







## A REVOLUTION IN THE MAKING

From the start it has been our purpose to design beautiful, timeless clothing and apparel patterns, to be made by hand, to last for years. We have curated a range of beautiful cloth to make up our sewing patterns and sourced quality tools that will last a lifetime, that can be repaired and even handed down to future generations of sewers. Sharing our knowledge along the way, we have published a series of helpful illustrated books to inspire and instruct makers at all levels of experience, we have created online tutorials and set up our own sewing school.

It started as a value proposition – to really value and celebrate the skills of dressmaking. To challenge high street fashion and change the perception of homemade clothes, that we consider to be much more valuable than the disposable alternatives. We have developed a new range of soft furnishing patterns, so these too can be made by hand, from beautiful fabrics.

Although we are a small independent company, a team of 30 people based in Rye, on the South East coast of England we have a global community of retail and wholesale customers from 43 countries around the world. As the business grows, we have discovered that by working with a few, select mills and suppliers we have some influence and can be instigators of change in our sector.

We are also learning about the ways making with your hands can improve mental health and well-being. Understanding that we are part of a much wider movement that celebrates the skills and craftsmanship it takes to make by hand and the urgent need to change the way we all think about clothing and its impact on the environment.

In this, our first sustainability report we set out our stall: Making clothes to drive a clothing revolution.

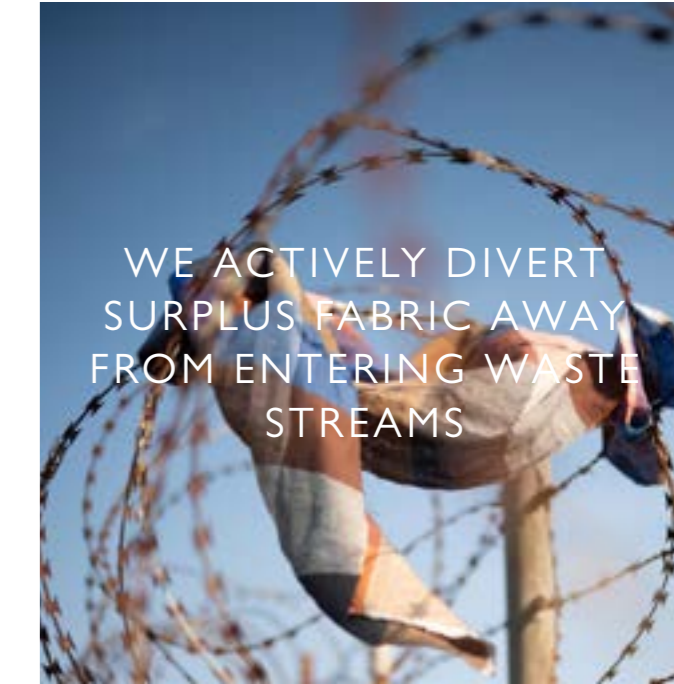
# CLOTHES NOT FASHION



OUR HEADLINES



98.5% OF THE CLOTH WE SELL IS MADE FROM NATURAL FIBRES



WE ACTIVELY DIVERT SURPLUS FABRIC AWAY FROM ENTERING WASTE STREAMS



43 DIFFERENT COUNTRIES WORLDWIDE MAKING THEIR OWN CLOTHES



WE INFLUENCE TEXTILE PRODUCTION METHODS TO BECOME MORE SUSTAINABLE



ZERO WASTE CLOTH WITHIN OUR OPERATIONS



## GOVERNANCE



## MERCHANT & MILLS

Merchant & Mills is owned by our company directors who, along with senior managers take responsibility for the organisation's sustainability strategy. We support the goals of the Paris Agreement to reach net zero no later than 2050 and will develop an organisational sustainability and biodiversity strategy.

Every member of staff is invited to contribute ideas to inform strategy, to agree goals and are provided with the resources to implement change at a departmental level.



## OUR TEAM

We pay the real living wage as a minimum. We provide a bi-monthly occupational health and wellness sessions and a paid course of therapy if needed. We provide a monthly cloth allowance to make up one of our patterns. All Merchant & Mills patterns are free for staff. All staff have a 30% discount on all Merchant & Mills products. We offer 20 days paid holiday plus bank holidays.

We empower our team by offering the support needed to gain skills and develop as creatives, professionals and individuals.



## OUR SUPPLIERS

Pay a fair wage. Provide regular, reasonable contracted hours for their staff. Have a workplace that is inspected and meets health and safety standards. Employees have the right to negotiate their wages and hours. Workplaces are free from child labour and slavery.



# CARBON EMISSIONS (FOOTPRINT) REPORT

APRIL 22 - MARCH 23

This report has been calculated using the Normative carbon accounting system and results are given for Scope 1, 2 and 3 of the GHG protocol. The protocol provides standards, guidance, tools and training for business and government to measure and manage climate-warming emissions. 2022/23 is the first year calculating our full carbon emissions.

## DEFINITIONS

### SCOPE ONE

Direct emissions from company facilities and vehicles.

