

Looking good, doing good

Five ways you can help make fashion more sustainable

Fashion is one of the world's most polluting industries. How can you help the industry clean up its act? Check out these insights from Nicole Rycroft, who heads up environmental organization, Canopy, and Rachel Whittaker, a sustainable investment specialist from UBS...

Struggling to resist the lure of that new dress? It's easy to surrender to the buzz of the impulse purchase. But as millions worldwide buy and bin landfill-bound clothes at alarming rates, it's time for a revolution in fashion.

To explore the issues and solutions, we held an event entitled Fashion Forward, as part of our UBS Women Forum series. Guests heard inspiring talks from Canopy's CEO and founder, Nicole Rycroft, and Rachel Whittaker, from UBS.

Nicole founded [Canopy](#) in 1999. Her goal? To stop trees becoming pulp, by working with supply chains in the fashion and publishing industries. Regionally, 35% to 60% of the world's forests are felled to manufacture products, from clothes to paper¹. Forests are the lungs of the world – and losing them threatens the planet's species, communities and climate.

But it's not just fashion companies that need to turn things around. Consumers can also do more to make the industry sustainable. For Nicole and Rachel, it's all about buying clothes with the right mindset, encouraging brands to behave sustainably, and investing your money in ways that match your values.

Five big takeaways

1. Buy clothes for life, not the season. Aiming to make sure your clothes last a lifetime will help reduce the number of garments going to landfill. Need something for a special occasion? Do a quick online search for clothing rental services – there's a growing number to choose from.

2. Question fashion brands. Contact your favorite brands and ask where they're sourcing their materials – and what their sustainability policies are. If they're not already working with Canopy, recommend that they do.

3. Spread the word. Help society break the cycle of production, consumption and disposal. Start a social media campaign, organize a book or film club that focuses on the issue, or organize a clothes swap with friends.

4. Look at your investment portfolio. Are you investing in companies that really reflect your values? If not, see the next tip.

5. Talk to your financial advisor. If your investments don't match your values, get expert financial advice on reshaping your portfolio. And check your advisor can offer investments that give you the opportunity to do well financially while doing good.

What do you think?

How are you playing your part? What more can you do to make the fashion industry sustainable? We'd love to [hear](#) from you!

Find out more about Nicole Rycroft and the work of Canopy at [canopyplanet.org](#). Nicole is a UBS Global Visionary, identified as a leading entrepreneur and outstanding individual working towards one or more of the 17 UN Sustainable Development Goals. The UBS Global Visionaries program supports those finding innovative solutions to societal issues, across diverse realms such as health; education; equality and the environment. Find out more [here](#).

Listen to the podcast [here](#)

¹ [canopyplanet.org/about-us](#)

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