



**mendful**

long live your closet

## a quick little intro:

We are in a mall, we see the sale signs, the racks of clothes that are so cheap we just know it's too good to be true.

*But we can't resist.*

We buy two for one. Shopping gives us a buzz, a quick thrill that lasts until we get home and realize there is no more room in the closet for anything else. Fashion today is about convenience, getting new clothes as cheaply and quickly as possible, and having more, more and more of them. But nobody can pretend not to know the true cost of the fashion we mindlessly pop into those shopping baskets to make us feel better after a bad week, and the prices which are actually a horrible lie.

It doesn't add up. And we aren't taking the time to think about it – the cost of the cotton, the farmer's time sowing the seed and harvesting it), the time spent to make the cloth and garment by a human being. And then there's the shipping, and of course, the designer's time, the branding, the packaging, the marketing. All of these steps are condensed into a price tag on a dress that costs less than the price of a regular movie ticket...how is that possible? The answer of course, is that it's not.

As fashion consumers, we have the power to change all that. It is now considered not only fashionable to put consciousness back into our lifestyles – from what we eat to what we wear – but also the right thing to do, as more of us search for ways to lead mindful lives. You should feel good in your clothes. Good about the way your clothes were produced. Good about how you spent your money. Our society has developed a fear of showing ourselves in the same, well-worn, well-loved, clothes. But we can change that.

There is a certain amount of personal bravery that's required to gain the understanding of how to care for our clothing – because much of the understanding comes from practice, and commitment. It can be hard to remove yourself from this culture when even just a starting point seems a little overwhelming to find.

**but small steps lead  
to big changes, and  
consider **mindful**  
your very own step**

01.

made  
with you  
in mind:

part  
01

## shopping

08 – 39

a woman ready

for a personal

## mending

40 – 71

part  
02

part  
03

## laundry

72 – 103

a woman ready for a personal journey

through her closet and discover all that's in there, including money-making, low-what-you're-wearing potential.

A reference for things mom maybe forgot to teach you about clothing care and things you might be able to teach her. A book to reach for when

you need to unplug, relax, and take the time to learn something new.

A mindful way to better yourself as well as the world you live in. But most importantly, *mendful* is there for you no matter your age, a reminder that you can continue to love fashion and update your wardrobe to reflect your changing tastes, all while taking pride in what you wear and feeling as good on the inside as you look on the outside. *Long live your closet.*

made  
with you  
in mind:

shopping  
08 - 30

bar | 01

mending  
40 - 71

bar | 02

yearly  
75 - 103

bar | 03

# a woman ready for a personal journey

a woman ready for a personal journey through her closet and discover all of its wallet-saving, money-making, love-what-you're-wearing potential.

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part — one

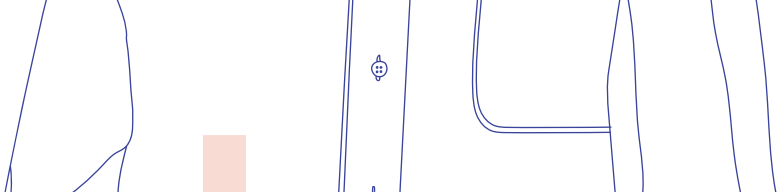
tip 01 think before  
10–19 you shop

tip 02 buy less  
20–29 buy better

tip 03 shop for  
30–39 almost free

# shopping

tips for mindful buying



Let's face it ladies: when you buy cheap, that's what you're gonna get. How many times have you bought a top for a few bucks only to have it fall apart after just a few wears?

We often get caught up in the thrill of the chase and splurge out on another bad buy that barely fits (but was on super mega sale!) instead of something we genuinely like or need, or investing a little more money to buy something that will last a lot longer. By wising up to what we really want, what clothes work best for our bodies, and what to look for in quality clothes and brands, you can build a closet that makes you look your best, while at the same time saving money (and the planet!)

“  
change  
the world  
without  
changing  
your style  
”

yael aflalo / designer / reformation

tip 01

# think before you shop

## know what you own

01 / 03

First step to a mindful closet? Become aware of your shopping habits. Have a good look at your clothes and what you actually wear regu with a closet edit. The rest of your repetitive wardrobe will reveal a few bad habits.

Identify what you haven't worn for a while and ask yourself if you bought it on impulse, or it was a trend, or if you bought it before trying it on. This way, next time you shop, you'll have a better idea of what you actually need.