### SCOPE TWO

Indirect emissions from purchased electricity, heating, steam, cooling for our own use.

### SCOPE THREE

All other indirect emissions from sources Merchant & Mills does not own nor control.

# ESTIMATED TOTAL EMISSIONS

TONNES CO<sub>2</sub>e

## 2,650

	% OF EMISSIONS	TONNES CO <sub>2</sub> e	
SCOPE ONE	Fuel combustion	100.0%	3
SCOPE TWO	Electricity	100.0%	19.5
SCOPE THREE	Business travel	0.4%	10.5
	Upstream transportation & distribution	6.9%	182
	Purchased goods & services	92.2%	2,430
	Capital goods	0.4%	11.5

Scope 1 and 2 relate to our own operations and accounted for 8% of our GHG emissions.

Our market-based energy comes from renewable energy company Good Energy and from our own renewables.

Back in 2012 Merchant & Mills relocated from Herefordshire to Tower Street, Rye and soon after expanded into variety of small premises in and around the town, while always searching for alternatives to bring operations together and reduce our Scope 1 and 2 GHG emissions.

At the end of 2023 we consolidated the majority of our operations into three locations.  
Continued overleaf...



## TOWER STREET

Our flagship shop is where customers can immerse themselves in everything Merchant and Mills has to offer and is home to our sewing school that is complete with cutting tables and sewing machines. Tower Street underwent a major retrofit in 2017 when a new mezzanine floor was installed to maximise the space and the entire building was insulated and double glazed to improve energy efficiency.



## RYE INDUSTRIAL ESTATE

We have renovated and insulated four industrial units to accommodate our wholesale and online retail operations, design, administration and photography studio. These buildings, along with our warehousing at the same site are powered by PV solar power and will make a significant contribution to reducing our future scope 2 GHG emissions:

- Reducing the movement of goods by vehicles around Rye
- Reduce overall energy consumption – fewer premises require less energy
- Reduce energy consumption through PV solar panels



## THE GROVE

In 2022 we opened a new location in Rye, a 6-bedroom Victorian house that has been, fitted with double glazing fully insulated and furnished with antique, reclaimed and repurposed materials throughout. A place for students of the sewing school to reside, spending time together and sharing the experience. It is a place to be inspired by beautifully designed interiors that showcase how fabrics can also be used to make soft furnishings.

## AIMS SCOPE ONE & TWO

Our 2023/4 carbon emissions results will quantify the impact of the changes we have made to our premises and report the reductions in our scope 1 and 2 emissions made as a result of moving to the industrial estate.



Scope 3 relates to indirect emissions that come from sources beyond our ownership or direct control.

92% of our GHG emissions come from goods and services we purchase and this is where we need to make the greatest reductions in order to achieve net zero by 2030.

As we champion making your own clothes we hope to reduce demand for fast fashion and be part of the solution. Making your own clothes or soft furnishing is a more thoughtful and intentional approach that is counter to the impulse to engage in excessive and wasteful consumption that drives demand for largely fossil-based fibres.



## “PREFERRED FIBRES”

TEXTILE EXCHANGE PREFERRED FIBER & MATERIALS REPORT 2022

“A raw fibre or material that delivers ongoing beneficial outcomes and impacts for climate, nature, and people through a holistic approach to transforming raw fibre and material production systems. To achieve a 45% reduction in the emissions that come from producing fibres and raw materials by 2030 while also addressing soil health, biodiversity and water”

### THE TEXTILE EXCHANGE

“Reducing demand for textiles made from fossil-based fibres used in the production of fast fashion is necessary to reduce greenhouse gases and to protect biodiversity”.

This is the finding of the Textile Exchange. Founded as Organic Exchange in 2002, the Textile Exchange has grown to become a global non-profit working closely with every sector involved in the fashion

and textile supply chain. Textile Exchange works to achieve a 45% reduction in GHG impact reduction by 2030, adopting a transition towards “preferred fibres” which include Better Cotton and its equivalents.

### OUR APPROACH

Selling fabric is the largest part of our business and it is where we can make the most impact, informed by research from the Textile Exchange

and other industry sources over the past five years, we’ve moved our core fabric collections to more sustainable options and have discontinued ranges that did not meet the criteria for preferred fibres. We have already achieved 98.5% of fabrics from natural fibres and increased the percentage of organic fibres. Context: Organic cotton production remains a tiny percentage of total cotton production. “Roughly 0.95% of the total cotton harvest in 2019/20 was organic” Source: Common objective.

## AIMS

### SCOPE THREE

We will continue to source organic and 'transitional cotton' where we pay a premium to farmers growing cotton under organic farming methods before they have achieved organic certification in order to support the process of transition to organic.

PRODUCTS & SUPPLIERS IN MORE DETAIL

We're very open about how fabric is designed and sourced, each fabric we sell has a detailed description about where, what and how it is made that goes far beyond what a typical fashion brand will tell you in a few lines on the garment label. From composition to care, this information is given upfront, even before purchase. We've used our Elan Green Organic Cotton / Linen as an example...

