

**DRESS  
RETRO**

**A HOW-TO  
GUIDE**

**TAKE  
THE JUMP**

# THIS HOW-TO GUIDE

This guide offers all you need to know about trying the Take the Jump shift: DRESS RETRO.

If you have any thoughts or suggestions that you think would be great to add, please do let us know at [team@takethejump.org](mailto:team@takethejump.org).

## Content:

- 1. What is DRESS RETRO?**
- 2. Why DRESS RETRO?**
- 3. Step by step guide to DRESS RETRO**
  - a. Take it step by step
  - b. Having fun with DRESS RETRO
  - c. Adopt a positive approach
  - d. Connect with others for support
- 4. Resources to help**



## A STEP BY STEP GUIDE

If you think it may be hard to do this shift straight away, that's ok! It's enough to try what you can and just build from there. Here's a suggested approach for building up to DRESS RETRO step by step:

1

### Check that you really need something

Have a good look through what you already own. Maybe you've old clothes you've forgotten about? Try reorganising and rediscovering what you have. It costs nothing!

2

### Try alternatives to buying new

Here are some options for changing your wardrobe without buying new:

1. **Buy second hand** - Try a local thrift shop, or online with sites like Deepop, Vinted and Ebay.
2. **Repair existing clothes** - upcycle or refurbish them. Check out [Repair What You Wear](#) for inspiration and tips, or go to a local repair shop.
3. **Rent, share or swap clothes** - Sometimes we just need something for a particular event or period. Rent them or go to/organise a local 'clothes swap'.

Check out the below "[Have fun with Dress Retro](#)" section, and the "[Resources](#)" section for all sorts of useful material.

3

### When you buy new clothes, buy for quality, durability and sustainability

The clothes might be more expensive but if it will last three times as long but is only double the price, that's a **financial saving** and better for the environment too. Instead of buying clothes made of man-made and synthetic materials, opt for clothes that are made ethically with natural materials.

4

### Once you're ready, only buy 3 new items of clothing a year

Once you've tried steps 1-3, maybe you're ready to go all the way and see if you can keep to 3 items going forward.

**1. WHAT IS**

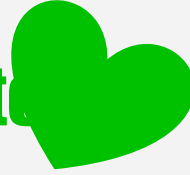
**DRESS  
RETRO**

**?**

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# 1. WHAT IS DRESS RETRO?

**Try Keep new items of clothing to a max of 3 per year.**

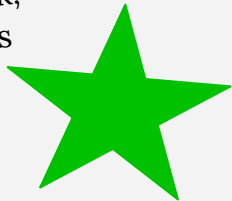


Every item of clothing we buy has emissions associated with it. We need to reduce the amount we buy to help reduce these emissions. The [science](#) shows we need to target keeping to three new items of clothing per year.



Don't worry! This also doesn't include sock, underwear or shoes (thankfully!)

*This doesn't include second hand, rented, shared, recycled or refurbished clothes. So this doesn't mean you can't change up your wardrobe and look fabulous!*



## **While we're Taking the Jump**

We typically take the jump for 1, 3 or 6 months (so less than a year). So then why not try to avoid buying anything new at all just that period? Or if you've taken the jump for 6 months (maybe a long time to buy nothing new at all!), then try keep to 1 new piece of clothing during the period?

**2. WHY**



**?**

# 2. WHY DRESS RETRO?

## **The scale of fast fashion**

In its current form, the fashion industry, and the fast fashion industry in particular, is one of the most polluting, resource intensive and damaging industries in the world. It generates huge amounts of waste, with poor recycling practices and unethical behaviour.

The average US consumer buys around 50 new items of clothing a year!!!

The average lifecycle of a garment is just 3.3 years, but the average polyester product is likely to last 200 years in landfill.

There used to be 2 main fashion collections a year, now there are around 50 cycles. Consumption of fast fashion is still rising but the length of time we keep an item or the number of times we wear it, is falling.