steps

06



tip 01

# think before you shop

10 • 00

11 minutes

## know what you own

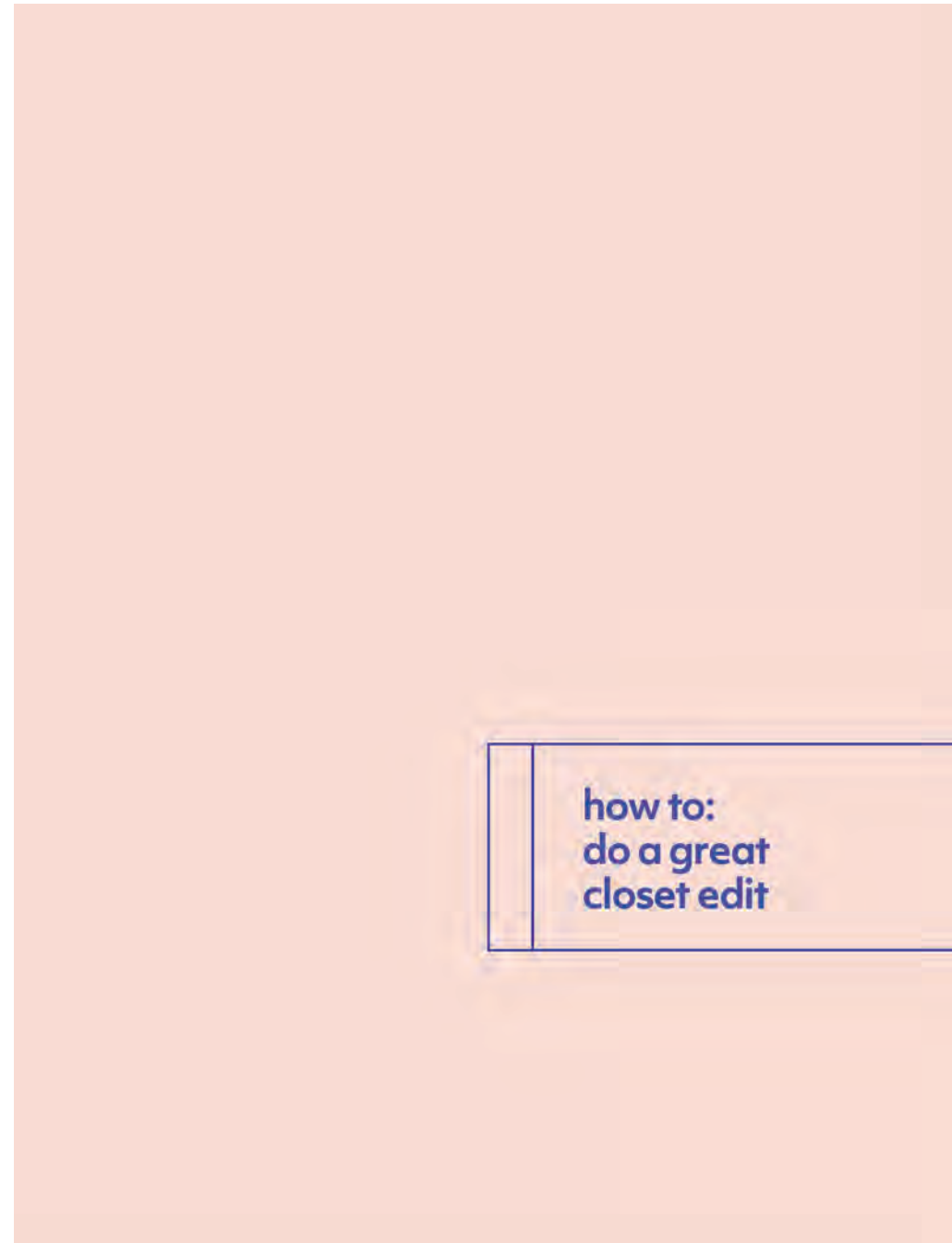
01 / 03

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00

steps



how to:  
do a great  
closet edit

no. 01

/ 07

# take a deep fresh start breath

Take a deep breath, and open up that closet. If looking inside gives you a bit of anxiety, its time to edit.

Disorganized closets are likely to send you straight to the shops, rather than encouraging you to discover and wear the clothes you already have. A well-organized and edited wardrobe will reward you with the best use of its valuable contents. So when editing and reorganizing, try to think 'boutique', rather than 'jumble sale', and you'll find yourself wanting to 'shop' from your own closet every morning.

supplies

/ 03

01. at least three hours

02. a closet ready to be organized

03. bins for sorting

## start

You'll reap the financial, environmental and fashion rewards stored behind its doors – if, that is, you can actually see what you've already bought.

know  
what  
you own

**01. don't cut corners** / 02. let skeletons out / 03. take it all in / 04. tackle the no pile / 05. sort the yes pile / 06. document it

take time

Your wardrobe review needs time – three hours minimum – to give it the attention it deserves. Rushing leads to cutting corners, and you may find yourself keeping or getting rid of clothes for the wrong reasons.

ways to prep for the best closet edit:

put your favorite music on

have bins or boxes ready

give yourself plenty of time

have a full-length mirror

Ask a truthful friend to help you to ensure that journeying into the furthest reaches of your wardrobe easier and more fun. Try to do a closet edit every six months to keep things under control and more manageable.

know what you own

01. don't cut corners / **02. let skeletons out** /  
03. take it all in /  
04. tackle the no pile / 05. sort the yes pile / 06. document it

get going

It's time to get started. Take a few deep breaths, eat a snack, and get to it. To take full stock of your closet situation, you will need to empty your entire wardrobe and lay it out in one place.

don't forget to check in spaces such as your:

attic or crawlspace  
extra storage shelves  
dressers  
garage or basement

Seeing all of your clothes in one go will help you rediscover some forgotten items and identify your repeated purchases in similar colors and styles (how many pairs of black jeans do you own? Or need?)

know what you own

01. don't cut corners / 02. let skeletons out /  
**03. take it all in** /  
04. tackle the no pile / 05. sort the yes pile / 06. document it

lay it out

Once everything is laid out in front of you and you've recovered from seeing it all, start to scrutinize. Try on all of your clothes in front of a full-length mirror to remind yourself what you like.

try to ask yourself these questions:

do you love the item?

would you buy it again today?

have you worn it recently?

does it fit (like really fit)?

Put your clothes into two piles: 'yes' and 'no'. Be honest with yourself, otherwise you'll just end up returning everything back to the closet. This is where a friend can come in handy - she can be the final say.

know  
what  
you own

01. don't cut corners / 02. let skeletons out / 03. take it all in / **04. tackle the no pile** / 05. sort the yes pile / 06. document it

| let it go

Next, go through your 'no' pile to get to the bottom of what you are not wearing and why. Think about ways to give the clothes new life: do they need a stain treatment, a repair, or just a simple re-style.

split the no's into smaller piles such as:

repair / repurpose  
stain removal  
donation  
fabric recycling

But be strict: you can put aside dreams of endless parties or losing those last twenty pounds, so that you don't put anything back into your closet that you probably won't wear in the near future.

know what you own

01. don't cut corners / 02. let skeletons out / 03. take it all in / 04. tackle the no pile / **05. sort the yes pile** / 06. document it

organize it

Now, back to the 'yes' pile, the clothes that will make up your fresh, organized closet. This is the time to determine how to organize your closet in a way that will make getting dressed everyday easy and fun.

a few ways to organize a closet are to:

group by garment type

organize by color

organize by length

group by season

Picking a solution and sticking to it makes daily outfit selections a breeze. Access is key in ensuring you wear your clothes to their maximum, so storage will become an important part of your closet edit.