## WHAT WE SELL

### PLANT BASED & CELLULOSE FABRICS & MATERIALS:

Linen, cotton, hemp, tencel, recycled cotton & recycled linen.

### ANIMAL BASED FABRICS & MATERIALS:

Wool, vegetable tanned leather, horn.

### ONLY 1.5% INCLUDES SOME SYNTHETIC MATERIALS:

Only 1.5% of our current stock includes some synthetic materials. These are largely in the deadstock fabric we sell that may otherwise enter a waste stream.

## ELAN GREEN ORGANIC COTTON / LINEN

140cm wide. 7oz, 240gsm.

47% Linen, 11% recycled linen, 42% organic cotton

Wash at 30 degrees with a non-bio detergent. Do not tumble.

Shake out and dry flat. Dark colours may bleed initially so wash separately. Linen will always seize up after washing but as soon as you start to use/wear it, the fibres will relax again.

If you are using linen for curtains we recommend using a lining to prevent fading.

Never dry linen in direct sunlight as the colour can bleach and fade.

This linen is Oeko-Tex certified. Member of the European Flax-linen and Hemp alliance.

The dyes used on this cloth is GOTS certified.



# LINEN



## MORE ABOUT THIS CLOTH

Linen is naturally stain resistant, does not pile, and is moth repellent. It is easy to wash and can sustain high temperatures, it has very little shrinkage and is very strong. Linen is anti bacterial, anti fungal, hypo-allergenic and thermoregulating. It will absorb up to 20% moisture before feeling damp.

As the linen fibres have very low elasticity (which causes it to crease) it will wear in areas that are repeatedly folded in the same place for a long time, however it does have much better abrasion resistance than cotton.



## A STRONG PLANT

Flax is a strong plant best grown in northern Europe. It needs little or no fertiliser as it can grow in poor quality soil and due to the local climate, little extra water.

The advisory commission report to the European Parliament stated that flax cultivation has positive effects on eco-system diversity as it allows for an "environmental pause."

One hectare of flax can retain 3.7 tonnes of CO2.



## ECO CREDENTIALS

Every part of the plant is used, what isn't used to produce linen can be used to make linseed oil, paper, cattle feed or even soap.

Linen is completely biodegradable, recyclable and due to its natural absorbency, it requires less dye than cotton.



TOOLS



### INFORMED CHOICES

We have applied a relentless commitment to sourcing the highest quality tools and hardware so we are confident that our products will stand the test of time. Not only that, we tell all our customers what it's made from and where it was made.

Naturally, our traditional dressmaking scissors come from Sheffield, they are a once in a lifetime purchase so our 'Guide to buying scissors' helps customers make the right choice.



### ATTENTION TO DETAIL

Even when you spend as little as thirty pence on a cotton button we'll tell you that it is made in Turkey from 90-93% Cotton cellulose 4-6 % wood coal.

Or £2 on a G Hook for your Franci bag make, you'll know that it is made in Italy from a Zamak alloy because of its high tensile strength.