## **The impact of fast fashion**

100 billion products are being pumped out of factories every year. We're buying more clothes than ever before and then throwing them in the bin. The waste is then either burnt (inefficient), sent to other countries or put in landfill. Waste is our collective responsibility and it has to be addressed. Science shows that every item of clothing we buy has emissions associated with it, we can limit these emissions in the following ways:

Cotton requires a huge amount of water, it takes almost 3,000 litres of water to make 1 cotton t-shirt. Synthetic materials like polyester are made from oil. Viscose is leading to deforestation and affecting habitats and ancient trees. It's important that the fashion industry moves to exploring more sustainable materials and re-using waste effectively.

Many of our clothes, made from polyester and other synthetic materials shed microfibres, when they're washed, causing plastic pollution in our rivers and oceans.

## **Buying less is the best solution**

By reducing the number of new items of clothing we buy to a target of three, a maximum of eight will deliver 6% of our total savings needed.

**3. HOW TO**



**?**

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# 3. HOW TO DRESS RETRO: A STEP BY STEP GUIDE



**A**

Building up to it in a way that works for you! Try out our '**Step by step pathway** to Dress Retro'



**B**

**Be creative and have fun** with DRESS RETRO



**C**

Approach change in a **positive and helpful way**



**D**

**Connect with others** to get support and inspiration

See next pages for more information on each of these suggestions

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A

# A STEP BY STEP GUIDE

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# B

# Have fun with DRESS RETRO

## Check out your wardrobe!



Reorganise and rediscover your existing clothes, shoes, and accessories

[5 Tips for rediscovering your wardrobe](#)

## Party on!



Hold a 'Swap party' and invite all your friends to come along for a mutual freshen up of your wardrobes

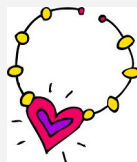
[How to Host an Awesome Clothing Swap Party - Modern Frugality](#)

## Skill up!



Pick up some new skills to repair and alter your current clothes. Join a 'Make and Mend' group, or attend a course or workshop on repairing or upcycling.

[Apparel Repair - iFixit](#)



## Buy Earth-Friendly!

Choose jewelry made from recycled materials or alternative environmentally sound materials (e.g. seaglass). [Sustainable jewellery embrace new materials | Wallpaper](#)



Buy fairtrade, natural fibres, and second-hand

[What Are the More Sustainable Fabrics on the Market Right Now? - Good On You](#)

## Rent or borrow!

**RENT CLOTHES**

If you need something for a special occasion, or are clothing growing children, consider renting clothes and shoes. [Is Renting Your Clothes Really More Sustainable? | British Vogue](#)

## Express yourself!



Why let the fashion industry tell you how to dress? Explore your own style, fashion your own unique look from materials you find in your wardrobe, at second hand shops, or clothes swaps... Set your creativity free!!

[9 ways to reuse your old clothes - Save the Student](#)

## Re-use, Share, Swap, Revamp, Repair, Repurpose, Recycle



## Experiment with natural dyes!

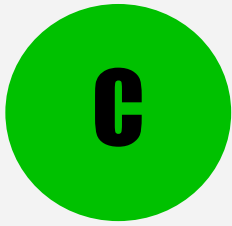


Give light coloured old clothes new life by giving them fresh colour using natural dyes you can find around the home or on a walk in nature.

[Natural Dyes: 4 Steps to Dyeing Fabric With Food | Architectural Digest](#)

"Check out Section 5 for resources to help with each of these suggestions"

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# APPROACH CHANGE IN A POSITIVE WAY

**1**  
**TRYING IS ENOUGH, SO JUST START**

Even if you can't keep to it 100% you can still take the JUMP & do your best. If it feels too much, start with what you can and keep building

'NO SHAMING! Change isn't easy so be kind. Talk about what makes it difficult. Build people up. Laugh at our flaws. Welcome all hypocrites'

**2** **NO MORE 'US & THEM'**

Taking the jump doesn't mean going back to the stone age! Consuming less means more time and energy for...