know what you own

01. don't cut corners / 02. let skeletons out / 03. take it all in / 04. tackle the no pile / 05. sort the yes pile / **06. document it**

stick to it

If you want to take your closet edit even further (think Cher's epic computerized walk-in closet in the film *Clueless*), make sure to keep an updated visual of what you own in a way that makes sense for you

a few ways to document your closet are to:

make lists

label clothes or hangers

use apps like StyleBook

take photos

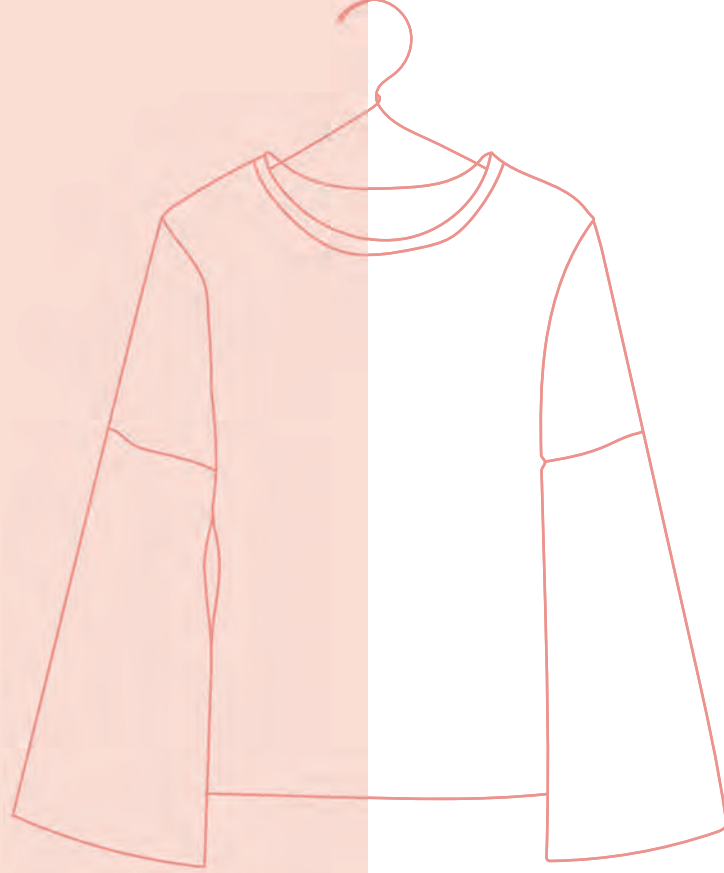
Documenting what you own helps both the sorting process and is an investment for a future you; you're ensuring your closet's contents are quick to view and you'll never forget what lies behind those doors again.

know what you own



**shop**

**m**



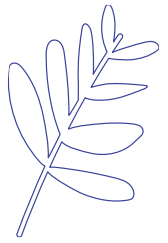
**your** ————— **closet**

**know  
what  
you own**

01 / 03

00

steps



## learn what to spend on

The next time you head out to shop, be mindful of what words brands are using to sell clothes. Try to avoid anything associated with the term “fast fashion”, like big box stores that have overflowing racks of clothes for super low prices – clothes that aren’t good for you or the environment. You can expect that these are the clothes that are going to fall apart within a few wears. Look out for these words, which are always a good sign you’re shopping in a quality place. Check out the brands listed on the right for some examples of clothes to feel good about buying and wearing.

<b>01</b>	<b>transparency</b> Companies know who make their clothes, where they are made and under what conditions, and they are proud to share this information openly with the public.	<b>everlane</b>	Our way: Exceptional quality. Ethical factories. Radical Transparency.  everlane.com
<b>02</b>	<b>sustainable</b> It's a combination of how we create fashion — ensuring that from design stage to production it takes into account all the environmental and social impacts — and how we consume fashion — educating about buying and caring techniques.	<b>reformation</b>	Being naked is the #1 most sustainable option. Reformation is #2.  reformation.com
<b>03</b>	<b>fair trade</b> Clothing has been certified and labeled with the Fair Trade Mark. The garment meets standards involving protecting workers' rights, saving the environment, and sustainability.	<b>patagonia</b>	Mission: Build the best product, cause no unnecessary harm  patagonia.com
<b>04</b>	<b>recycled</b> Recycled fashion or upcycling means using perfectly good textiles or whole articles of clothing that have been thrown away to re-work them into up-to-date styles.	<b>re / done</b>	We take the vintage denim apart at the seams, re-purposing it as the fabric of our new jeans.  shopredone.com
<b>05</b>	<b>organic</b> Clothing made with a minimum chemicals and the use of harmful production practices, has limited impact on the environment, and is made from naturally found fibers.	<b>synergy</b>	A business committed to producing clothing with the highest ethical and environmental principles.  synergyclothing.com

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mindful

words

there are people behind the clothes. if you wear a complicated jacket that you bought for \$10, chances are there is human suffering behind it: you're probably not paying the person who made it a good wage. if you're buying t-shirts for \$2, \$5, or \$7, that should immediately set off alarm bells.

yael

aflalo

## avoid retail therapy

Shopping to cure feelings of boredom, frustration or sadness usually leads to impulsive, emotionally driven shopping decisions, leaving you with clothes you don't want or need, and lets face it - leaves you with the same feelings a few hours later and a few less dollars in the bank.

To avoid these fashion hangovers, avoid shopping to make you feel better and look for other ways to lift your spirits – learn a new skill, hang out with friends, or try your hand at re-designing clothes you already own or find second-hand.



# save dad's shirts

## avoid retail therapy

Shopping to cure feelings of boredom, frustration or sadness usually leads to impulsive, emotionally driven shopping decisions, leaving you with clothes you don't want or need, and lets face it - leaves you with the same feelings a few hours later and a few less dollars in the bank.

