

How (+ why) to shop more
sustainably and ethically
in the fast fashion world

Q

What do you do with your old clothes?



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30% of our unwanted clothing
currently goes to landfill

That's 350,000 tonnes
or £140 million worth of wearable clothing (WRAP 2017)



Elena Petitti, Vogue Italia + YOOX 2018, 'Allegory of Water'

Why?



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Paris Fashion
SHOES
FIFTH AVENUE STYLES



FAITH DOMERGUE
star of
"VENDETTA"



HOLLYWOOD
ADMIRED!

Sparkling new Paris Fashion originals to
delight your eye, your feet! In glamorous
Spring colors, gleaming patent or soft polished
leathers... exquisitely designed, beautifully
crafted. And they look so much
more expensive than their so-little price...

4.95 and 5.95



WOHL SHOE COMPANY • SAINT LOUIS, MISSOURI

the
"Best for Less" yet
Rockmans

never before in our history... never before in
the retail industry... have such high style
Summer Fashions been
offered at such LOW PRICES



39¹¹

LINEN ASSW., to W. 39¹¹

1000 RELEASED
1000 RELEASED

MONEY REFUNDED IF
BOUGHT BETTER
AND CHEAPER
ELSEWHERE

49¹¹

POPLIN ASSW., to W. 39¹¹

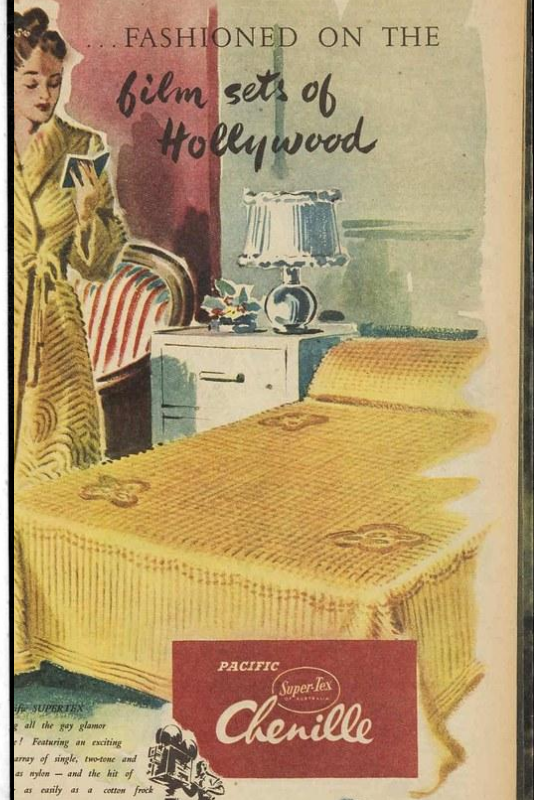
ROCKMANS

WASHABLE & UNBEATABLE

<p>36in. WAFFLE PIQUE Excellent value. Reduced from 6¹¹/₁₁ yard NOW 4¹¹</p>	<p>42in. DELUSTRED CREPE DE CHENE and SATIN Usually 9¹¹/₁₁, 8¹¹/₁₁ yard TO CLEAR 5¹¹</p>	<p>54in. DRESS NET Available in Rose, Forget-me-not, Gold, Pink, Black and White. Usually 7¹¹/₁₁ yd NOW 5¹¹</p>	<p>35/36in. SWISS Embroidered LAWN Pattern shades of Mauve, Lemon, Pale Blue. Also Black and White Was 19¹¹/₁₁ yard NOW 15¹¹</p>
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ROCKMANS: BOTH SHOPS: 254 and 150 QUEEN STREET.

FASHIONED ON THE
*film sets of
Hollywood*



PACIFIC
Super-Tex
Chenille

all the gay glamor
Featuring an exciting
array of single, two-tone and
as nylon - and the bit of
as easily as a cotton flock
as tub and need no ironing!



in chenille look for the Supertex label

LTD. HOLLYWOOD, SYDNEY, GOULBURN, NEWCASTLE AND Y.A.

