

Have you thought about the story behind your clothes? In the West we consume 'fast fashion' – discarding clothes with each new season – while, behind the scenes, the factories producing these garments often use slave labour. Long hours, poor or downright dangerous factory conditions and ridiculously small earnings are the reality behind the glitzy catwalks and neon-lit stores in our towns and cities. Clothing production also results in a lot of environmental pollution.

How could you take a stand this Lent? A group from Market Harborough Baptist Church have come up with a 12-point Lent challenge. How many could you commit to trying during the six weeks of Lent (February 14th to March 29th)? Of course, you don't have to do all of them! But maybe, having tried some of them in Lent, you'd adopt them longer term?



- 1. De-clutter your wardrobe and take what you don't want to local charity shops; or hold a 'bring and swap' event with friends – everyone brings unwanted items and takes away any items they would wear. Whatever is left goes to a charity shop.
- 2. Promise yourself to buy no new clothes during Lent (or for the rest of the year) and make a donation instead to Labour Behind The Label, which campaigns to improve workers' rights.
- 3. Clean up your labels: what can you buy to wear that's Fairtrade? Visit the Just Fair Trade shop in Leicester (36 Silver Street) or search for fairly traded clothing online.
- 4. Change your shopping habits – what clothing can you buy from local charity shops instead of fashion shops? Or try Oxfam online ([Oxfam.org.uk/shop](http://Oxfam.org.uk/shop)).
- 5. Take up the Six Items Challenge to wear just six items (excluding underwear, sportswear and coats) for six weeks.
- 6. Collect together any of your clothes that need mending or altering and decide to do just that – asking a friend to show you, if you don't know how.
- 7. Sign up for a course which helps you be creative in taking charge of your own wardrobe – knitting, crochet, weaving, dressmaking or tailoring – meaning you'll be relying less on big business fashion.
- 8. Get informed – join the women of the Baptist Focus group at 7.30pm on Thursday February 8th for 'Fashionable and Fair' – a talk and discussion on this topic.
- 9. Get informed – watch *The True Cost*, the groundbreaking documentary film about the fashion industry on Youtube – and, if possible, watch with some friends.

- 10. Get informed – check out the Labour Behind the Label website ([labourbehindthelabel.org/](http://labourbehindthelabel.org/)).
- 11. Get informed – share the cost of a subscription to The Ethical Consumer magazine ([ethicalconsumer.org](http://ethicalconsumer.org)) with some friends or read the Fashion Revolution fanzine online ([fashionrevolution.org/resources/fanzine/](http://fashionrevolution.org/resources/fanzine/)).
- 12. Get informed – read *One Dress One Year* by Bethany Winz (Baker Publishing Group 2016).

For more details about anything mentioned here, or to be put in touch with others who will be trying this Lent challenge, contact:

**Rosie Coveney**

01858 466422 / [rocoveney@gmail.com](mailto:rocoveney@gmail.com)

**Judith Devine**

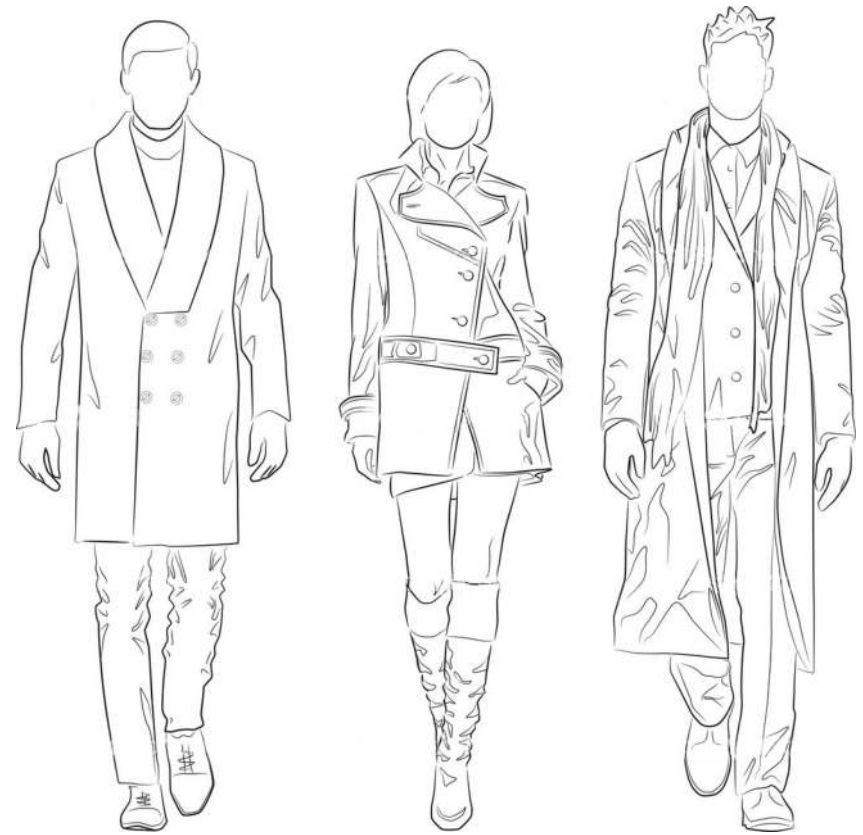
01858 432886 / [judithdevineuk@yahoo.co.uk](mailto:judithdevineuk@yahoo.co.uk)

**Gill Russell**

01858 465055 / [pathfinder.co.uk@live.co.uk](mailto:pathfinder.co.uk@live.co.uk)

**Janet Smith**

01858 463376 / [janetsmith405@hotmail.com](mailto:janetsmith405@hotmail.com)



*Fashion Conscious*

*or*

**FASHION CONSCIENCE?**

– a Lent challenge with a difference