

THE
STYLE
STORY

About Me

- Studied Fashion & Textile Management at university
- Worked in Buying for over 10 years at Debenhams and Jane Norman
- Have 3 children at primary school
- Set up The Style Story in 2018 to help people with all of their styling needs





Sustainable Fashion
&
Autumn Winter 2022 Trends



Sustainable Fashion &
AW22 Trends

Browse the product & try on

Styling advice

11 Million

...the number of garments which end up in landfill in the UK each week, according to Oxfam.

The charity has conducted a survey of 1,000 people which estimates Britons buy more than two tonnes of clothing each minute and throw out 11 million items each week. Their chief exec has described the findings as “staggering” and warned the UK “can no longer turn a blind eye to the emissions produced by new clothes”.

“If everybody in the UK stopped buying new clothing for ONE day, the emissions saved would be the equivalent to driving a car around the world 8640 times”

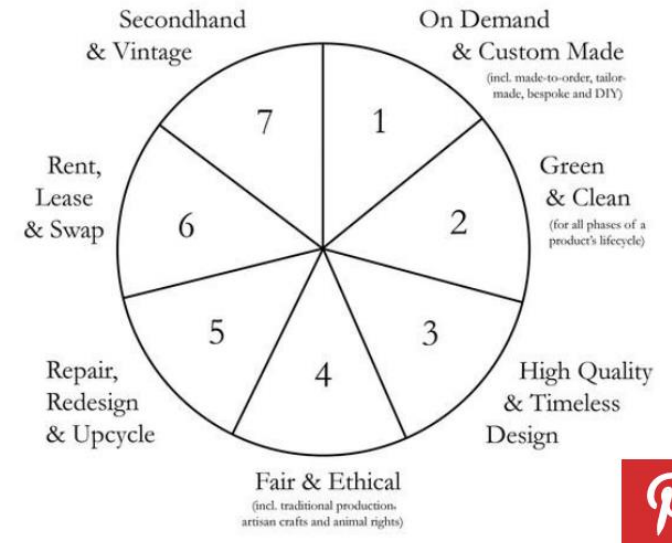
Hurr Collective

“By trading a shirt with a friend instead of buying new, we could save enough water for 1 person to drink for 2 and a half years.”

1millionwomen

How Can We Be More Sustainable?

- Buying preloved or vintage
- Renting / lending
- Swapping peer to peer
- Buying organic cotton & sustainable fabrics
- Using recycled fabrics
- Upcycling / Reworking
- Shopping from transparent sellers
- Making your fashion world circular
- Slowing down how you were previously shopping



The seven forms of sustainable fashion, as seen in Vestiaire Collective's online guide and conceived by Dr Anna Brismar

Circular Fashion

- Minimising waste and making the most of resources.
- It challenges fashion's linear production line that ends with clothes being discarded in landfill.

Every part of the life span of a garment is cyclical:

- Design – longevity
- Materials – sustainable
- Production – fair & ethical (workers and animal rights upheld)
- Once a piece is tired, it should be repaired or redesigned, then rather than being binned, it is rented, swapped or sold at second hand retailers.

Sustainable Fabrics

Organic cotton

Grown without using chemicals or pesticides, and uses less water in production than conventional cotton.

“Green” silk

Production of normal silk kills the moth and pupa during the process, green silk doesn't do this and is often softer as it hasn't had harsh chemicals added to it.

Bamboo

Wool

100% modal

Eco-friendly material, made in an eco-responsible way. Modal fibres come from naturally grown beech wood pulp. This pulp is then turned into fibres and spun into yarn to make this soft flowing fabric.

Lyocell / Tencel

Natural, man made fibre, eco-friendly fabric. Cellulose fibre made from dissolving pulp using dry jet-wet spinning. 100% biodegradable

Buying Preloved or Vintage

- Charity shops
- eBay
- Depop
- Vestiaire Collective



Vinted



Retold.

Manifesto Woman

your pre-loved
STORIES



RADISH

Re
Fashion

Refashion
guide.com

Renting Clothes

The Air BnB of clothes.

Better for the environment than buying new, but it's also a way to enjoy the brands you love for a fraction of the price.

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COLLECTIVE

Our Closet

R BY ROTATION

MY WARDROBE HQ

HIRESTREET

LOANHOOD

wardrobe hire.

TAITE RO.

ONLOAN^{BETA}

HURR
COLLECTIVE

- This Self Portrait dress was rented through Hurr for a black tie event



nuw.