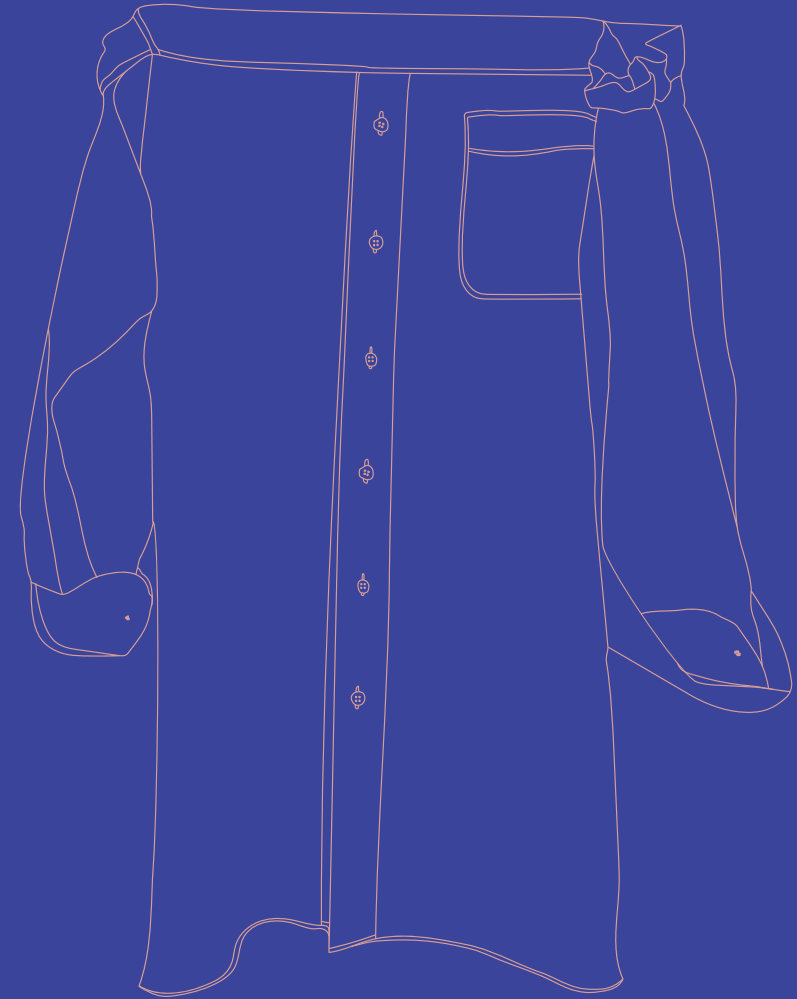
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save  
a few  
shirts

tip one

avoid

02 / 03



“I pretty much just don’t like paying lots of money for clothes when I know it doesn’t always cost that much to make them. For whatever reason, I’ve always loved cutting things up and making them into something new; whether it was clothes, photos, or Barbie’s hair (sorry mom).

## There is something so therapeutic about working and creating with your hands.

Everyone in my family knows that before they go to get rid of clothes, ask me if I want them, because I usually will try to make something out of them. This was my dad’s old shirt that had a hole in the shoulder, so I just made it an off the shoulder dress. I know, so trendy. That is the nice thing too; you can try out trends without having to spend a ton of money. Fight fast fashion!”



tip 02

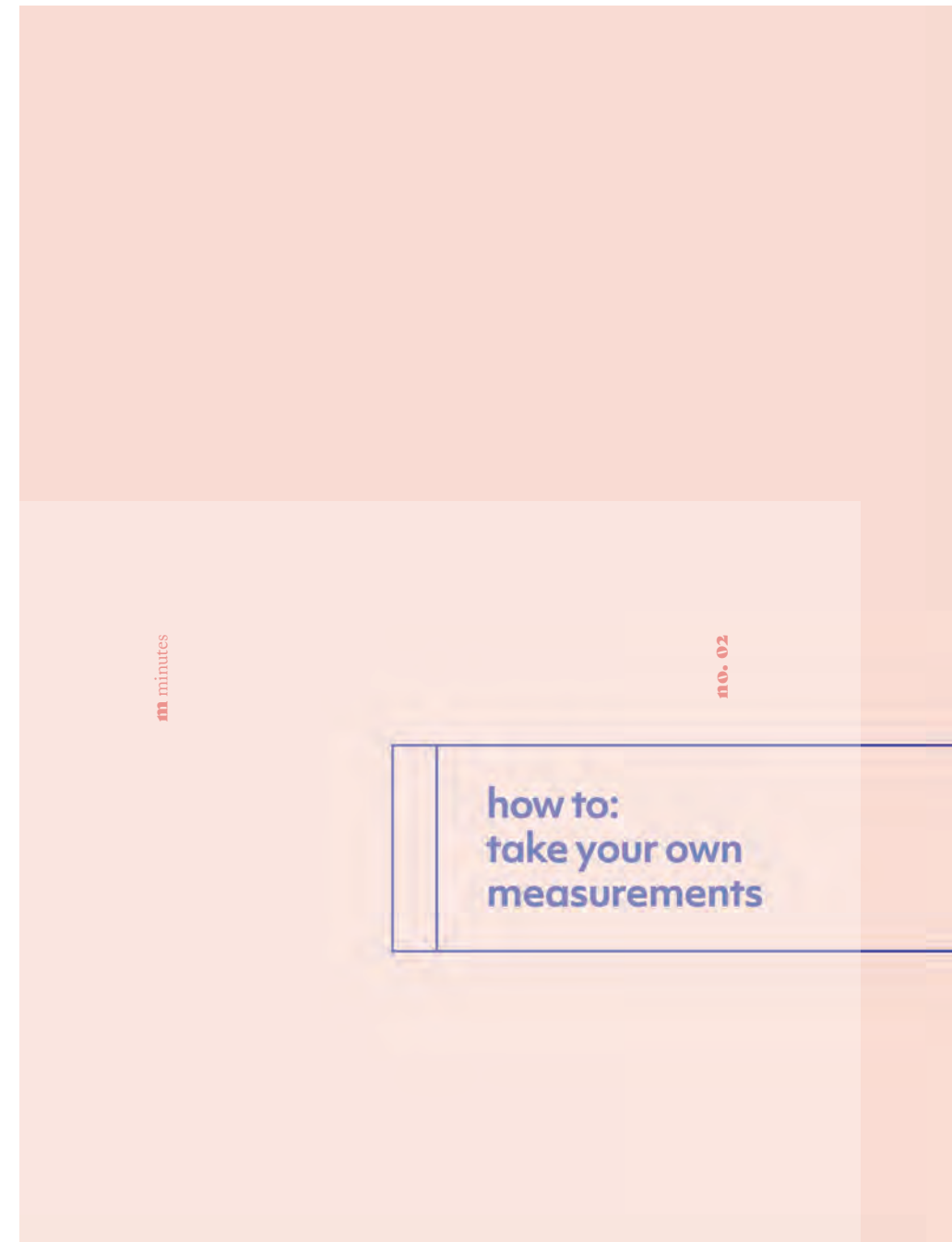
# buy less buy better

## find your magic numbers

01 / 03

Most clothes today are made to last a season at best and, because of their poor quality, can fall apart after the first time you wash them. You are more likely to invest in a higher quality garment if it fits properly, so knowing what all

your body measurements are and how to use those sizing charts are important first steps in the hunt for garments that complement not only your outer beauty but also your inner beauty (not to mention your wallet and the environment).



steps

04

## tip 02

# buy less buy better

02

02

## find your magic numbers

01 / 03

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04

04

how to:  
take your own  
measurements



# how many times

numbers game

How many times have you found yourself frustrated when you are one size at one store and one or two sizes smaller at the next? Every store has its own range of sizes, but those sizes are all based on measurements.