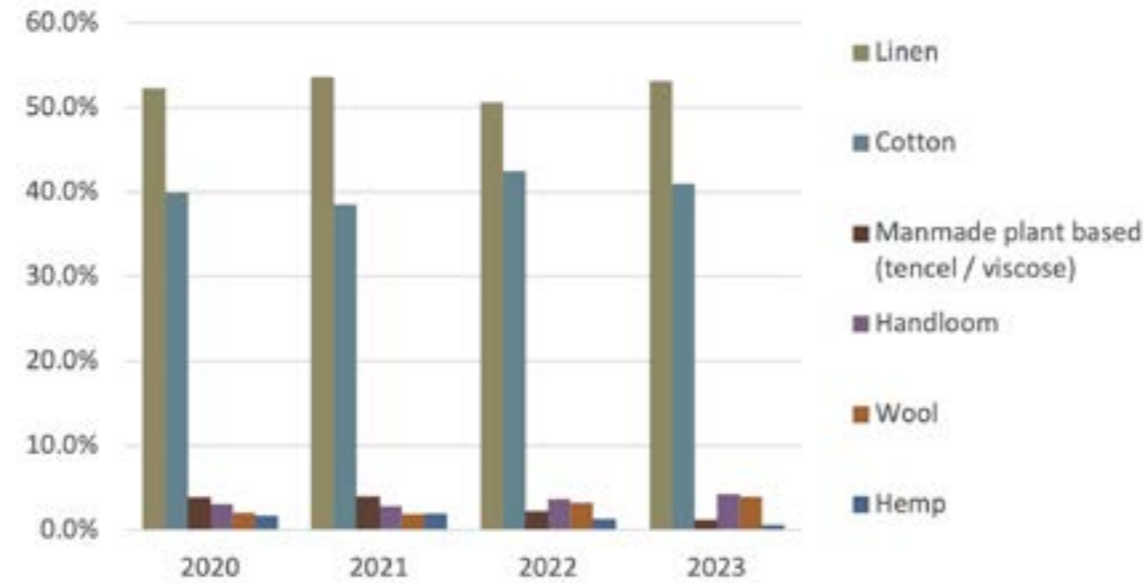


### PACKAGING

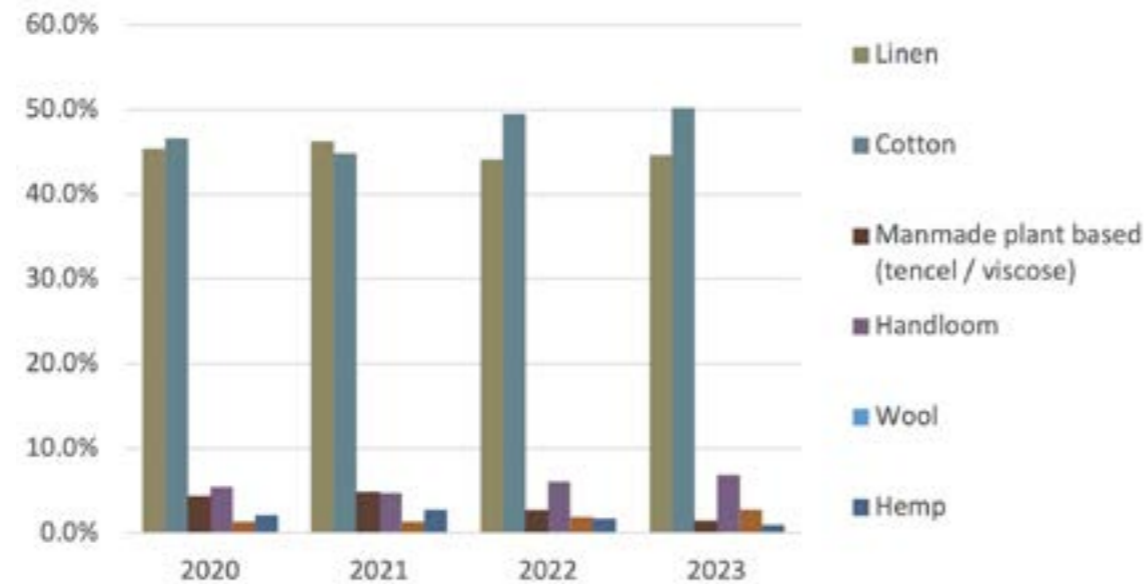
Our needles and pins don't come in plastic blister pack, they come in a cardboard wallet or box, a turned wooden case or a glass vial.

The tables here show the types of fabric by sales and by product range. Linen remains our best-selling fabric type while cotton represents the largest category of fabric because it includes a very wide variety of cotton, from hand loomed to oilskin.

## MERCHANT & MILLS FABRIC BY SALES



## MERCHANT & MILLS PRODUCT RANGE



## AIMS

### OUR FABRICS, TOOLS & NOTIONS

We will include 'transitional' as a category alongside organic in our reports. Transition supports farmers to change their production methods and guarantees farmers can sell their crops as they transition to organic over time. By doing this, we can really influence change in the textile sector.

Our range of beautiful handloom fabric involves washing, dyeing, weaving and finishing by hand, with very little mechanisation supporting these traditional skills. We will continue to develop this range.

We will create range of communication materials to inform our retail and wholesale customers about:

1. Preferred fabric types
2. The environmental difference between making your own clothes and purchasing fast fashion garments.
3. The impact sewing has on wellbeing



## OUR SUPPLIERS

We work closely with our suppliers, the vast majority of whom we have visited in person and know well. Here's a selection of stories to show the processes, people and place behind our cloth.



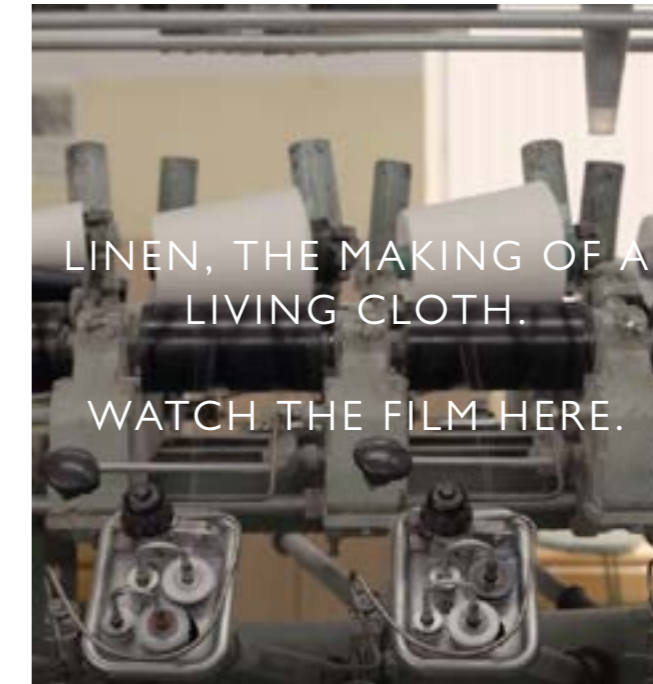
IN SEARCH OF TENCEL IN TURKEY.

