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## Sustainable Clothing Brands – What They Are and Why You Should Try Them

Sustainability is the word of the day. Everywhere you turn, discussions revolve around what you can do to help save the planet. As a result, more and more **sustainable clothing brands** are emerging to answer the demand for more **eco-friendly clothing** choices. And this is definitely a step in the right direction. After all, the fashion industry is one of the biggest polluters in the world.[1]

### What Is Sustainable Clothing?

**Sustainable wear** means that the manufacturer has taken great lengths to run a business that POSITIVELY impacts the community and the planet.[2] In the **eco-clothing** industry, this usually means the following.

- They apply ethical business practices when dealing with employees. This means ensuring that basic principles are adhered to, such as no forced overtime, no **child labor**, worker-safety policies are in place, proper salaries are given, and so on.
- They take into account the company's overall environmental footprint throughout the **sustainable wear** supply chain. This means taking into consideration water and energy consumption, proper use and disposal of chemicals, applying **wastewater treatment** measures and reducing carbon emissions.

**Sustainable clothing brand** manufacturers also usually get involved in planet-friendly causes outside their businesses. For instance, they may give a part of their profits to charitable institutions that fight climate change, donate a similar product to the needy for each item you purchase, run a plastic bottle recycling drive, and many others.

- **Sustainable clothing** makers also ensure that very limited or zero animal material, such as leather, down feathers, angora, and others is used in the manufacturer of their **eco-clothing** pieces.

Particular to the **sustainable fashion** industry as well is the conscious effort to use deadstock fabric[3], organic materials (e.g., organic cotton, organic hemp, organic bamboo, etc.), recycled plastic bottles, and '**ocean trash**' such as discarded fishing nets.

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## Why Wear Sustainable Clothing Brands?

### They Feel Good – On Your Body and the Environment



**Sustainable clothing** is free of harmful chemicals and toxins commonly used in the production of non-ethical apparel. As a result, wearing **green fashion** is a better option because your body does not absorb toxic compounds that might make you sick in the long run.

And as discussed above, since **ethical wear** is all about caring for people, animals, and the environment - you'll be making a big and positive impact on the planet by simply 'wearing green'.

### Look Good AND Save Money



Oh yes, gone are the days when **sustainable wear** meant just having the tie-dye look. You'd be surprised at how **sustainable apparel brands** have become ultra-fashionable in recent years.

And you get to save money when you support **ethical clothing brands** too! How?

**Sustainable wear** does not support the 'throw away culture'. As such, **eco-friendly clothing** manufacturers are focused on designing and producing high-quality, fashionable, and timeless pieces that you can benefit from for years to come.

### You Get to Develop Your Fashion Style



Run-way fashion is all about trends. Isn't it time you did you?

Be free of the dictates of magazine covers on how you should look and give **sustainable clothing brands** a try. It can be a fun way of discovering your personal fashion sense.

In the end, it boils down to a few questions...

- Do you think about how the manufacturing process of the clothes you wear impacts the environment?

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- Are you concerned about how your clothes are made, what materials are used, and how the people making them are treated?
  - Do you want to make a change that positively impacts the planet?

If you say yes to any of the above, then it's time to give **sustainable clothing brands** a try.

## References

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- 1 *Environmental impacts of the fashion industry*. SustainYourStyle. (n.d.). Retrieved September 12, 2021, from <https://www.sustainyourstyle.org/old-environmental-impacts>.
- 2 *What is sustainability in business? Hbs online*. Business Insights - Blog. (2018, October 10). Retrieved September 12, 2021, from <https://online.hbs.edu/blog/post/what-is-sustainability-in-business>.
- 3 Krososky, A. (2021, February 11). *What is deadstock fabric?* Green Matters. Retrieved September 12, 2021, from <https://www.greenmatters.com/p/what-is-deadstock-fabric>.