That big sizing chart you saw on your favorite online shop or in a dressing room inside a store isn't just there for decoration, it's there to help you shop smarter (once you know how to use it!) Getting your measurements will make shopping a breeze and ultimately save you so much money on clothes that just don't really fit.

## supplies

01. a soft tape measure

02. pencil and paper

03. light clothing layer

## start

Use the following guides to measure the specific area of your body, and write down the number in inches.

find your magic numbers

# 01. wing span

/ 02. bust and shoulders / 03. waist and hips / 04. inseam

stretch that arm



use: sleeve length

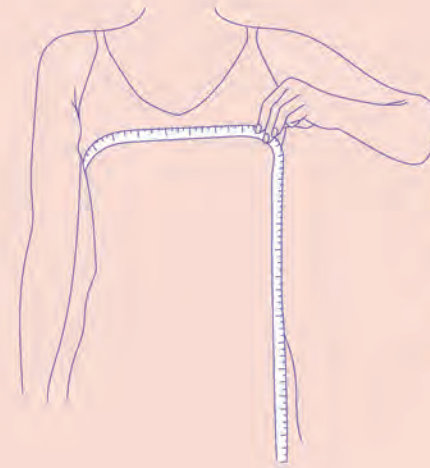
start: hold down on tip of your shoulder

end: very tip of your fingers, and hold with two fingers

find your magic numbers

01. wing span  
/ **02. bust and shoulders** / 03.  
waist and hips  
/ 04. inseam

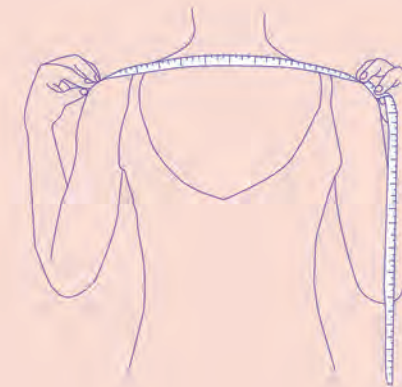
bust some moves



use: bras, blouses

start: arms down, hold with underarm

end: pull around and measure the fullest part of your chest



use: fitted tops, blazers

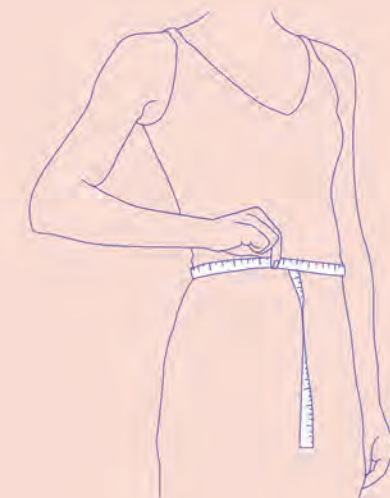
start: hold down on tip of your shoulder

end: pull snugly across back to opposite shoulder tip

find your magic numbers

01. wing span  
/ 02. bust and  
shoulders / **03.  
waist and hips**  
/ 04. inseam

hip - hip hooray



use: bottoms, dresses

start: hold between your navel and ribcage

end: wrap around the slimmest part of your body



use: bottoms, dresses

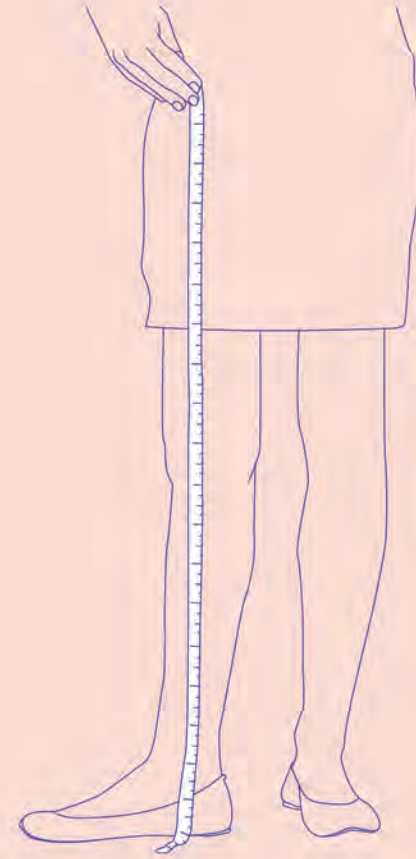
start: hold seven inches below your waist

end: pull around and measure the widest part of your body

find your magic numbers

01. wing span  
/ 02. bust and  
shoulders / 03.  
waist and hips  
/ **04. inseam**