**3** **JUMP FOR JOY**

- COMMUNITY**: A group of people jumping in the air.
- COMEDY**: A person wearing a mask and holding a microphone.
- CELEBRATION**: A group of people celebrating with confetti and balloons.
- CAMARADERIE**: Two people in athletic wear running together.
- CARE**: A person hugging another person.
- COLLABORATION**: A person performing a handstand on another person's back.
- CRAFT**: A person working on a wooden project.
- CREATIVITY**: A person in a dynamic pose.
- CULTURE**: A classical building with a large staircase.
- CONTENTMENT**: A person in a meditative pose.
- CONNECTION**: Two people embracing.

**TAKE THE JUMP**



# CONNECT WITH OTHERS FOR SUPPORT AND INSPIRATION

You are not alone in trying to Dress Retro. Connecting with others is probably the best way to stay inspired, supported and learn new things. Here's a few options:

## Local Groups

There are local Take the Jump groups forming all around the UK and beyond, where you can meet others in person. Check out the list of local groups [here](#).



## Our social media

We have lots of great material shared by people taking the jump, and beyond, showing how they're approaching DRESS RETRO.

[Instagram](#) - Videos and posts from people taking the jump, as well as announcements and updates from Take the Jump.

[TikTok](#) - All sorts of fun video content around the six shifts and 'less stuff more joy' lifestyles

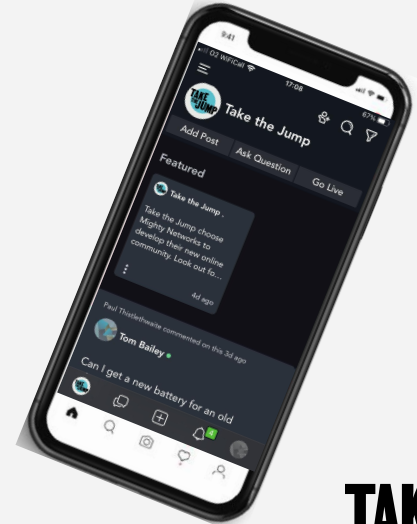
[Twitter](#) - News, commentary events and info from Take the Jump.

[Facebook group](#) - Discussion group



## The HUB

The Take the Jump HUB is the online community space for everyone taking the jump part. Here you can chat with others taking the jump, find out about regular meetups and drop-in calls, and access all our guidance material and training courses. Sign up to the HUB [here](#).



# 4. RESOURCES FOR



## **4. Resources List**

**R1. Free applications**

**R2. Useful Websites**

**R3. Great Podcasts**

**R4. Great TED Talks**

**R5a.& R5b. Movies to Watch**

# R1. Free Applications

Here are a few of the many available applications which may help support the shift.



**Good On You - Sustainable and Ethical Fashion Brand Ratings** Search your favourite brands and see their ethical rating, discover ethical brands and get exclusive offers, and share your thoughts on their products! (Global app)



**Depop** Buy and sell used clothing on this major international platform. Depop is a great way to recycle your old clothes into someone else's new wardrobe. Find vintage, new, and popular brands across this popular marketplace. Over 27 million people use Depop and you can do so too by downloading and starting your own shop. (Europe and USA app)



**Save your wardrobe.** Sustainable fashion isn't only about buying climate-friendly items. We should also focus on wearing our clothes for as long as possible in order to have a long-term and therefore sustainable benefit. Save Your Wardrobe not only brings back to life your 'old' clothes, it also helps you take proper care of them. (Global app)



**Hurr.** HURR is the smart way to rent your wardrobe, on-demand. The UK's leading wardrobe rental platform allows members to share clothes and accessories, securely and in seconds. (UK app)



**Dopple.** A clothes swapping app created for students, by students. It is a peer-to-peer swapping app that creates space for students from across the UK who want to save money and embrace sustainable fashion (UK app)



**Thrift+.** Founded to make the charity shopping experience as good as the best online clothes retailers, ensuring fewer clothes end up in a landfill. Shop all of your favorite brands, while still being a part of the preloved movement. (UK app)



