 15