top to bottom



use: bottoms

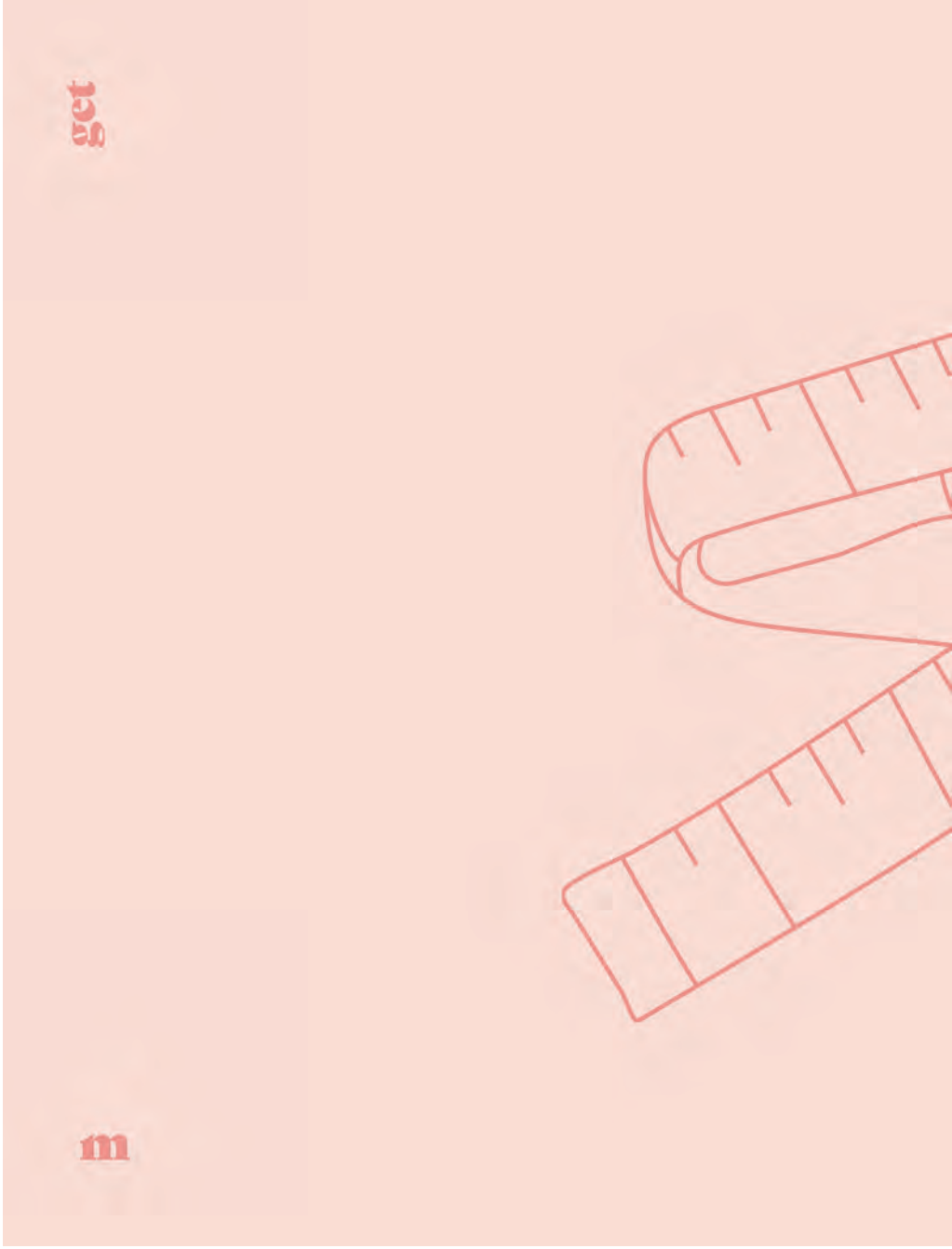
start: top of the inside  
of your thigh

end: the bottom of  
your anklebone

find your  
magic  
numbers

find your  
magic  
numbers

01 / 03



40

steps

those ————— digits

## the thrill of the thrift

Buying pre-loved clothes is one of the most cost-effective and responsible ways of creating a conscious closet. What's not to love? You're practically guaranteed that no one else will be dressed the same and you'll pay a fraction of what you would when the garment was new. Access to secondhand clothing is relatively easy through vintage shops and the internet. The icing on the cake is that if you buy from charity shops, you're supporting good causes and your local community.

While thrifting can take a bit more time than traditional shopping, the benefits far outweigh the cons, and nothing can beat that feeling of finding a totally authentic, one-of-a-kind garment for a few bucks.



the  
dream  
jeans

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the  
dream  
jeans

tip two

press buy better





“These shorts are my all time favorite pair of jean shorts. I have never come across a pair better than these and I probably won’t ever in my lifetime. I found this gem at a thrift store in Cincinnati (Valley Thrift) about 6 years ago now. I don’t usually spend a ton of time in the jeans aisle because it’s always so hard to tell what sizes are and I never feel like trying on a bunch of stuff. But that day as I strolled down the jeans aisle, this pair of shorts was poking out and something drove me to take a closer look. Turns out that they are the shorts that I had been searching for my whole life. They checked all my boxes:

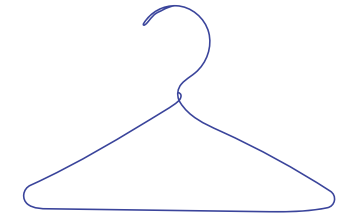
**high-waisted, great length, a bit loose fitting side, and had this perfect character (asymmetrical with double buttons).**

The cherry on top, they were only 25 cents! To this day these are still one of my best purchases. None of my other shorts can compare and wearing them always puts me in a good mood because I think of the great day I got them.”



## quality over quantity

A small, easy change to start making as a more mindful shopper is to buy less clothes, and ones that you will wear for longer. This means that the items you do buy are the best quality you can find, and are ones you really love and will wear for years to come. Too often clothes are only made to last a season at best and because of their quality, can fall apart after a few wears or washes. Keep this checklist in mind and inspect clothes before buying to avoid wasting time and money.



<b>01</b>	<b>metal zippers</b> Plastic zippers are hard to zip (and keep zipped). They also tend to go off track, and they wear out quickly. Look for clothes with metal zippers while shopping to avoid all of these headaches.	where to look: side seams, jacket pulls, pant and trouser closures
<b>02</b>	<b>spare buttons</b> Spare buttons are a sign that the designer expects the garment to be around long enough to require a few minor repairs, and gives you everything you need to make the repairs yourself.	where to look: attached to care tag; attached to a side seam in a bag or a tag
<b>03</b>	<b>natural fibers</b> Synthetic fabrics are notorious for piling and can require a lot of special care. If you want lasting clothing (wash after wash), stick to natural fibers such as cotton, wool, cashmere, linen, and silk.	where to look: check care tag to see what the garment was made with
<b>04</b>	<b>strong stitches</b> Inspect the stitching of a garment for signs of unraveling, missed stitches, and other imperfections. Grab the garment on each side of a seam, and tug lightly to see how it holds together.	where to look: side seams, attached pockets, arm holes, or pant inseams
<b>05</b>	<b>patterns match up</b> Take a look at the seams of a garment to see how much effort has gone into matching up patterns. A sloppy pattern match-up is a pretty good sign that little care went into the construction.	where to look: seams such as the sleeves, shoulders, or armholes