**Vestiaire Collective** A certified B-Corp with a preloved designer fashion online marketplace. You can also sell designer pieces that you have in your closet and connect with Vestiaire Collective's global fashion activist community. (Global app)



## R2. Useful websites

[5 upcycling ideas for clothes that are too worn to wear | Hubbub Foundation](#) Creative ideas for repurposing clothes too old to be worn, keeping them out of landfill and reducing consumption of other materials

[The Best UK Fashion Rental Apps and Platforms | Hypebae](#) 8 of the best uk-based fashion rental platforms and how to use them

[5 Clothes Swapping Apps And Websites In The UK \(countryliving.com\)](#) Change your wardrobe up without costing the earth, swap instead of buy

[8 of the best online fashion repair and alteration services \(stylist.co.uk\)](#) Give your favorite party dress, much -loved heels or treasured designer bag a refresh with these repair and alteration services that'll make them look as good as new

[32 upcycling clothes ideas | Gathered](#) What is upcycling? It's simply taking old unwanted clothing items and reusing them for another purpose

[Care & repair | Love Your Clothes](#) Lots of ideas and expert advice on how to care for, and repair your clothes

[Sustainable Accessories: 21 Brands Helping You Style Up \(Consciously\) \(sustainablejungle.com\)](#) Let's wrap, adorn, accessorize, and tie on our way to a greener world with these sustainable accessories brands.

[Sustainable Fashion Explained: everything you need to know - Compare Ethics](#) So, what does 'sustainable fashion' mean? In short, sustainable fashion is the opposite of 'fast fashion'.

[How to make natural dyes for fabric - a few beautiful and colorful experiments - Dreams Factory \(bydreamsfactory.com\)](#) Beautifully illustrated blog on how to dye clothes using natural dyes

[Restoration revolution: how make do and mend turned into a fashion statement | Fashion | The Guardian](#) "Mending is about the journey travelled, not reinstating the impossible perfection of the new."

[Mending circles - Brece Honeycutt](#) Blog about the authors experience of a Mending Circle (social group)

## R3. Great Podcasts



**Wardrobe Crisis by Clare Press** - *Wardrobe Crisis* addresses issues like climate change, plastic pollution, and the treatment of garment makers with a sense of lighthearted humor and vulnerability.



**Conscious Chatter with Kestrel Jenkins** - Conscious Chatter opens the door to conversations about our clothing the layers of stories, meaning, and potential impact connected to what we wear.



**Ethical Fashion Podcast** - How can fashion be a force for good? Goodbye fast fashion! Hello to a better way focused on social and environmental justice, inclusivity, and sustainable development.



**Clotheshorse** - Hosted by Amanda McCarty, Clotheshorse is a podcast for anyone who loves clothes, but not the hypercapitalist and overconsumption-driven fast fashion industry.



**Pre-Loved Podcast** - If you're looking for a podcast about secondhand fashion, look no further! The Pre-Loved Podcast, hosted by Emily Stochl, offers a trove of episodes on vintage style, the sustainability of secondhand, thrifting tips, and clothing reseller stories.



**Hot Buttons** - News in the sustainable fashion space moves fast! Keep up by subscribing to the Hot Buttons podcast, a show “about the future of fashion and culture on a changing planet.”



**Love to Sew Podcast** - And now a slow fashion podcast for the sewing lovers! The Love to Sew podcast is a weekly show about modern sewing, hosted by Helen Wilkinson and Caroline Somos.



**Common Threads** - Common Threads is an ethical fashion podcast hosted by by [Ruth MacGilp](#) and [Alice Cruickshank](#). The UK-based show breaks down topics like inclusivity, transparency, representation, cultural appropriation, the sharing economy, and secondhand fashion.

## R4. Great Ted talks

[The High Cost of Our Cheap Fashion | Maxine Bédât | TEDxPiscataquaRiver - YouTube](#) In this compelling and information-packed talk, co-founder of Zady Maxine Bédât shows how you can take back the power of your wardrobe, and feel better in (and better about) your clothes.

