

Why Sustainability is the Future of Fashion

Why sustainability is the future of fashion|retrodolly.uk

Get the lowdown on sustainable vintage fashion and why it's essential for our planet and your wallet. Learn how to make thoughtful purchases, pay attention to materials, and find vintage clothing online to help you get started.



There is no doubt about it – sustainable fashion is the future. While fast fashion has been on the rise for the past few decades, more and more people are starting to see its negative effects on our pockets and the environment. As awareness of these issues grows, so does the demand for sustainable fashion options.

Buying vintage is a great way to start if you're looking to switch to sustainable clothing. Not only is vintage clothing more environmentally friendly than buying new clothes, but it's also a great way to save money.

In this blog post, we'll discuss some tips for buying vintage clothing successfully and, at the end, look at some of the best places to find sustainable vintage clothes online.

What is fast fashion?

Before we discuss vintage clothing, let's look at what fast fashion is and the term's meaning. Fast fashion refers to producing cheap, mass-produced clothing that goes from trend to store shelves in a short amount of time. While this can be convenient for those looking for affordable clothes, it's not great for the environment or our wallets in the long run.

Fast fashion is bad for the environment because these garments are often made with non-biodegradable materials and are produced very quickly. This means that more natural resources (such as water and electricity) are used up faster than if clothes were produced in a slower, more sustainable way. The production process also creates a lot of pollution, eventually making its way into our air and water.

What is vintage clothing?

So, what exactly is vintage clothing? Vintage clothes are garments made over 20 years ago—before the rise of fast fashion. Because vintage clothes weren't mass-produced, they tend to last longer than modern clothing. Longevity makes vintage items a great option for those looking for sustainable fashion solutions.

It's important to note that vintage isn't limited to older pieces from the past two decades. If you look hard enough, you can also buy vintage items from the 1960s, 70s, or even earlier. Most vintage stores label their clothes by decade, so it's easy to find something you like that fits your style in an eco-friendly way.

What is slow fashion?

Slow fashion is the opposite of fast fashion. It's a term for clothing produced in an ethical and environmentally friendly way.

The main goal of slow fashion is to reduce waste and create more sustainable clothing options for consumers. Slow fashion can be produced using organic fabrics, minimising water consumption during production, or producing garments with vintage fabrics. Slow fashion companies can create eco-friendly garments by shifting away from mass-production techniques.

What is slow vintage?

As its name suggests, slow vintage refers to vintage clothes produced ethically and sustainably. These pieces have higher quality than modern fast fashion garments and often last longer.

Slow vintage clothes can be found in vintage stores, vintage markets, or online shops like ours. Because they are vintage pieces, they tend to be more affordable than fast fashion items. Slow vintage is definitely worth considering if you're looking for sustainable fashion solutions on a budget.

How to practice slow fashion or slow vintage fashion

If you want to switch to slow vintage fashion, here are some tips for making thoughtful purchases.

1. Don't impulse buy - Impulse buying can lead to regret and wasted money. Before making any purchase, take the time to research what type of vintage clothes would best suit your style and your budget. Research fabrics and materials to know which pieces will be more sustainable than others.
2. Pay attention to the materials - Look for vintage clothes made with recycled, recyclable, biodegradable, organic, or traceable materials. Avoid fast fashion items that use lots of synthetic fibres, which are terrible for your health and the planet.
3. Think about how it was made - Try to find vintage pieces made with sustainable production processes. Look for garments produced using natural dyes or made with vintage fabrics.
4. Consider buying brands that you know only produce quality items; if you can't afford brands like MaxMara or Windsmoor (both known for quality tailoring), buy preloved or second-hand items from these or other reputable brand manufacturers.
5. Shop vintage online - If you know where to look, you can find great vintage items at various online stores.

Where to Find Sustainable Vintage Clothing?

The first place to start is at home or at your mum or grandmother's home. If your family are anything like mine, nothing is thrown away. You can find vintage clothes from the past two decades in their wardrobe.

If you don't have the luxury of having vintage pieces at home, vintage markets and stores are great places to shop. You can also find vintage items online on websites like eBay or Etsy, where plenty of sustainable options are available.

Here's the good news: My vintage store, Retrodolly.UK has scoured all the vintage stores to bring you the best vintage and sustainable clothing in the UK. We stock a wide range of vintage pieces for both men and women, including shirts, skirts, coats, dresses, and much more.

Do you love accessories? We do, so if you need a beautiful vintage bag or a well-made pair of shoes, you can find them here. We also label their clothes by decade, so it's easy to find something you like that fits your style in an eco-friendly way.

We also offer an online vintage concierge service that curates vintage items specific to your style and budget. So, no matter where you are, we can find sustainable vintage pieces that suit your needs.

Vintage fashion is not only stylish but also sustainable. Shopping vintage or slow vintage is a great way to reduce waste while having fun exploring fashion from different eras. Before you purchase any item of clothing, make sure it meets your sustainability criteria: research materials used, production processes involved and vintage retailers offering quality vintage pieces.

At retrodolly.uk, we are committed to bringing you the best vintage and sustainable clothing in the UK so you can look great, save money, and protect the planet. Have fun exploring vintage fashion!