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mindful

we all wake up and  
put on clothes every  
day, so our decisions  
have an impact

yael

words

whether we realise it  
or not. we all have  
the opportunity  
to make change.

aflalo

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## tip 03

# shop for almost free

## throw a swap party

01 / 03

A clothing swap is a party where you and each of your attendees bring an agreed upon amount of clothing to the event to (you guessed) swap with one another. All of the items are fair game, and it helps clear your closet of

some unwanted clothes, while also giving you the buzz and the thrill of acquiring new. All of this comes for the low-low price of free. Along with all that, it's an excuse to throw a party. Here are some pointers to start planning:

	<h3>host a swap party</h3>
	<h4>01. choose the invitees</h4> <p>The first step to hosting a swap is to choose the friends who will be invited. Clothing swaps are typically most successful if you put thought into the sizes of your attendees. If you invite nine girls who are all a size four to eight with the exception of one, who is a size 14, you're risking having her feel left out without the ability to swap with other attendees. Either invite a good mix of sizes and make sure there's at least one match for each size, or stick to only inviting party-goers who are within one or two sizes of each other.</p>
	<h4>02. set the rules</h4> <p>If you just let your friends show up at your place and start trading clothes, you might not give everyone the chance to check out the wares. Set some rules for the swap and send them out via email or in the invitation a week prior to your event. Factors and rules you'll want to consider include the number of pieces each swapper needs to bring. Settle on a number, such as 10, as the number of pieces each swapper must bring along. It's also important to note that all items must be clean, quality clothes that are in good shape.</p>
	<h4>04. pre-party prep</h4> <p>Presentation is key to a successful and chic clothing swap. When setting up for your party, think "boutique" and not "rummage sale". Set up a few tables and create a space where each guest can arrange her items. Consider serving fun drinks or simple snacks to create more of a party atmosphere, and make a playlist of fun music ahead of time. Once the rules are explained, let the fun begin! Encourage everyone to start browsing and bartering, and clear out a space, such as a bathroom or a screened-off area, for a "fitting room." Set a fixed amount of time for the swap, so that when it's over you can all relax together.</p>
	<h4>04. consider the leftovers</h4> <p>Once the swap is over, there are bound to be unswapped clothes left behind that still have plenty of fashion life in them. Don't just throw them out! Swap parties, while fun, are also another way to keep clothes in the fashion loop and out of the landfill. Think of ideas for the post-swap clear up, and ask your guests if they have any favorite charities.</p>

## shop the yard sales

Yard sales, rummage sales, garage sales, estate sales; they are all havens for finding quality, one-of-a-kind garments at super-low prices. And the best part is, most of these shops are right in your own backyard. Unlike thrift shops, community sales give you the opportunity to barter. Many people are a little bit uncomfortable with bartering at yard sales, but this is how you get the best deals. To make the most of your garage sale shopping, you'll need to practice the art of negotiation. Here are some rules:

### bargaining tips

**01.**

Find your gems and determine the price you want to pay.

**02.**

Think of what the highest price you are willing pay.

**03.**

Ask what the price is, and ask the seller if that price is firm.

**04.**

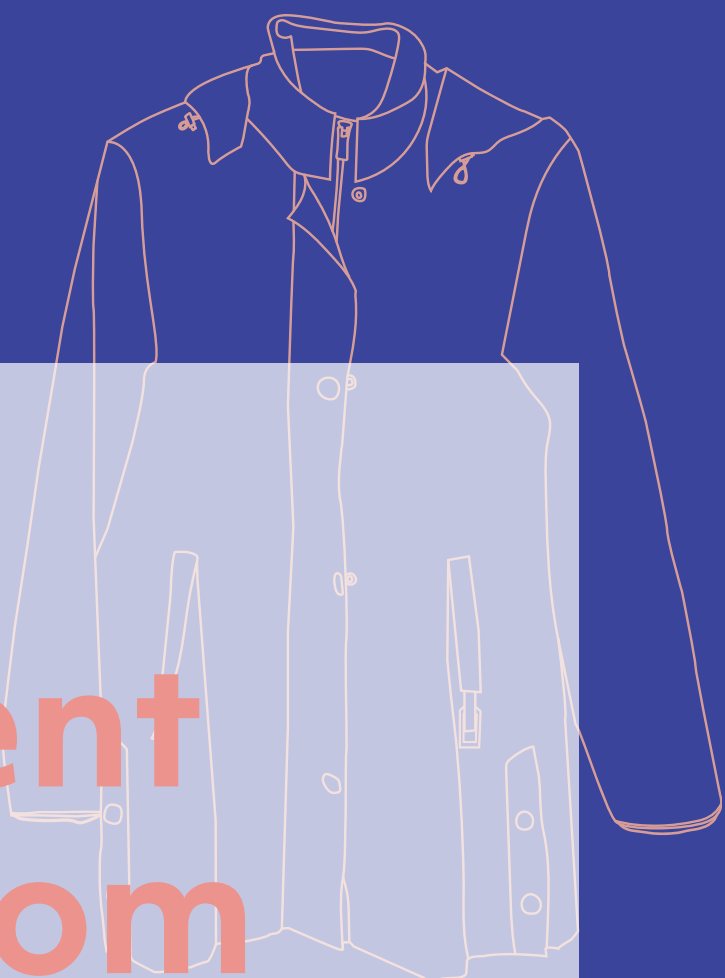
Accept the price if it is near the price you want to pay or name a price lower than your target.

**05.**

If asked what you want to pay, aim lower than what you truly want to pay, leaving room for a little negotiation.

