

A guide to making the most of your clothes



Why we should value our clothes

The average UK household owns around £4,000 worth of clothing and on average, 30% of the clothes in our wardrobes haven't been worn in the last year.

We spend around £1,700 a year on clothes so we need to get the most value from them.

£140 million worth (350,000 tonnes) of used clothing ends up in landfill each year. That's over 30% of all the clothing we get rid of. Even worn out clothes can be recycled into new products such as industrial rags, speakers and insulation, so there is still value in the clothes we throw away.

Love Your Clothes is all about providing you with quick and easy ways to make the most of your clothes. For more tips and inspiration visit www.loveyourclothes.org

Smart shopping

A great way to save time and money is to check your wardrobe before shopping for new clothes and then make a list of what you need.

Choose quality clothes that are designed to last and clothes with easy care technologies, e.g. no iron or drip dry, to save you time and effort.

Save money and still have something new to wear by buying pre-owned clothes.



Work your wardrobe

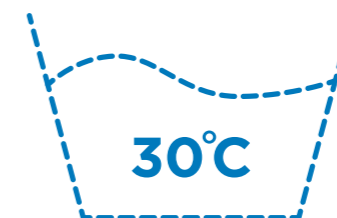
If it's a bit big, a bit small or a bit long, a few simple changes will make clothes feel like new. If sewing's not your cup of tea, you probably know someone who will happily replace that shirt button for you in exchange for a cuppa!

Refreshing your look can be as simple as using a little imagination and creativity. Restyling existing outfits and clothes with different accessories, mix and match items or trying new colour combinations can have great results.



Love your laundry

Where possible it's best to wash clothes at 30°C – it helps them last longer and saves energy too! Line-drying, even in winter, can save up to £160 a year on tumble dryer costs.



Sell, swap, share or donate

Most of us have over £1,000 worth of clothes in our wardrobe – if they're still in good condition then someone else is likely to want them. Sell, swap, share or donate them so someone else can benefit from them.

Three-quarters of us have thrown clothes in the bin in the last year because we thought they couldn't be used for any other purpose, but even worn out clothes can be recycled into new products. Check on www.loveyourclothes.org.uk for local textile recycling services.



Why get involved?

In the UK the estimated average life of a garment is 2 years and 3 months. By extending the life of that garment by just 9 months we could reduce its carbon, water and waste footprints by 20-30% each and get much more value out of our clothes.

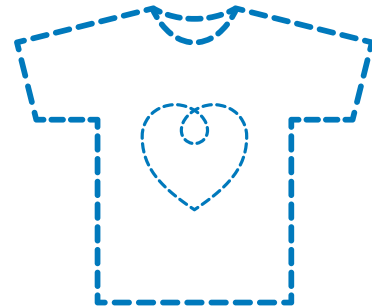


Reduce your clothes
carbon, water and
waste footprints
by 20-30% each!

Loving your clothes

We want to help you get as much value as possible from your clothes. Need some inspiration? We've got tips to help you buy, use and get rid of clothes and still look good, visit our website.

Don't forget, please share your tips as well!



www.loveyourclothes.org.uk