

**FASHION  
REVOLUTION**

# **#HAULTERNATIVE**

**A GUIDE FOR FASHION LOVERS**

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# So, what's the #haulternative?



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**You don't need to buy new clothes to enjoy a haul.**

Instead of the traditional fashion haul, where you go shopping and post a video of what you've bought, try a **#haulternative**; a way of refreshing your wardrobe without buying new clothes.

Join YouTube vloggers, including Noodlerella, Grav3yardgirl, CutiePieMarzia and Maddu, and share a better way to haul that's fun and fabulous, from upcycling to swaps to finding gems in charity shops. Check out their haulternative on **Youtube** and film your own.

## **Be part of the Fashion Revolution**

We have 8 different haulternatives to choose from. Pick the one that most inspires you and create a haulternative video for **Fashion Revolution Week** (24-30<sup>th</sup> April 2017).

We hope that making this video will inspire you and your audience with other ways of buying and experiencing clothes. **Your voice can help us to change the world, one outfit at a time.**

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# Making your #haulternative video

## 1. Pick a #haulternative

We have 9 to choose from:

- Love story
- Broken but beautiful
- Fashion fix
- 2hand
- Swap
- DIY
- Vintage
- Hire
- Slow

You can read more about each haulternative in this guide. Learn a little bit about the haulternative you've chosen through the links we've shared or through your own research.

## 2. Make your haulternative video

Personalise your message so that it is true to you.

See our **6 steps to making a haulternative video** on the next page.

## 3. Upload your haulternative video during Fashion Revolution Week 24–30<sup>th</sup> April 2017

Encourage your audience to join the haulternative movement!

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# Making your #haulternative video

## 6 easy steps

**1.**

Briefly introduce Fashion Revolution in the beginning of your video (see p7)

**2.**

Include some one or two facts about how fashion affects people and the planet (see p8)

**3.**

Explain what a **#haulternative** is and why you are doing one. (see p3)

**4.**

Show your **haulternative**. Have fun!

**5.**

Upload your video to YouTube during **Fashion Revolution Week**, 24–30<sup>th</sup> April 2017.

Make sure you include **'haulternative'** in the title. Include the Fashion Revolution website in the description box: [www.fashionrevolution.org](http://www.fashionrevolution.org)

**6.**

Let your audience know that they can join the movement and become part of the solution. Ask them to try their own **#haulternative**. Use all your social media channels, (e.g. instagram, facebook, twitter) to tell people about the **#haulternative** movement, and make the hashtag more powerful.

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# example script

## example 1

Hey everyone! It's Fashion Revolution Week! I'm taking part by doing a haulternative. What's a haulternative you say? It's a way of refreshing your wardrobe without buying new clothes. Challenge accepted.

Fashion Revolution is a movement that's turning fashion into a force for good. It asks us to be curious about the clothes we wear and question 'who made my clothes?'. It's a tough question to answer, and not many brands can, but we need to start questioning where our clothes come from and who made them.

Here's a crazy fact...it takes 2720 litres of water to produce 1 t-shirt. That's how much you and I will drink over 3 years! Making clothing takes a huge amount of resources. And sadly, so much of our clothing ends up in landfill. In fact, in the USA, about 11 million tonnes of it ends up in landfill. And about 95% of that could have been recycled or upcycled. We need to rethink how we buy, wear and dispose of fashion.

That's why I'm doing a haulternative. To prove that you don't need to buy new clothes to enjoy a haul!

<show haulternative>

I hope you enjoyed my haulternative! You could try one yourself. Download the guide at [www.fashionrevolution.org/haulternative](http://www.fashionrevolution.org/haulternative) and remember to tag it with **#haulternative**. Thanks for watching!



# **It's time for a Fashion Revolution**

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**On 24 April 2013, the Rana Plaza building in Bangladesh collapsed.**

**1,138 people died and another 2,500 were injured, making it the fourth largest industrial disaster in history.**

That's when Fashion Revolution was born.