[READ THE BLOG HERE.](#)



SEARCHING FOR BORO IN JAPAN.

[READ THE BLOG HERE.](#)



LINEN, THE MAKING OF A LIVING CLOTH.

[WATCH THE FILM HERE.](#)



HARRIS TWEED, A CLOTH JOURNEY.

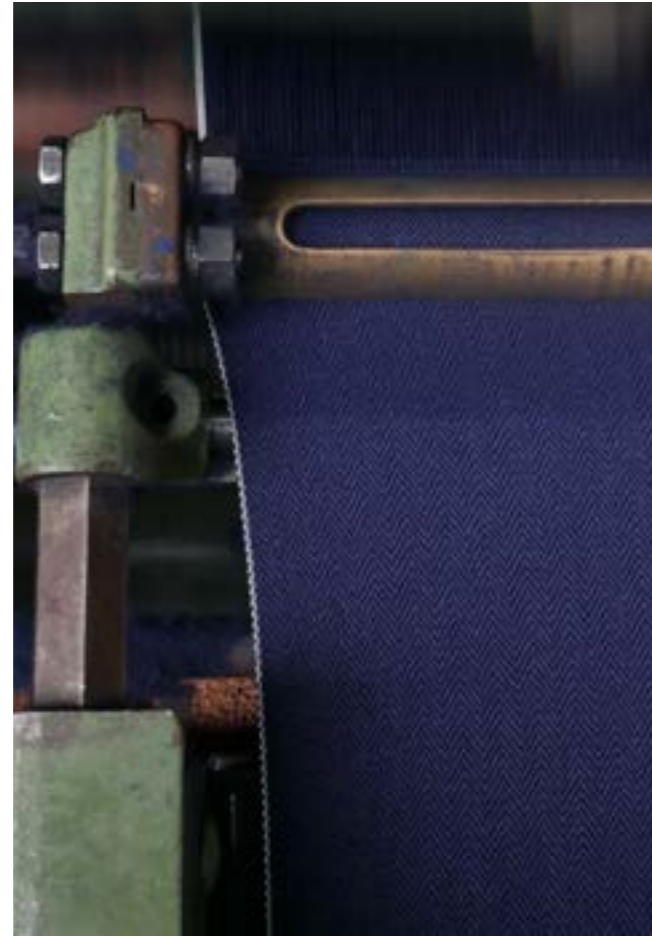
[READ THE BLOG HERE.](#)



## A CODE OF CONDUCT

We have developed a code of conduct for our suppliers and work with them to improve all aspects of sustainability.

By setting these standards, we are building demand for change across the sector.



## PRODUCTION

Our suppliers meet sustainable standards of production and work to continuously improve standards by:

- reducing waste
- reducing water consumption and reusing waste water in closed loop systems
- reducing energy consumption and moving to green energy sources
- using biodegradable and certified dyes
- repurposing waste products into new yarns and fabrics
- transitioning to BCI/CIC cotton



## WORKFORCE

Our suppliers provide a safe and positive working environment that includes:

- Paying a fair wage – that at least meets a country's minimum wage. Employees have the right to negotiate their wages.
- Have regular contracted work hours that are reasonable and consistent with national average. Employees have the right to negotiate their hours.
- Workplace inspections that are passed by government health and safety standards. Workplaces are free from child labour and slavery.

## AIMS OUR SUPPLIERS

Move oilskin from petroleum based wax to biobased Candelilla wax treatment.

Purchase more fabric made from production waste – for example recycled linen.





WASTE



## REMNANTS

Remnants are sold through the Tower Street shop and online at a discounted price.

We have worked with suppliers on producing a cloth that uses their own remnants from to create Patchwork Brown Cotton: A sustainable rain fed, handloomed brown cotton patchwork cloth. A truly unique hand patchwork cloth with no piece the same. This type of naturally brown cotton is pest and drought resistant which completely changes the way the cotton is farmed, without the need for chemicals or artificial irrigation.



## OFF-CUTS

We receive regular requests from schools and colleges for useful off-cuts that students can utilise in their work. We collect off-cuts from our cutting room, design studio and sewing school into bundles and send them out to schools and colleges, at their request, free of charge.



## DEADSTOCK

We work with our mills in Europe to help reduce waste from stock that is no longer needed for the job it was originally intended for. Known as 'dead stock' we prevent this good quality fabric from becoming waste that may otherwise ultimately find its way to landfill.

This is an effective way we can help to reduce the environmental impacts of the Fashion industry.



THE HOT WATER BOTTLE  
COVER PATTERN



THE BUCKET HAT  
PATTERN



THE DRAWSTRING BAG  
PATTERN



THE LESS THAN A METRE  
PATTERN COLLECTION.  
USE MORE, WASTE LESS.