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Consumerism
Mass Production
'Keeping Up With The Joneses'
Subliminal Messaging
Capitalism



SEARCH



PRETTYLITTLETHING

Need Help?



PINK FRIDAY

NEW IN

SALE

CLOTHING

STAY HOME

SHOP BY FIGURE

DRESSES

TOPS

SHOES

ACCESSORIES

BEAUTY

THE EDIT

PINK FRIDAY! - UP TO 99% OFF ABSOLUTELY EVERYTHING* - HURRY! WHILE STOCKS LAST

£8.00 (20% OFF)

£4.00 (20% OFF)

£5.00

£9.00 (25% OFF)



Basic Black Jersey Strappy Cross Front Crop Top

£6.00

£4.00 (33% OFF)



Black Basic Jersey Skater Skirt

£8.00

£7.00



Basic Black Jersey V Plunge Sleeveless Shift Dress

£8.00

£0.08 (99% OFF)



Black Basic Jersey 2 Pack Cycle Shorts

£9.00

£8.00



MINIMALISM



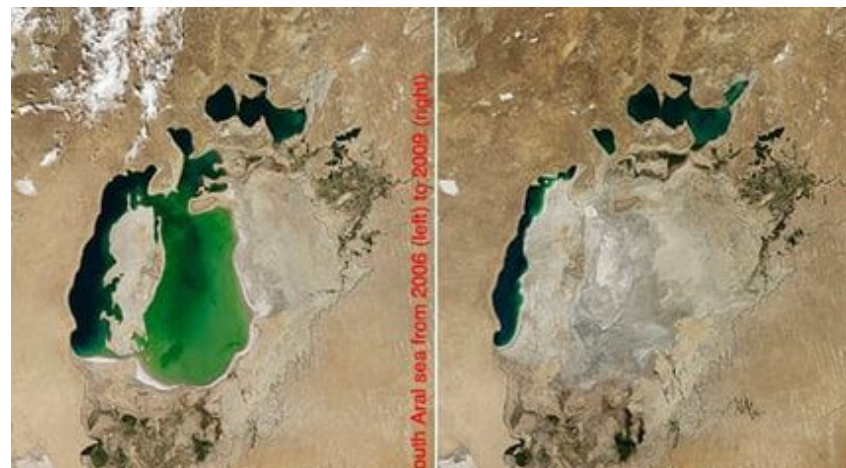
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The True Cost