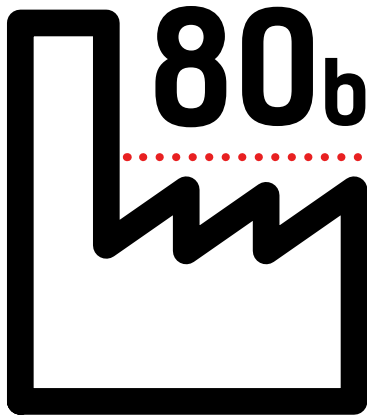
There were five garment factories in Rana Plaza all manufacturing clothing for the western market. The victims were mostly young women.

We believe that 1,138 is too many people to lose from the planet in one building, on one terrible day to not stand up and demand change.

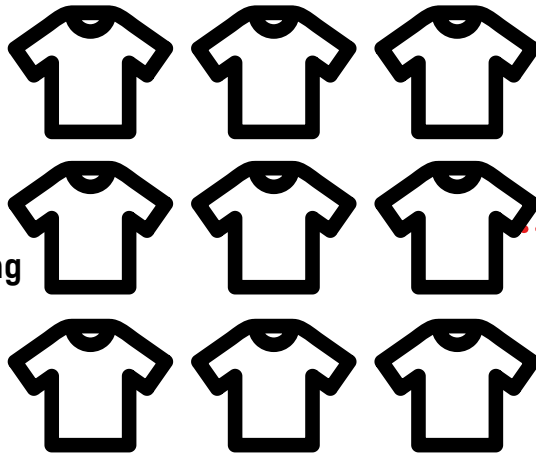
Since then, people from all over the world have come together to use the power of fashion to change the world.

**Fashion Revolution is now a global movement of people like you.**

**80 billion**

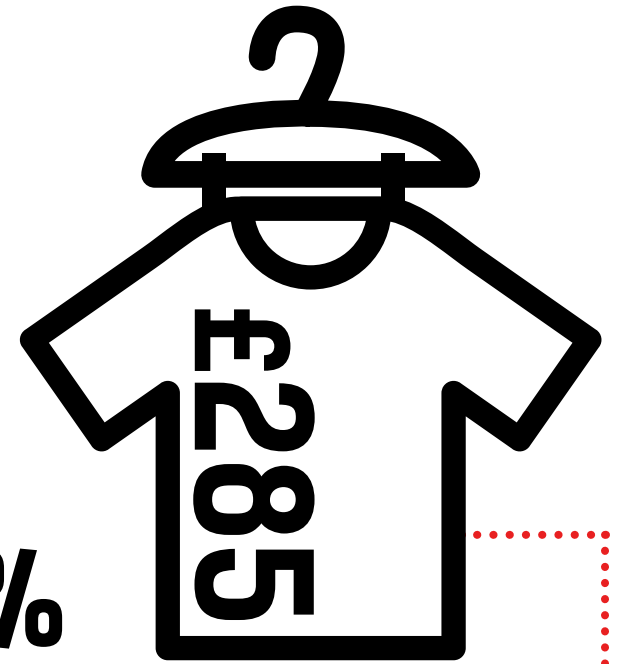


It is estimated that **80 billion items of clothing** are delivered out of factories annually worldwide



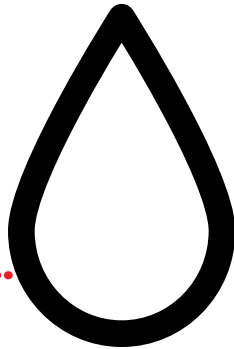
**£30 billion**

Clothes discarded in one year in the UK would fill **Wembley Stadium**

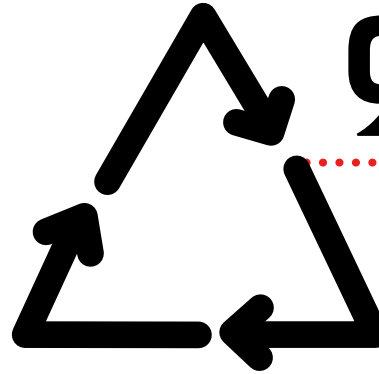


The average British woman hoards **£285 of clothes** they will never wear, the equivalent of **22 outfits** each that are left hanging in valuable wardrobe space, or, **£30 billion** of unworn clothes

it takes **2720 litres** of water to make a T shirt: that's how much we normally drink over a 3 year period.