We have designed a range of Free Patterns specifically to help our customers reduce waste. Patterns for small items, using less than half a metre of fabric that may be left over from other pattern makes.

## AIMS WASTE

We have already developed systems to eliminate waste fabric from our own operations entirely and we will continue to offer innovative 'small make' pdf patterns as an incentive to reduced waste.



## CHANGE MAKERS

We are already influencing production methods, changing them for the better. The more preferred fabric we order from our mills, the more they invest in changing their production methods to meet preferred fibre standards. This in turn reduces the production of fabrics that do not meet such important standards.

An example of this happened in 2019 when we worked with a UK mill to develop a range of fluoro-carbon free organic oilskin cloth. Our order made it possible for the mill to move to an organic base cloth that is now part of their product range, sold into the wider market. We continue to work with this mill to develop a range of Conversion Cotton that supports farmers economically to transition to organic production certification. Furthermore, we are working on a new vegetable based waterproofing treatment for the range to eliminate petroleum-based coating.



## PATTERNS & POST



### PAPER PATTERNS

Our aim is to offer all of our patterns as PDF and paper versions and we are now able to do this.

We now source both our both paper and pattern printing within the EU, reducing the impact of transportation. Patterns are printed on high quality, 70 gsm FSC certified paper for durability. Instructions now come in booklet format rather than A3 sheets, printed on PEFC/01-31-126 certified stock. Our new production process, introduced in 2023, enable us to maintain a full range of paper patterns that was not previously viable.



### PDF PATTERNS

Have no shipping or packaging requirements. We provide our customers with detailed advice about printing PDF patterns once they have been downloaded. There is no limit to how many times a customer can print their pattern for their own use, so it is a pattern for life.



### POST

We do not use plastic in our retail packaging, we dispatch orders wrapped in newsprint and packed in 3 ply paper mailers or cardboard boxes. We also offer the option for goods to be supplied without pre-wrapping to reduce paper consumption.

## AIMS

PATTERNS & POST

We will develop layered PDF patterns that allow you to print one size at a time, thus considerably reducing the amount of printer ink required.

A photograph of a red cloth hanging on a clothesline. The background shows a building with a yellow wall and a window with a metal grate. The text "OUR BUSINESS" is overlaid on the red cloth.

OUR BUSINESS



## WHOLESALE & WAREHOUSING

Over 80% of our fabric suppliers are based within Europe, this fabric comes by road, on pallets, in a lorry. We have negotiated with our European mills to remove plastic from their packaging. Rolls are now wrapped in paper and this paper wrapping is then recycled. There is currently no suitable alternative to shipping large rolls of cloth in a plastic protective wrap. We currently use 50% recycled- recyclable plastic. We are very open to sharing our source of this recycled plastic blend, the more people who start to use it over the better. We are continually looking for more sustainable solutions for shipping cloth rolls internationally.

## OUR PRACTICES

- All plastic that comes into us in gets re-used or recycled wherever possible. We encourage everyone to reuse our plastic where they can.
- Both our couriers DHL and DPD are climate neutral, by offsetting through a range of climate protection projects that promote the economy in less developed countries and improve the lives of local people.
- Across the business in Rye we use refillable Splosh soap and detergent to reduce plastic waste.
- Our warehouse and wholesale buildings run on renewable energy suppliers.

## BUSINESS TRAVEL

Seeing for ourselves how and where our products are made is important so we can be confident about our supply chain and build close working relationships with our suppliers so together, we can take steps to reduce our GHG emissions. We attend international trade shows so our wholesale customers can visit us in their region reducing the need for international travel.