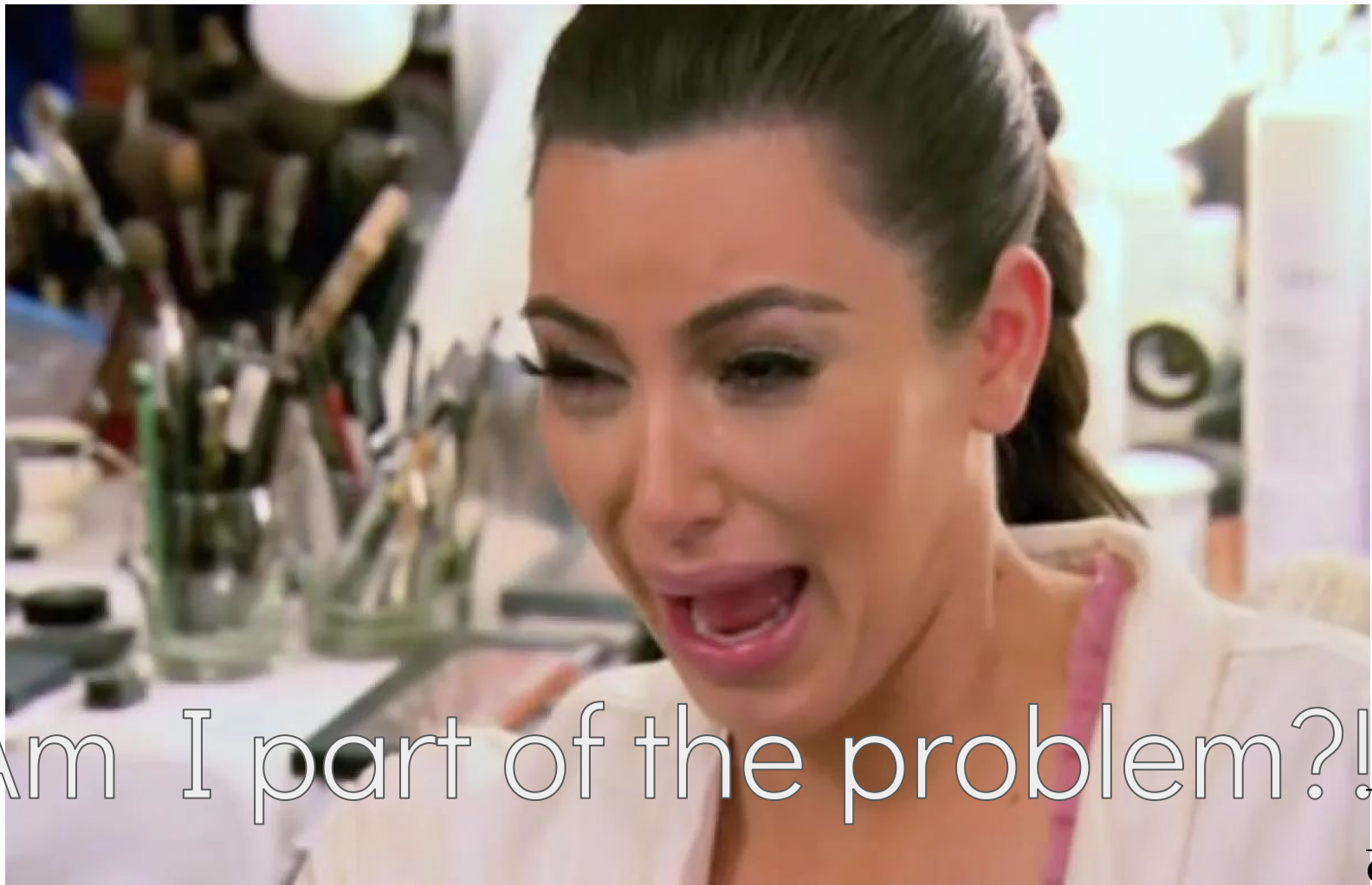
Fashion's Dirty Secrets



The Clothing Crisis

- Returned goods and terminal (end-of-line) retail stock costs clothing retailers in excess of £60bn per year
- Most is stored in costly warehouses before being destroyed by landfill, incineration or shredding
- Retailers are actively looking for ways to shift stock through warehouses without devaluing their brand





Am I part of the problem?!

Cue existential crisis...



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Have you got items in your wardrobe
that still have the tags on?

Content Warning:
Domestic abuse, crisis.



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Our USP

ALICAS created tailored capsule clothing parcels for women in clothing crisis, using repurposed retail stock.

Referrals From Public Bodies + Charities

Anonymous referrals are sent by partner organisations detailing the women's size, style, religious and cultural needs



ALICAS Processes The Referral

Using ALICAS' stock, referrals are processed to produce capsule clothing parcels of 30 essential items



Parcels Are Distributed Via Partner Organisations

Parcels are distributed to referral organisations to ensure women's confidentiality and anonymity

METRO

NEWS... BUT NOT AS YOU KNOW IT

f t p
135.6M
SHARES

NEWS SPORT ENTERTAINMENT SOAPS LIFESTYLE PLATFORM VIDEO MORE » TRENDING Q

New wonders
can come out
of the blue



Woman gives free clothing parcels to domestic abuse survivors fleeing violent relationships

Flavia Chalmers Sunday 19 Oct 2018 8:37 am

f t p 801



A woman who fled an abusive relationship is now helping other women by giving them clothing parcels.