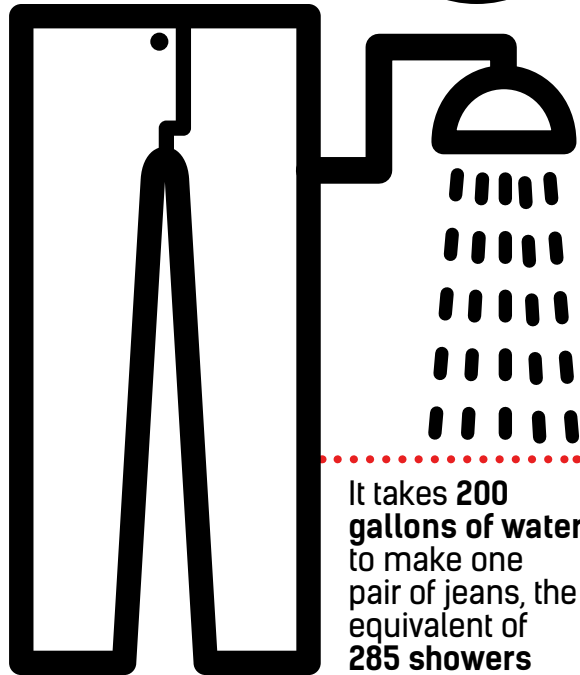


The average American throws away about **£72** of clothing, shoes and other household textiles each year

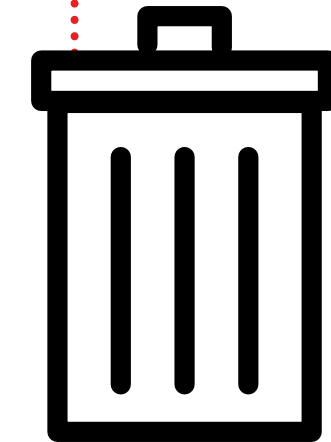


**95%**

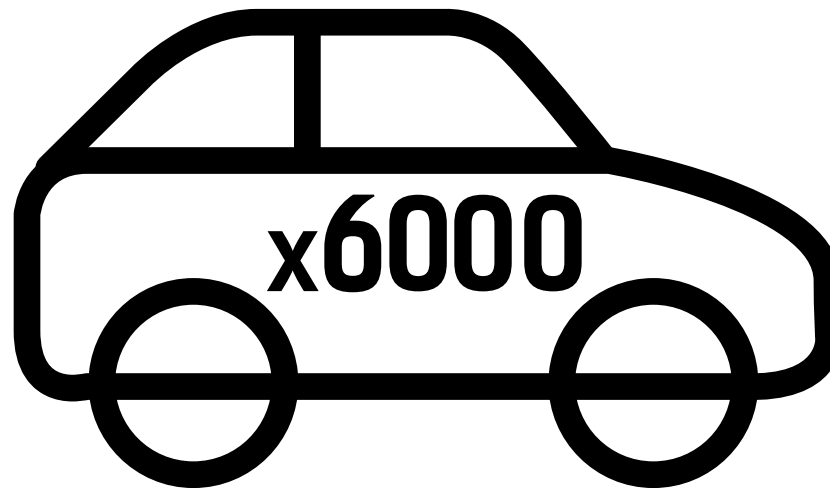
of discarded clothing can be recycled or upcycled



It takes **200 gallons of water** to make one pair of jeans, the equivalent of **285 showers**



**x285**



**1.5 tonnes**

Clothing consumption produces **1.5 tonnes of CO<sub>2</sub>**, x household x year, the equivalent of driving **6000 cars**



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# #haulalternative love story

## WHAT IS IT?

No one can replace the beautiful jacket that your grandmother wore and gave to you. Or that perfect little dress you found while travelling somewhere special. Rather than buying new, fall back in love with the things you already own.

Share a story, or write a love letter about an item of clothing that means a lot to you. Check out [Collectively's Love Letters](#) to their favourite clothes for inspiration.

## WHERE DO I FIND IT?

In your wardrobe.

