

## TIP 2: THINK COST PER WEAR, NOT PRICE

Before buying something, ask yourself: "Will I wear this at least 20–30 times?" A €10 top worn twice is worse value than a €40 one you wear all year.

## TIP 1: STOP WASHING CLOTHES AFTER EVERY WEAR

A lot of clothes don't need to be washed every time. Overwashing shortens the life of fabrics and releases microplastics from synthetics. Instead: air it, spot clean it, wear it again.

## TIP 3: FIX SMALL PROBLEMS BEFORE THEY BECOME BIG ONES

Loose button? Small tear? Broken zip? Basic repairs or using local sewing services can double the life of what you already own.

## TIP 4: KNOW WHAT YOU'RE WEARING

Synthetic fabrics like polyester are basically plastic and shed microfibres when washed and take longer to degrade.

# TIPSHEET

## FASHION

### Did You Know?

It can take around 2,700 litres of water to make one cotton t-shirt which is roughly what one person drinks over 2–3 years.

## TIP 5: CHANGE HOW YOU DEAL WITH "OCCASION OUTFITS"

Instead of buying something new for a wedding, night out, or event borrow from a friend or try rental options.

## Additional Resources

- **Fashion Revolution** – Learn more about where clothes come from and who makes them: [www.fashionrevolution.org](http://www.fashionrevolution.org)
- **EPA Ireland** – Info on textile waste and sustainability in Ireland: [www.epa.ie/our-services/monitoring--assessment/circular-economy/textiles-national-attitudes--behaviours-surveys/](http://www.epa.ie/our-services/monitoring--assessment/circular-economy/textiles-national-attitudes--behaviours-surveys/)
- **Charity shop locator (Ireland)**: [www.charityretail.ie](http://www.charityretail.ie)
- **Vinted / Depop** – Buy and sell second-hand clothing: [www.vinted.ie/](http://www.vinted.ie/) and [www.depop.com/ie/](http://www.depop.com/ie/)
- **Fashion rental options in Ireland**: Happy Days Rental, Designer Room, The 105 Fashion Rental, Drobey, High-End Hire, and Rag Revolution.