## AIMS OUR BUSINESS

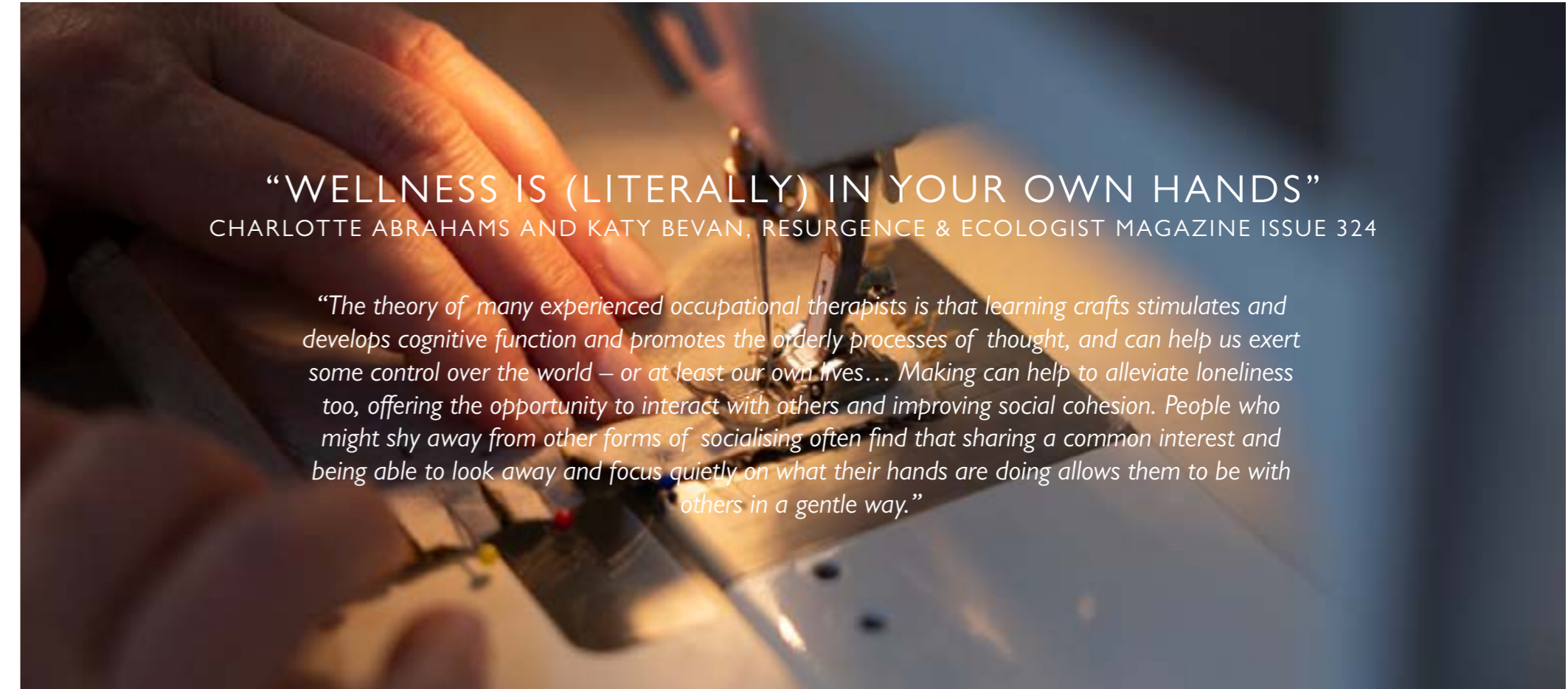
We will always consider train travel first as an alternative to flights within Europe.

We will report the impact of reduced vehicle movements in and around Rye in our 2023/4 report since moving to the industrial estate.

We will look into expanding our fleet of electric vehicles .



PEOPLE



“WELLNESS IS (LITERALLY) IN YOUR OWN HANDS”  
CHARLOTTE ABRAHAMS AND KATY BEVAN, RESURGENCE & ECOLOGIST MAGAZINE ISSUE 324

*“The theory of many experienced occupational therapists is that learning crafts stimulates and develops cognitive function and promotes the orderly processes of thought, and can help us exert some control over the world – or at least our own lives... Making can help to alleviate loneliness too, offering the opportunity to interact with others and improving social cohesion. People who might shy away from other forms of socialising often find that sharing a common interest and being able to look away and focus quietly on what their hands are doing allows them to be with others in a gentle way.”*

OUR COMMUNITY

We strive to make Merchant & Mills as inclusive as possible, we want everyone to have the opportunity to make our patterns.

Therefore, we offer pattern sizes UK 6—28, and all future patterns will be available in these sizes. We have always offered patterns to suit all genders but we are now designing more patterns with a gender neutral fit in mind.

For anyone wishing to make unique alterations, we pride ourselves on having a skilled team that is available to answer questions and offer sewing advice.

It’s hard to imagine a ready-made clothing brand that is so inclusive and available.

We want people to see themselves in our images. We have always chosen ‘real models’ and are proud to have such a diverse range of people who

do such an amazing job in showcasing our designs.

OUR COURIERS

Our couriers DHL and DPD are climate neutral, by offsetting through a range of climate protection projects that promote the economy in less developed countries and improve the lives of local people.

## MERCHANT & MILLS RETAIL CUSTOMERS



Our retail customers come from 32 countries around the world representing a growing community of sewers.

Our wholesale customers serve their own community of sewers based in 27 countries worldwide.

## MERCHANT & MILLS WHOLESALE CUSTOMERS



## AIMS PEOPLE

Continue to involve staff in problem solving and improving sustainability in all areas of the business.

To cultivate a passion for sewing we provide team sewing classes to encourage all our staff to learn new skills and to make their own clothes.





## BIODIVERSITY & ACCESS TO THE COUNTRYSIDE

Sustainability is a part of the solution to the challenges we face today. Biodiversity and habitat loss is another. Being better connected to nature helps us to consider our impacts on biodiversity.

In 2020 we invested in Maggie's Field Campsite, located in Staunton on Wye in Herefordshire, where Merchant & Mills was founded. Maggie's Field is an acre of countryside that we helped to transform from a monocultural pasture into a biodiverse haven for nature restoration and to open the land to be enjoyed as a campsite. A place to reconnect with nature. The campsite is available for staff to enjoy should they choose to do so.