Download our '[Love Story](#)' pdf for more information and ideas for making your own Love Story.

## WHO'S DOING IT?

Kim Kardashian, Kate Middleton and Michelle Obama wear their favourite outfits time and time again. Join Livia Firth in committing to wearing clothes for at least [#30wears](#) and love them for longer, taking a stand against disposable fashion.

DJ and stylist Fabienne has made a [#haulalternative Love Story](#) about her YSL suit.

Check out Mariah Idrissi's [Love Story](#) about her Mickey Mouse shirt.



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# #haulternative broken & beautiful

## WHAT IS IT?

Just like you never stopped loving your teddy when he lost an eye or arm, there are certain items of clothing which we continue to love, maybe even more, when they are no longer perfect; a pair of jeans that are almost worn through but are so soft and fit so perfectly still, a favourite jumper that's fraying at the sleeves.

Share the story about an item of clothing that you've worn in to the point that others may see it as damaged or broken, but that you love and will cherish forever.

## WHERE DO I FIND IT?

In your wardrobe.



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# #haulternative fashion fix

## WHAT IS IT?

When we wear clothes we adore again and again, they can start to show signs of wear and tear. A rip, a missing button or a stain should never stand in the way of you and a good outfit. Don't throw them out, give them a fashion fix. Make your clothes last longer by repairing them when they need it. Get creative; make your broken seams, holes and tears into a fashion statement.

## WHERE DO I FIND IT?

There are loads of workshops and online tutorials that can teach you amazing ways to mend and revitalise your clothes. Check out the Japanese art of **Sashiko Mending** or find a quirky **patch** to cover a hole.



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# #haulternative 2hand

## WHAT IS IT?

Recreate your favourite looks for a fraction of the price by buying from your local charity shops.

## WHO'S DOING IT?

'My Green Closet', Samantha Lindsey and Kirsten Leo show us what they've found on her 2hand #haulternative.

## WHERE DO I FIND IT?

Everywhere

[www.oxfam.org.uk/get-involved](http://www.oxfam.org.uk/get-involved)

[www.traid.org.uk](http://www.traid.org.uk)

[www.thefaraworkshop.org](http://www.thefaraworkshop.org)



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# #haulternative swap

## WHAT IS IT?

Swapping, swishing, sharing. The simplest way to extending the life of your clothes is by giving them a new owner.

## WHO'S DOING IT?

CutiePieMarzia swaps clothes with Grav3yard Girl

## WHERE DO I FIND IT?

Do a clothes swap with a friend or fellow vlogger. Go to a swishing party, or even host your own.

[www.swishing.com](http://www.swishing.com)

[www.mrsbears.co.uk](http://www.mrsbears.co.uk)

[www.swapinthecityuk.co.uk](http://www.swapinthecityuk.co.uk)



MARZIA CUTIEPIE



GRAV3YARD GIRL

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# #haulternative DIY

## WHAT IS IT?

If you've fallen out of love with a piece of clothing, don't throw it out, change it up. You can tailor clothes to a different shape, add new embellishments, or dye it a different colour. You could turn it into something completely new, like a scarf or an accessory.

## WHO'S DOING IT?

Brazilian vlogger **Maddu** has transformed her clothes with a DIY #haulternative. Watch **Shameless Maya** turn her denim skirt into a summer crop top.

## WHERE DO I FIND IT?

Visit your local haberdashery for a sewing kit or order it online. There are loads of great sewing blogs and tutorials online, which can teach you amazing ways to customise, mend, transform and revitalise your clothes.

[www.abeautifulmess.com](http://www.abeautifulmess.com)

[www.apairandasparediy.com](http://www.apairandasparediy.com)

[www.tillyandthebuttons.com/p/](http://www.tillyandthebuttons.com/p/)

[www.learn-to-sew.html](http://www.learn-to-sew.html)



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# #haulternative vintage

## WHAT IS IT?

Hunt for your own unique piece to own a piece of history and channel that Audrey Hepburn, Lauren Bacall or Marilyn Monroe look. Vintage gives you personal style and means you'll be reusing, repurposing and extending the life of beautiful clothes.