Entrepreneur Rachael Bews is tackling the clothing crisis by helping women escaping abusive and violent relationships to maintain their 'dignity, identity and confidence'.



INDEPENDENT

NEWS POLITICS VOICES FINAL SAY SPORT CULTURE VIDEO INDY LIFE INDYBEST LONG READS INDY100

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Q



Writing for ap.com/uk.com...



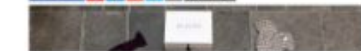
We're researching algae biofuels to help reduce CO2 emissions. Learn more about algae >>

ExxonMobil

NOTÍCIAS | 25.10.2018 - 17H17 - 414411330 A3 25.10.2018 17H17 - P01 REDACÇÃO MARIE CLAIRE

Vítima de violência doméstica lança serviço com itens para ajudar mulheres a escaparem

f t p 801



How a capsule wardrobe helps women fleeing abuse

21 October 2018



Top Stories
Focus on basics, police chief urges
Organized crime threat 'higher than terror'
Google staff walk out over women's treatment

Features

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As Featured In

marie claire

STYLUS

**GLOBAL
CITIZEN**



MailOnline



Forbes



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2,000
clothing
items
donated

80
wardrobes
distributed

60
sales and
donations

November 18, 2019

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✨ALICAS UPDATE ✨

As many of you know ALICAS' funding stopped in June of this year. We were so fortunate to have had 12 whole months fully funded and tried everything we could to fill the gap.

Generous donations came via our Go Fund Me and allowed us to continue sending parcels (reaching 73 in total). Unfortunately that money was quickly allocated and left us with no remaining funds to cover the costs of postage and packaging for subsequent referrals.

We have been thrilled to be able to support pop up shops for female Syrian refugees with our donations - bringing the total number of women supported by the project to 80. None of this would have been possible without your incredible support.

So what now? .

As many founders know the start-up journey is never straightforward, requiring you to be resilient and resourceful. This resourcefulness has seen ALICAS extend its reach to nu coton - working with brands that want to market themselves ethically and advocating for responsible, mission-led business everywhere, as well as supporting young women in activism through a series of workshops 🌍

While we build the financially sustainable part of our business we are sadly unable to take your generous donations or fulfil referrals. Our remaining stock is being put to good use through our pop-up shops and every single garment will get to a woman who needs it. . If you do have tags-on clothing, please offer them to your local Women's Aid.

Our aim for the future is to build financial sustainability so that we can continue our social mission, and until then we hope you will stay with us on this magical journey ✨

