

## Moral Fibres

### How to Shop Consciously for Fashion

#### 1. What material is this product made of?

Check the fashion product's tags for its material composition.

**Prefer** products made with low-impact, biodegradable, natural materials or recycled synthetic materials (see "Some healthier alternatives" within Table 1).

**Avoid** products made with virgin, non-biodegradable synthetic materials or high-impact, natural materials (see "Minimize" within Table 1).

Table 1. A shopping guide for Healthier Textile Choices

## Eco-Friendly Textile Choices

Category	Minimise Purchase Of	Some Healthier Alternatives
Synthetic fabrics	Polyester Nylon Acrylic PVC Leather Faux Fur made with a mix of synthetic materials	Recycled Polyester Recycled Nylon Recycled Acrylic Recycled or Up-cycled Fabrics Eco-Intelligent® Polyester (nontoxic polyester that is indefinitely recyclable)
Synthetic fabrics from natural origins	Viscose Bamboo Viscose	Lyocell (or Tencel®) Bamboo Lyocell Recycled or Up-cycled Fabrics
Natural fabrics from plant fibres	Cotton	Organic Cotton Rain-Fed Cotton Hemp Organic Flax Dew-Retted Flax Recycled or Up-cycled Fabrics
Natural fabrics from animal fibres	Conventional Silk Cheap and mass-produced animal fibres from irresponsible herding or factory farms	Organic Wool Recycled Animal Fibres Peace or Wild Silk Fibres from responsibly raised alpaca, mohair, sheep, and other animals Recycled or Up-cycled Fabrics
Pelts	Leather Fur Shearling	Recycled Leather Recycled Animal Fur Low-Impact Pelts Up-cycled or Secondhand Pelts

Source: Thrive by K.Chayne  
www.moralfibres.co.uk

## 2. How was the product made?

Look for voluntary information provided by the company regarding where the raw materials came from, what dyes/chemicals were used, etc.

**Prefer** products made with natural finishes or dyes and products with credible certifications (see Table 2).

**Avoid** products with special properties such as stain-resistant, permanent press, anti-static, etc., and products with labels that provide no insight as to how it was made.

Table 2. Common Labels in the Fashion Industry

Eco Clothing Labels Explained				
 <p><b>Certified B Corporation</b></p> <p>B Corp</p> <p>A more general certification given to companies that meet rigorous standards of social and environmental performance, accountability, and transparency.</p>	 <p><b>EU Ecolabel</b></p> <p>Ecolabel by the European Union</p> <p>Denotes products with reduced environmental impacts throughout their life cycle.</p>	 <p><b>FAIRTRADE</b></p> <p>Fair Trade</p> <p>Guarantees that farmers and workers involved in production were compensated justly. More of a validation of ethical practices, but also promotes sustainable agriculture.</p>	 <p><b>GREEN AGE</b></p> <p>GCC Brandmark</p> <p>This brand mark by Eco Age is a validation for individual products or fashion collections that meet rigorous social, ethical, and environmental standards.</p>	 <p><b>GLOBAL ORGANIC TEXTILE STANDARD - GOTS</b></p> <p>Global Organic Textile Standard (GOTS)</p> <p>Certified textiles contain at least 70% organic fibres; all chemicals used must meet strict criteria. Proper wastewater treatments also mandatory.</p>
 <p><b>MADE-BY</b></p> <p>Made-By</p> <p>Assures that a brand operates responsibly with respect to people and the planet.</p>	 <p><b>CONFIDENCE IN TEXTILES</b></p> <p>Oeko-Tex® Standard 100</p> <p>Ensures that the tested yarns and textiles do not contain illegal substances, regulated harmful substances, or known harmful but unregulated chemicals.</p>	 <p><b>PETA-APPROVED VEGAN</b></p> <p>PETA-Approved Vegan</p> <p>Used by companies that make vegan and animal-friendly clothing and accessories. Companies that use the logo must sign PETA's statement of assurance verifying that their product is vegan.</p>	 <p><b>USDA ORGANIC</b></p> <p>USDA Organic</p> <p>Made for organic agricultural practices (like Ecocert, Soil Association, etc.). Therefore, a USDA certification for a shirt ensures the cotton was grown organically, but does not guarantee that the shirt is free of toxic finishes.</p>	 <p><b>WORLD FAIR TRADE ORGANIZATION</b></p> <p>WFTO GUARANTEED FAIR TRADE</p> <p>World Fair Trade Organisation (WFTO)</p> <p>A fair trade certification that ensures responsible practices across the supply chain and supports small producers and their communities.</p>

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### 3. Where was the product made?

**Prefer** products made regionally or imported products labeled “Fair Trade\*.”

**Avoid** imported products from the other side of the world that provide no information regarding how the product was made.

### 4. Will I cherish this item? Is this a keeper?

**Prefer** durable, timeless, practical products you will wear 30+ times.

**Avoid** cheap, disposable, highly fashionable products you will wear only once.

### 5. Does the company that made this product care about our world’s greater good?

**Prefer** products made by responsible companies transparent about their supply chain, supportive of social/environmental causes, and contribute to our world’s greater good.

**Avoid** products made by companies that show no regard for human or environmental health and make no effort to practice responsible business.

Although it’s not always possible to buy responsibly and transparently made products, realising how much power we each have as fashion consumers and starting to ask more questions like the ones I have provided are crucial first steps toward reshaping the fashion industry.

\*The concepts and tables in this post have been adapted with permission from *Thrive: An environmentally conscious lifestyle guide to better health and true wealth* by K. Chayne.