## WHO'S DOING IT?

Check out [Noodlerella](#) and [Sienna Somers](#)' vintage hauls.

## WHERE DO I FIND IT?

Most towns have a vintage shop or a good second hand charity shop, otherwise look online.

[www.williamsvintage.com](http://www.williamsvintage.com)

[www.lovemissdaisy.com](http://www.lovemissdaisy.com)

[www.etsy.com/uk](http://www.etsy.com/uk)

[www.vestiarecollective.com](http://www.vestiarecollective.com)



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# #haulternative hire

## WHAT IS IT?

Hire catwalk looks for high street prices, it makes perfect sense. Super cheap designer clothes to loan and wear for any occasion. All you have to do is give them back.

## WHERE DO I FIND IT?

Online

[www.rentez-vous.com](http://www.rentez-vous.com)

[www.girlmeetsdress.com](http://www.girlmeetsdress.com)

[www.chic-by-choice.com](http://www.chic-by-choice.com)



KATIE JONES KNITWEAR @ RENTEZ-VOUS

Photo: Firstview/VOGUE.COM



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# #haulternative slow

## WHAT IS IT?

Fast fashion and mass produced luxury have distracted us from the beauty and true value of the handmade, from intricate embroidery to a simple, delicate hand weave. women's hands have been making beautiful textiles for millennia, and today's innovation allows us to bring the past into the future.

## WHO'S DOING IT?

Some of the hottest young designers are embracing "slow" – globally! Manmade and artisanal are fast becoming the new luxury: discover which technique you are most drawn to (embroidery, boro, crochet, lacemaking, weaving...) and follow the thread to your favourite piece.

## WHERE DO I FIND IT?

This might involve some detective work: you could start by looking up which artisanal techniques are native to where you are and discover if they are still being practiced. You can then look at other communities around the world. Bon voyage!



BETHANY WILLIAMS



OAXACAN EMBROIDERY



DROGHERIA CRIVELLINI



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## DISCOVER MORE

**Vice** | Toxic Tanneries Poisoning Workers in Bangladesh  
[news.vice.com/video/toxic-tanneries-poisoning-workers-in-bangladesh](http://news.vice.com/video/toxic-tanneries-poisoning-workers-in-bangladesh)

**A+** | 3 Young People Get To See The Cambodian Factories Where Their Clothes Are Made  
[aplus.com/a/norwegian-fashion-bloggers-sweatshop-cambodia](http://aplus.com/a/norwegian-fashion-bloggers-sweatshop-cambodia)

**Greenpeace** Detox campaign  
[www.greenpeace.org/international/en/campaigns/detox/](http://www.greenpeace.org/international/en/campaigns/detox/)

**Triple Pundit** | The Rise of Sustainable Fibers in the Fashion Industry  
[www.triplepundit.com/2015/02/rise-sustainable-fibers-fashion-industry/](http://www.triplepundit.com/2015/02/rise-sustainable-fibers-fashion-industry/)

**Treehugger** | H&M has been hoodwinked by its own sustainability mandate  
[www.treehugger.com/sustainable-fashion/hm-has-been-hoodwinked-its-own-sustainability-mandate.html](http://www.treehugger.com/sustainable-fashion/hm-has-been-hoodwinked-its-own-sustainability-mandate.html)

**Potent Whisper** "Changing Room"  
[www.youtube.com/watch?v=SVUtYcvG74Y](http://www.youtube.com/watch?v=SVUtYcvG74Y)

**Remake** | Landfill or luxury?  
[remake.world/buy-better/landfill-or-luxury/](http://remake.world/buy-better/landfill-or-luxury/)

**Guardian** | Shirt On Your Back  
[www.theguardian.com/world/ng-interactive/2014/apr/bangladesh-shirt-on-your-back](http://www.theguardian.com/world/ng-interactive/2014/apr/bangladesh-shirt-on-your-back)

**TEDx London Business School 2013** | Orsola de Castro: "Redressing the Fashion Industry"  
[www.youtube.com/watch?v=1mbqwOK9kNM](http://www.youtube.com/watch?v=1mbqwOK9kNM)

