

tips for identifying quality

Let your hands be your guide

Quality clothing should feel smooth and substantial. It doesn't necessarily need to be heavy, but what you want to see is density in the clothing weave. The stronger and more substantial the fiber, the more likely it will last longer. Some manufacturers may add chemicals to make clothing feel heftier and smoother, so judging on touch alone is a good start, but won't be enough.

Look carefully

Hold the garment up to the light to get a better look at it. The more tightly packed or spun the weave, the better. Now look at the seams, inside and out. Look for stitching that is even and closely spaced. Avoid sloppy or loose stitching, as this is usually a red flag for lower quality. Avoid buttons that look flimsy or button holes with fraying ends. Fabric on clothing should be cut either straight along the grain, or on a right angle, allowing the clothing to stretch. Improperly cut clothing will get pulled out of shape over time. Look for collars on dress shirts and waistbands on pants with interfacing (thicker cloth that creates structure to keep the garment shape stable), which ensures that area will maintain shape over time.

Read the label

Natural fibers, such as cotton, wool, linen, or silk are typically a good sign of better quality. Cheaper synthetic materials such as polyester, acrylic, spandex, rayon and other manmade fibers made from plastics are cheaper and usually an indicator of a lower quality item. Natural fibers can withstand repeated washing & drying, whereas cheaper manmade materials will break down much quicker. For example, when you dry a cotton-polyester blend, the two fibers will shrink at differing rates, eventually changing the shape of the garment.

High price doesn't always equal high quality

Buying better quality clothing typically means paying more upfront (unless you are buying second-hand). But that's ok – the product is likely of a higher quality and one that will last longer. If you're a bargain shopper, you are better off spending a bit more upfront on clothing that lasts. Lower price clothes are typically cheaper for a reason – they are of a lower quality and they don't last. However, a key thing to highlight here is that a higher price tag doesn't necessarily mean higher quality, so use the tips in this section to become a more conscious connoisseur of quality clothing.



Source: MetroVancouver Think Thrice About Your Clothes

www.metrovancouver.org/services/solid-waste/reduction-reuse/clothing-waste/think-thrice/reduce/buying-new-clothes/Pages/default.aspx

how to contribute to the circular fashion economy

- Wear the clothes already in your closet ...a lot.
- Take care of your clothes. Repair, mend, and restore as needed.
- Swap clothes with friends and family.
- Utilize resell platforms to give unwanted clothes a new home.
- Shop secondhand.
- Buy quality clothing that will last 30+ wears and that you'll WANT to wear 30+ times.
- Support brands that enable the circular economy through take-back programs, circular business models, etc.
- Rent under-used items like maternity wear, occasion wear, etc.

Source: [The Sustainable Fashion Forum](#)

want to know more about your favourite brands?



Fashion Transparency Index

www.fashionrevolution.org/about/transparency

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