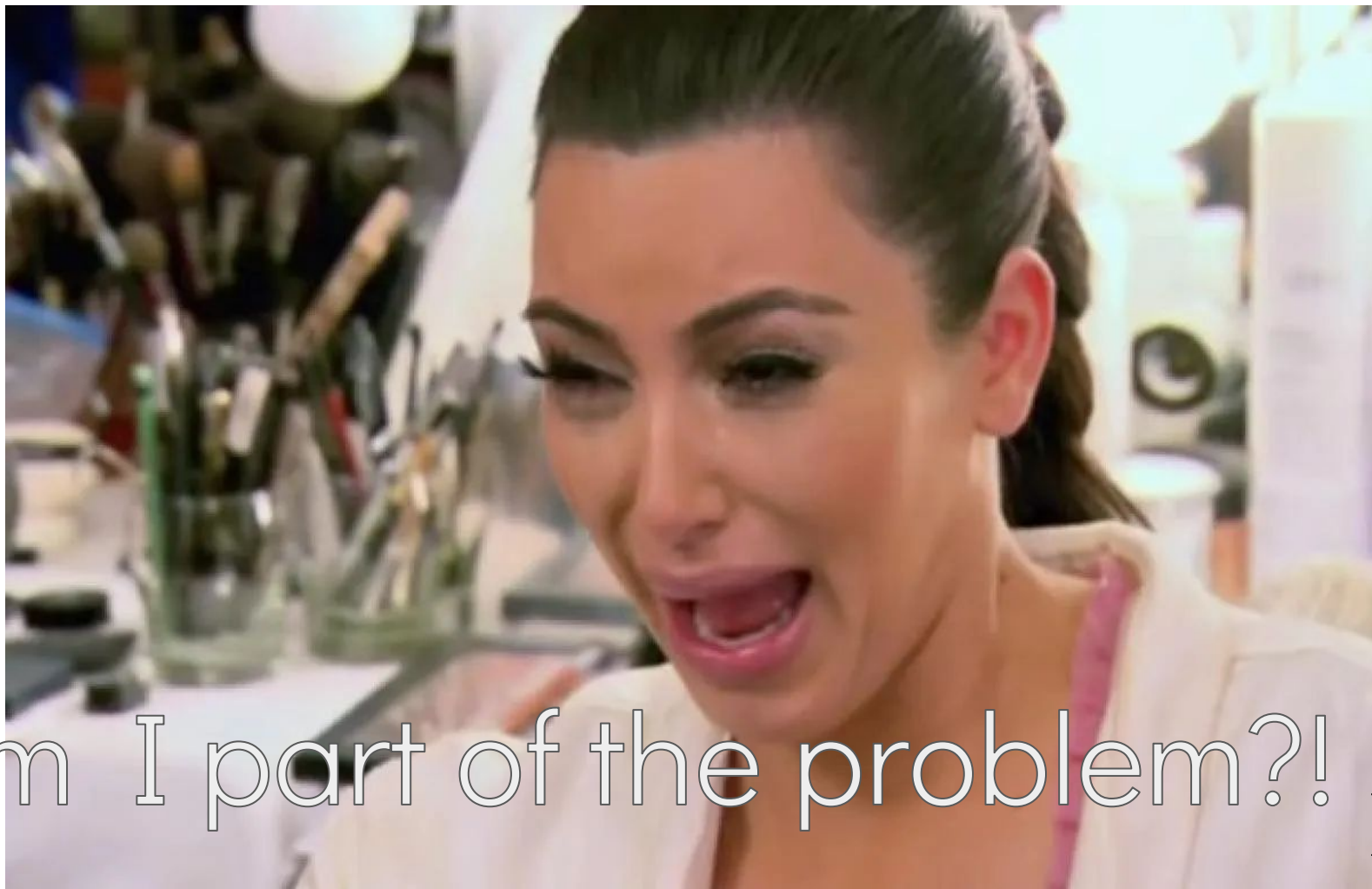
The stars align in ways we don't know and can't foresee, and for ALICAS this is just another chapter in its journey.

Don't forget if you want to set up an ALICAS project of your own you can get our free open source toolkit by emailing rachael@nucoton.co.uk

Thank you for being with us and supporting us on this journey. We love you 💕 .

Rachael x

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Am I part of the problem?!

A close-up, rear view of Spider-Man in his iconic red and blue suit, standing in a crowded outdoor setting. The background is blurred, showing other people and buildings. The text "With great power, comes great responsibility" is overlaid in white on the lower half of the image.

With great power,
comes great responsibility



What's next...?

Finally

Top tips

Being a responsible consumer:

1. Borrow
2. Swap
3. Mend
4. Upcycle
5. Rent
6. Buy second hand

Buying new:

- Who made my clothes?
- What's in them?
- Where did they come from?
- Beware: green washing
- Avoid returns

Looking after clothes:

1. Wash less (spot clean / air / brush)
2. Wash colder

Disposing of clothes:

1. Swap
2. Donate
3. Recycle

Thank you! Any questions?

rachael@nucoton.co.uk