[Fast Fashion's Effect on People, The Planet, & You | Patrick Woodyard | TEDxUniversityofMississippi - YouTube](#) Mindful business: While working for a microfinance firm in Trujillo, Peru, Patrick was introduced to the broken Peruvian footwear industry made up of over 100,000 shoemakers who possess remarkable talent yet lack access to consistent work, fair-wages, and brand access to established international markets.

[The imperative for sustainable fashion | Myron Benn | TEDxYouth@SanDiego - YouTube](#) Fashion plays a large role in our personal life, as well as the global economy. Myron reminds us that fashion is supposed to make us feel good, but the fashion industry doesn't always leave everybody feeling good.

[How to Engage with Ethical Fashion | Clara Vuletich | TEDxSydney - YouTube](#) What do you know about the clothes in your wardrobe? About the clothes that you're wearing right now? Clara Vuletich works with some of the biggest brands in the world to help them ask the right questions about where the clothes that we wear come from.

[Amit Kalra: 3 creative ways to fix fashion's waste problem | TED Talk](#) Fashion has a waste problem, and Amit Kalra wants to fix it. He shares some creative ways the industry can evolve to be more conscientious about the environment -- and gain a competitive advantage at the same time.

[Leslie Johnston: Why Recycling Our Clothes Won't Save The World | TED Talk](#) Globally, our love of fashion generates one garbage truck full of textile waste every second. But we have the power to change this and disrupt how we think about buying, using, and reusing the clothes we wear.

[You are what you wear: Christina Dean at TEDxHKBU - YouTube](#) Dr. Christina Dean is the Founder and CEO of Redress, an NGO with a mission to promote environmental sustainability in the fashion industry.

[Jessi Arrington: Wearing nothing new - YouTube](#) Designer Jessi Arrington packed nothing for TED but 7 pairs of undies, buying the rest of her clothes in thrift stores around LA. It's a meditation on conscious consumption -- wrapped in a rainbow of color and creativity.

## R5a. Movies to Watch



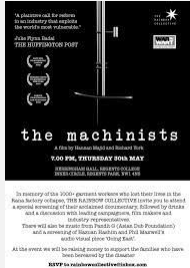
**RiverBlue** (2017) Canadian conservationist, professor and paddler Mark Angelo embarks on an unprecedented three-year river journey around the world. What he ends up unveiling during his expedition is the shocking damage and pollution of the global fashion industry has done to our rivers and water sources. [River Blue 2021 Full English - YouTube](#)

**The True Cost: Who Pays the Real Price for YOUR Clothes** | [Investigative Documentary - YouTube](#) a 2015 documentary film directed by Andrew Morgan that focuses on [fast fashion](#). It discusses several aspects of the garment industry from production—mainly exploring the life of low-wage workers in developing countries—to its after-effects such as river and soil pollution, pesticide contamination, disease and death.



**China Blue** [Documentary English version - YouTube](#) China Blue is a 2005 documentary film directed by Micha Peled. It follows the life of Jasmine Li, a young seventeen-year-old worker from Sichuan province, in a Chinese jeans factory. At the 2005 Amnesty International film festival, it won the Amnesty International-DOEN Award. (Documentary starts at 7:40)

## R5b. Movies to Watch



**The Machinists** - [YouTube](#) A vivid and moving documentary in which the personal stories of three female Bangladeshi garment workers and the boss of a fledgling trade union in Dhaka intersect to portray the human cost of western high street fashion.

**The Next Black** - [A film about the Future of Clothing - YouTube](#) 'The Next Black' is a documentary film that explores the future of clothing. Watch as we meet with some of the most innovative companies on the planet to get their opinion on clothing and its future



**Unravel:** [The final resting place of your cast-off clothing - YouTube](#) UK-based filmmaker Meghna Gupta takes audiences on a journey from Western and developed countries to India's industrial interiors, unravelling in the process just how our discarded clothes get recycled and repurposed into yarn.