In 2023 we commissioned a survey of the site by Herefordshire Wildlife Trust with the following results (continued overleaf):



## SPECIES LIST

MAGGIE'S FIELD CAMPSITE

Birds foot trefoil, broad-leaved dock, cleaver, common vetch, cow parsley, creeping buttercup, creeping thistle, cuckoo flower, dandelion, devils bit scabious, field rose, fox glove, fumitory, germander speedwell, greater stitchwort, ground ivy, Iris, hedge bindweed, hedge woundwort, hemlock, hogweed, honeysuckle, ivy, ox eye daisy, prickly sow thistle, ribwort plantain, primula, sorrel, spear thistle, white clover, white deadnettle, wild carrot, wood avens.

Ash, blackthorn, birch, cherry, elder, field maple, hawthorn, hazel, holly, oak, rowan, willow,

“There are currently an interesting array of habitats existing on the site. The Site has some exceptional hedgerows, with a very tall overgrown hedgerows, with a very tall overgrown hedgerow on the eastern side of the site mostly comprised of blackthorn, hawthorn, hazel and holly.

The hedgerow on the western side of the site is an overgrown bramble hedgerow with standards of willow. Both of these hedgerows are currently being left unmanaged, which is having visible benefits for

both birds and insects.

Several areas are being left to regenerate into blackthorn scrub. Blackthorn is an exceptionally valuable species providing food for pollinators in spring, fruit in late summer/autumn for birds as well as valuable nesting opportunities for birds.

Since the survey, we have funded the planting of more fruit trees to establish the orchard with Damson, Quince, Crab Apple, Pear, Apple,

Greengage, Cherry, and Plum.

Red Kite circle overhead, cuckoo, owl and woodpecker announce their presence nearby and the dawn chorus is a joy. Polecat, fox, hedgehog, toad, newt, badger, rabbit, and field mice have all been recorded on the site that is bordered by apple orchards home to grazing deer.



## GIVING BACK



We donate to the following charities on a monthly basis:

- Medecins Sans Frontieres
- Stephen Lawrence Charitable Trust
- Crisis
- Rainforest alliance

10% of all sales made on Black Friday are donated to Crisis at Christmas.

In addition to our monthly donations, we also support a diverse range of charities throughout the year through the sale of special edition patterns; between 10 and 100% of sales of these patterns are donated to selected charities.



# MAKING A DIFFERENCE

ONE SEWING PROJECT AT A TIME

We strive to be part of the solution necessary to reduce the overall impacts of the garment and textile industry. By growing our global community of makers we can:

- Reduce demand for new garment production
- Improve biodiversity and influence the adoption of sustainable fibre production methods
  - Improve the wellbeing of our customers through the power of making

Making garments with timeless designs patterns, using good quality fabric extends the lifespan of clothing, reduces the need for frequent replacements and thereby decreases the overall demand for new garments. The less we buy mass produced garments the more demand for fossil-based fibres declines.

## SOURCING

### MERCHANT & MILLS

The fabric comes from ethical sources known personally to us and shipped directly to us from the mill. It is made from natural fibres – preferred cotton, European linen, wool. Plant fibres account for 28% of the global fibre market, animal fibres 1.6%. The fabric is shipped to the customer or retailer. The fastenings are - quality metal zips, buttons - are made from natural or recycled materials. There is transparency on materials and origin pre-purchase.

### READY MADE

Fabric from an unknown source is shipped from the mill to the factory – likely to have low wages and poor working conditions. The fabric is likely to include fossil-based synthetics that account for 64% of the global fibre production. Garment shipped from factory to distribution centre. Garment shipped from distribution centre to store. Garment hung on a plastic hanger. Plastic tag to attach labels. Plastic security tag. Fastenings with no traceable origin or material details available.

## MAKE / BUY

Pattern, fabric & notions are likely to be a considered purchase as makers have to make decisions about their project prior to purchase. Paper carrier bag & paper postal packing. Packaging free option. Paper pattern is reusable. Make endless garments using the same pattern. Share the experience of making the garment with the sewing community. Watch a tutorial and learn a new skill. Finish the garment and feel a sense of achievement.

Can be purchased without much consideration. Carrier bag & postal packing, not guaranteed to be free of unnecessary packaging or plastic.

## LIFESPAN

Post a picture on social media wearing your new garment and enjoy likes about how great you look and how skilful you are. Washable x times. Longevity 3-5 years. Handmade clothing holds much more value to the wearer. We are more likely to take care of a handmade garment and repair or mend when needed, thus extending the garment's life. Natural fibres are biodegradable and suitable to be recycled. Remnants can be made into accessories to reduce waste.

Post a picture on social media wearing your new garment and enjoy likes about how great you look. Washable x times. Textiles produce 35% of the microplastic pollution in the world's oceans. Longevity 6-12 months as fashions change and low quality materials wear through quickly. Unsold mass-produced garments from the season are sent to landfill, often unsuitable to be recycled.