- This Whistles dress was borrowed through Nuw for a 40th birthday party



Gigi's Dressing Room



- Vintage and designer pieces to hire and buy
- Walthamstow
- Wednesday Night Dress Up Fun
- <https://www.gigisdressingroom.com/>
- @gigisdressingrm



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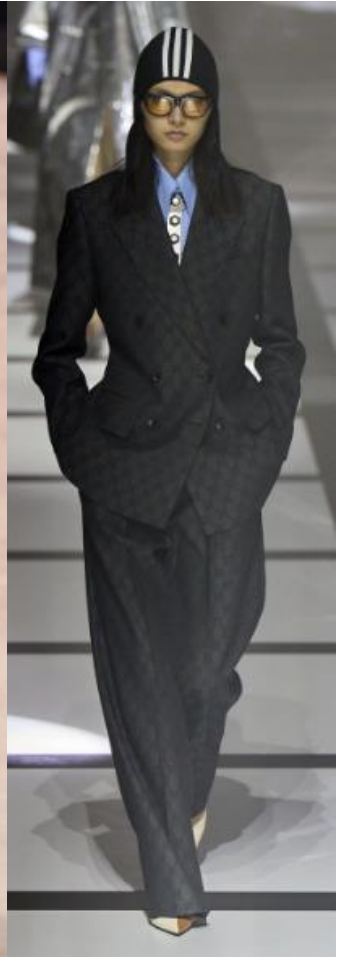
90s Minimalism



Leather



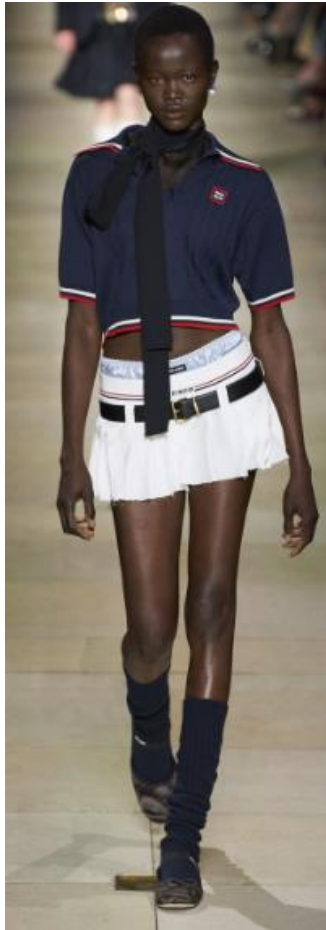
Tailoring



Bold Tailoring



Prep School



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Key Colours

Valentino PP Pink



Blue Moon



Green



Neutrals



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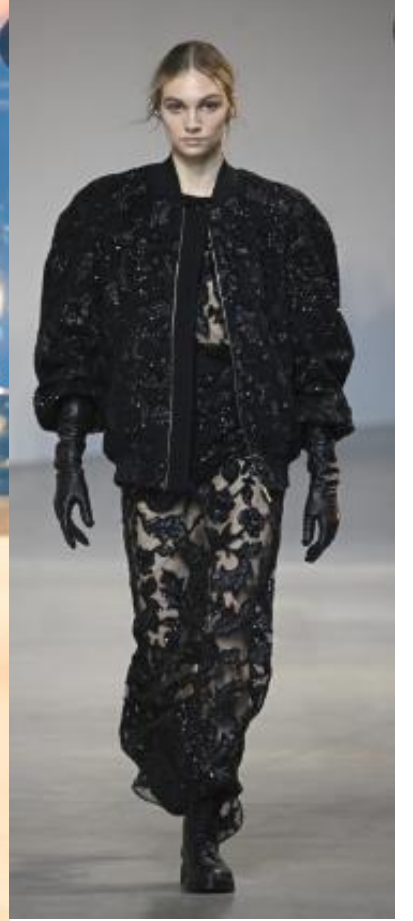
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Key Items

