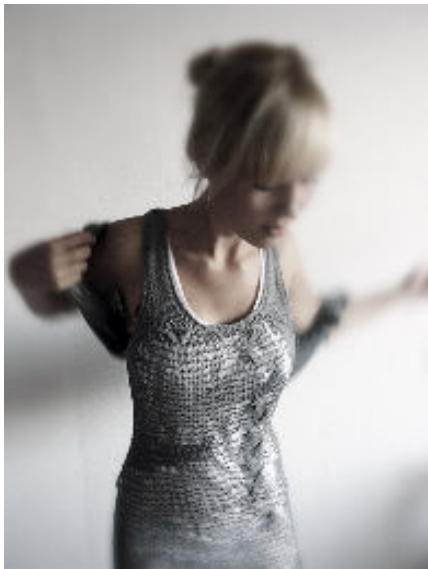


## No Quickies Here, Just Slow Fashion & Sustainable Consumption

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The ideas of the slow movement have finally melded with the global clothing industry, and a new vision for fashion has emerged.

Slow fashion is not time-based, but quality-based. It is a different approach in which designers, buyers, retailers and consumers become more aware of the impacts that the products they consume and use have on workers, communities and ecosystems.

In slow fashion, consumers decide against spending quickly, choosing instead to take their time with decisions and to purchase clothes designed and produced by small, local companies.

The concept of slow fashion borrows heavily from the slow food movement. Founded by Carlo Petrini in Italy in 1986, slow food links pleasure and food with awareness and responsibility. It defends biodiversity in food supply by opposing the standardisation of taste, defending the need for consumer information and protecting cultural identities tied to food.



Slow food has spawned a wealth of other slow movements, such as slow cities (community design focused on slow values and a commitment to improving its citizens' quality of life). As a result of slow food's influence, pleasure and fashion have become linked to awareness and responsibility on both sides of the clothing rack. Kelly Drennan of Fashion Takes Action notes that there has been a shift from quality to quantity on both sides: designers are creating more timeless, season-less pieces, while consumers are learning to treat

their wardrobe as an investment.



Innovative, visionary designers have emerged, like Julia Knüpfer, a designer from Berlin/Germany, who founded the label ICA Watermelon on the ideas of sustainable and eco-conscious fashion. Her cool, high-quality knitwear proves how effortless eco fashion can be. For Julia, slow fashion means carrying basic pieces, and carrying excesses from previous collections into the following season.



**At ICA Watermelon, the design process itself is also slower. “It takes me more than a week to finish the design for one piece until I am truly happy with it,” explains Julia. Her love for experimenting with designs and fabric, patterns and colours ensures that quality is always put before quantity.**

More and more young designers are seeking a greener and healthier world. A slower world.

### **Embracing Slow Fashion**

Try to ask yourself these questions before purchasing a new clothing item:  
How long am I going to wear this piece?  
What am I going to do with this piece when I don't like it anymore?  
How urgently do I need this item?  
Will I still like this piece in a couple of months, or years?

### **Living Slow Fashion**

Repair – Unless a piece is completely in rags, bring it to a trusted tailor and have an expert repair it.

Re-Tailor – If your dark denim jeans still fit perfectly but wide legs are no longer in style, cut them into shorts.

Re-Colour – Still love the cut but not the colour? Re-colour your favourite piece with an eco-fabric dye. This also works for stains that don't want to come off; black always works.

Re-Purpose – Make a doll from your old sweater or a pillow from a summer dress. There are no limits to creativity.

Go Vintage – If you finally decide that it's time to part, give unwanted items to a vintage store or invite your friends over for a swap party.