**Forbes** | Stella McCartney On Innovating The Fashion Industry From Within  
[www.forbes.com/sites/rachelarthur/2016/11/20/stella-mccartney-innovation-sustainability/#211a1ec462aa](http://www.forbes.com/sites/rachelarthur/2016/11/20/stella-mccartney-innovation-sustainability/#211a1ec462aa)

**Washington Post** | The dirty secret about your clothes  
[www.washingtonpost.com/business/the-dirty-secret-about-your-clothes/2016/12/30/715ed0e6-bb20-11e6-94ac-3d324840106c\\_story.html?utm\\_term=.58aad02899f0](http://www.washingtonpost.com/business/the-dirty-secret-about-your-clothes/2016/12/30/715ed0e6-bb20-11e6-94ac-3d324840106c_story.html?utm_term=.58aad02899f0)

**Newsweek** | Fast fashion is creating an environmental crisis  
[europe.newsweek.com/old-clothes-fashion-waste-crisis-494824](http://europe.newsweek.com/old-clothes-fashion-waste-crisis-494824)

**Ecouterre** | Ethical Fashion: A Beginner's Guide  
[www.ecouterre.com/ethical-fashion-a-beginners-guide/](http://www.ecouterre.com/ethical-fashion-a-beginners-guide/)

**Guardian** | Should we say not ot fast fashion?  
[www.theguardian.com/environment/2014/apr/20/should-we-say-no-to-fast-fashion](http://www.theguardian.com/environment/2014/apr/20/should-we-say-no-to-fast-fashion)

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## BUYING ETHICALLY

**Make it Last**  
[makeitlast.se/2015/02/27/ask-the-expert-can-i-follow-trends-and-be-sustainable](http://makeitlast.se/2015/02/27/ask-the-expert-can-i-follow-trends-and-be-sustainable)

**Confessions of a Refashionista**  
[awesomesauceashattery.com](http://awesomesauceashattery.com)

**Ethical Consumer**  
[www.ethicalconsumer.org/shoppingethically.aspx](http://www.ethicalconsumer.org/shoppingethically.aspx)

**Ethical Fashion Forum**  
[www.ethicalfashionforum.com/source-directory/directory/1](http://www.ethicalfashionforum.com/source-directory/directory/1)

**Moral Fibres**  
[moralfibres.co.uk/how-to-buy-ethical-fashion-on-a-budget/](http://moralfibres.co.uk/how-to-buy-ethical-fashion-on-a-budget/)

**Eco Chic Magazine**  
[www.ecochicmagazine.co.uk/ecochiccollection/eco-chic-latest-news/top-five-considerations-when-shopping-for-ethical-fashion/](http://www.ecochicmagazine.co.uk/ecochiccollection/eco-chic-latest-news/top-five-considerations-when-shopping-for-ethical-fashion/)

**Ecouterre**  
[www.ecouterre.com](http://www.ecouterre.com)

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## READING LIST

**Frances Corner** | Why Fashion Matters  
[www.francescorner.com/why-fashion-matters](http://www.francescorner.com/why-fashion-matters)

**Clare Press** | Wardrobe Crisis  
[www.clarepress.com](http://www.clarepress.com)

**Ellen Kohrer + Magdalena Shaffrin** | Fashion Made Fair  
[www.prestelpublishing.randomhouse.de/book/Fashion-Made-Fair/Ellen-Koehler/Prestel-com/e486826.rhd](http://www.prestelpublishing.randomhouse.de/book/Fashion-Made-Fair/Ellen-Koehler/Prestel-com/e486826.rhd)

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# Do more

**Be curious.** Join the Fashion Revolution by showing your clothing label and asking the brand **#whomademyclothes?** Encourage your audience to learn more about where their clothes come from and who made them too.

**Be a Fashion Revolutionary.** Download our **'How to be a Fashion Revolutionary'** booklet. It's full of inspiration and ideas about how you can use your voice and your power to transform the fashion industry as we know it.