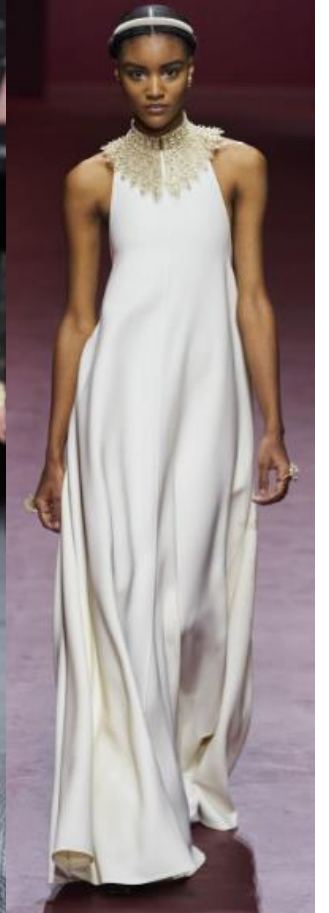
White Tank



Bomber Jacket



Maxi



Knits Galore



Tailored Waistcoat



Corset



Baggy Denim





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Accessories

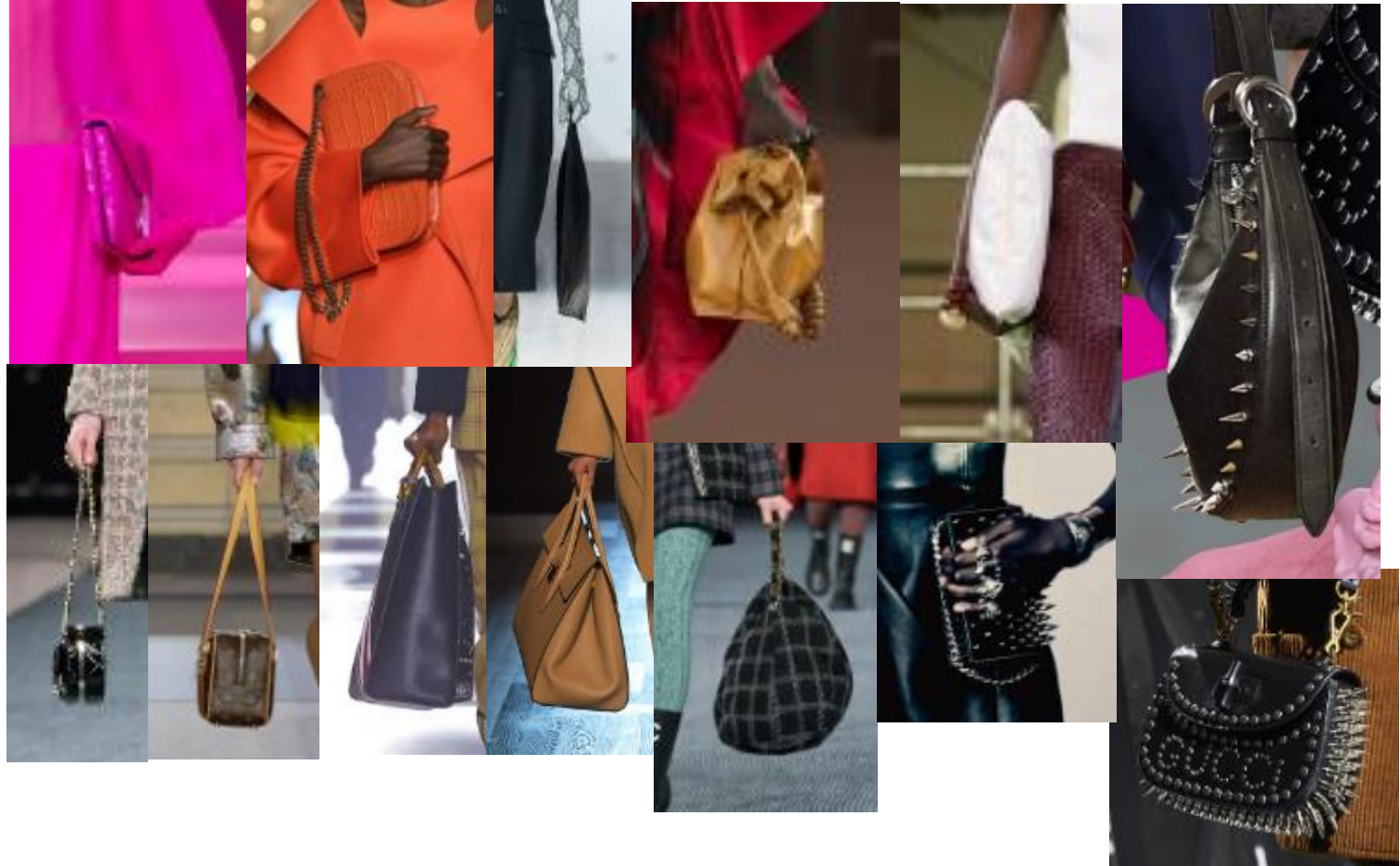
Footwear

- Loafers
- Kitten Heels
- Ballet Flats
- Platforms
- Sporty Trainers
- Chunky Boots
- Thigh High Boots



Bags

- Slim Bags
- Oversized Totes
- Studded Bags
- Slouchy Pouch
- Boxy Bags



Accessories

- Statement Bangles



- Chokers



- Dramatic Pearls



- Neck Ties & Scarfs



Accessories

- Snoods / Balaclava





Services

Wardrobe Edits

Online Shopping

The Style Edit

Personal Shopping

Virtual Shopping

Photoshoot Styling

Gift Vouchers

Special Events

Private Trend Evenings

For more information please visit:

www.thestylestory.co.uk



Thank you for listening

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