**Spread the word.** Download our **Fashion Facts and Quotes**. Perfect for sharing on social media.

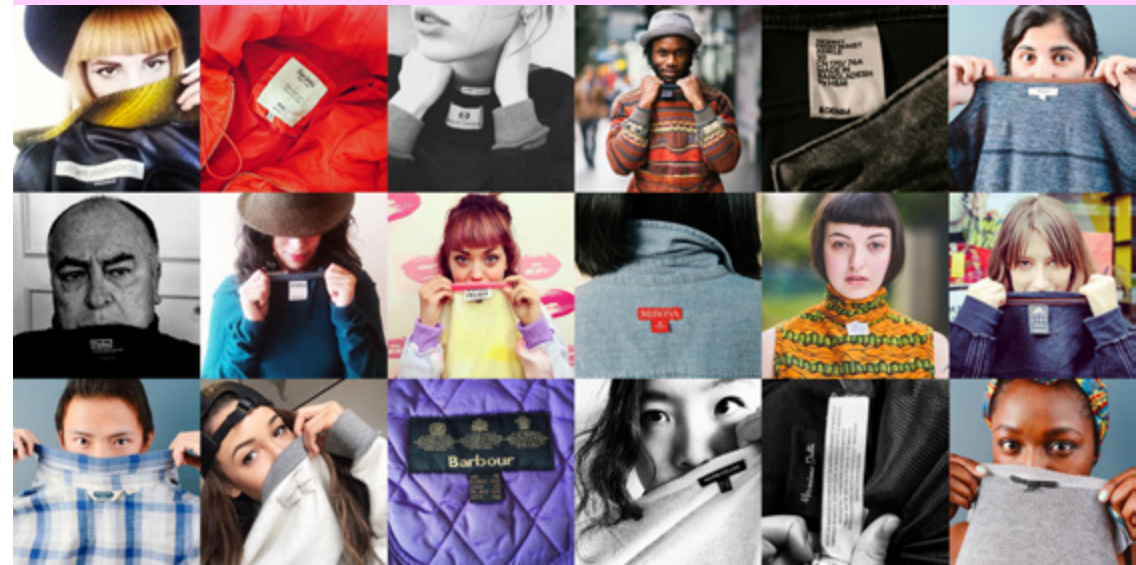
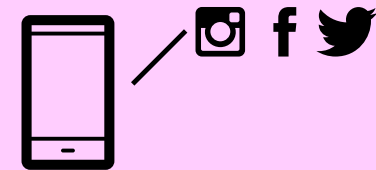
**Read our White Paper 'It's time for a Fashion Revolution'.** It sets out the need for more transparency across the fashion industry, from seed to waste, and explains how we must all work together towards a safer, cleaner, more fair and beautiful future for fashion



## SHOW YOUR LABEL



## ASK THE BRAND #WHOMADEMYCLOTHES?



**BUY LESS,  
CHOOSE WELL,  
MAKE IT LAST.**

**– VIVIENNE WESTWOOD –**

**CARE FOR YOUR  
CLOTHES, LIKE  
THE GOOD FRIENDS  
THEY ARE.**

**– JOAN CRAWFORD –**

**THERE'S NOTHING  
INTERESTING ABOUT  
LOOKING PERFECT – YOU  
LOSE THE POINT. YOU WANT  
WHAT YOU'RE WEARING TO  
SAY SOMETHING ABOUT YOU,  
ABOUT WHO YOU ARE.**

**– EMMA WATSON –**

**FAST FASHION**

**ISN'T FREE.**

**SOMEONE**

**SOMEWHERE**

**IS PAYING**

**- LUCY SIEGLE -**



**CLOTHES AREN'T  
GOING TO  
CHANGE THE WORLD.  
THE WOMEN  
WHO WEAR THEM WILL.**

**– ANNE KLEIN –**

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# Contact us

**Please do keep in touch,  
we'd love to hear and  
see what you do for  
Fashion Revolution:**

 @Fash\_Rev

 fash\_rev

 fashionrevolution.org

 fashrevglobal

[www.fashionrevolution.org](http://www.fashionrevolution.org)

**Halternatives** conceived by  
Lilly Ladjevardi and Orsola de Castro

**Designed by**  
Heather Knight and Erika Söderholm

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# THANK YOU