**06.**

If you can't get the seller to agree to a price that's lower than the maximum you've set in your mind, it's not meant to be.



sent  
from  
above

# shop the yard sales

Yard sales, rummage sales, garage sales, estate sales; they are all havens for finding quality, one-of-a-kind garments at super-low prices. And the best part is, most of these shops are right in your own backyard. Unlike thrift shops, community sales give you the opportunity to barter. Many people are a little bit uncomfortable with bartering at yard sales, but this is how you get the best deals. To make the most of your garage sale shopping, you'll need to practice the art of negotiation. Here are some rules:

## bargaining tips

**01.** Find your gems and determine the price you want to pay.

**02.** Think of what the highest price you are willing pay.

**03.** Ask what the price is, and ask the seller if that price is firm.

**04.** Accept the price if it is near the price you want to pay or name a price lower than your target.

**05.** If asked what you want to pay, aim lower than what you truly want to pay, leaving room for a little negotiation.

**06.** If you can't get the seller to agree to a price that's lower than the maximum you've set for yourself, it's not meant to be.

that's more than you can afford

tip three

shop for almost



“This pink coat is one of those pieces that I forget that I own but then when I find it again, it makes me very happy. I bought this coat at a church rummage sale in Cincinnati maybe 3 or 4 years ago. It just had great character and the color was great I knew I had to get it. At first I felt kind of sad. Most likely an elderly member of the church passed away and here her belongings were spread out on tables for people to take and stuff into their “all you can fit in your bag for \$5” kind of bag. But then I realized it isn’t sad but actually really cool.

## **That pink coat had already lived a life with this person and now someone new is the owner, creating another life for it.**

I like to think that lady is looking down at me wearing her coat from above, smiling and thinking “who would have guessed that my pink coat would one day end up on some young girl living in Dallas”.



“

---

mindful

my goal is letting  
women know –  
all women – just  
how much power

yael

words

they can have in  
the fight against  
the traditional  
fashion practices.

aflalo

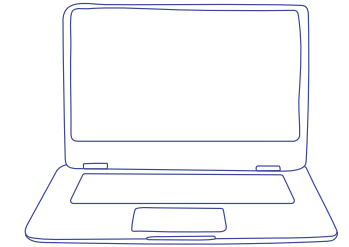
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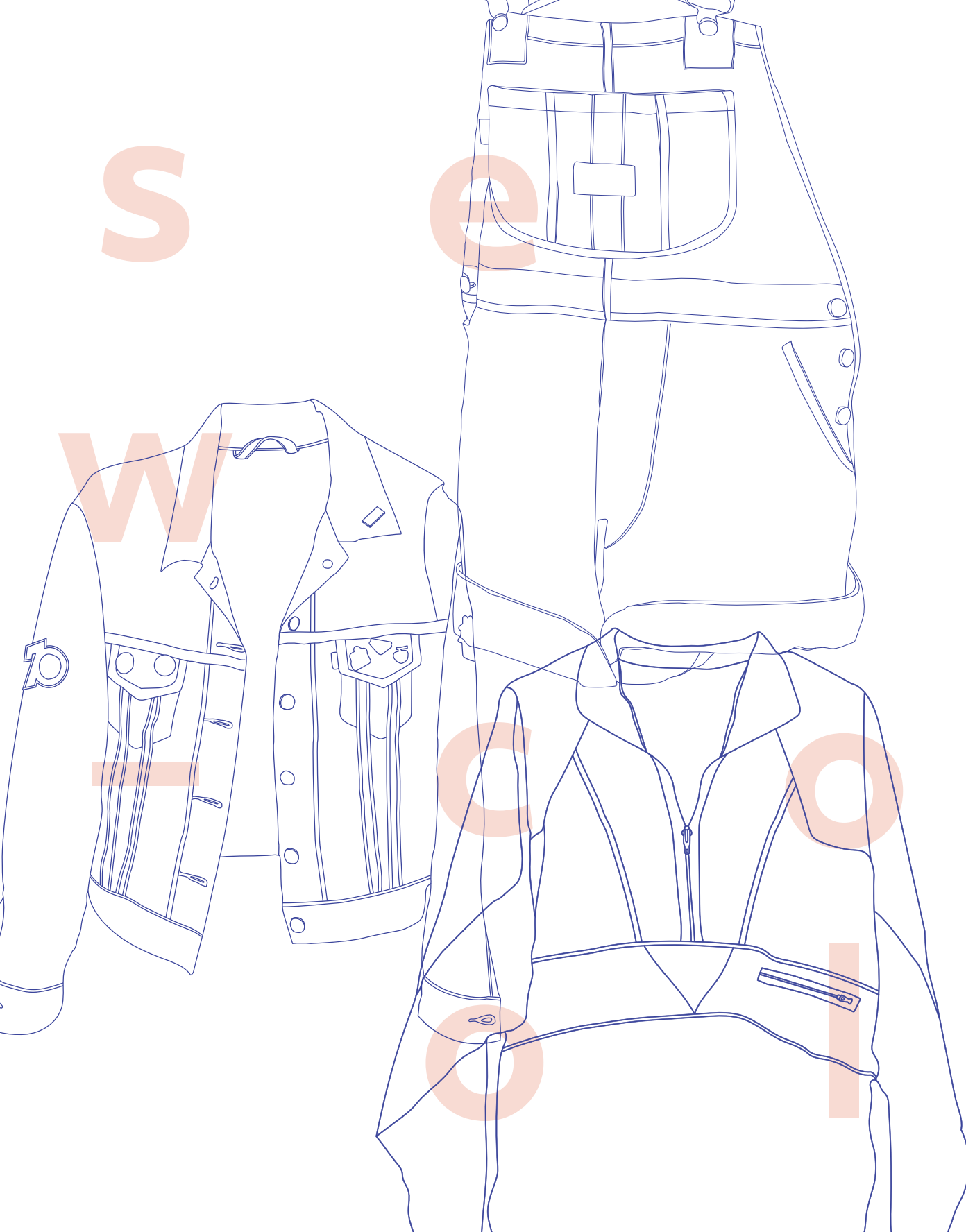


## rent your entire wardrobe

With the internet connecting you to people around the world, your clothes borrowing options are growing more and more everyday. Through borrowing or renting, you get the look you're after for a fraction of the price, without the environmental cost of another barely worn garment. And the same goes for you – open your closet to friends and family to help make sharing the norm.



<p><b>01</b> <b>rent-the-runway</b></p> <p>Rent the Runway is an online service that provides designer dress and accessory rentals, with over 300 coveted designers in their database. RTR is not just available online, but also have brick-and-mortar stores in California, New York, DC, and Illinois.</p>	<p><b>designer</b></p>	<p>offers: rental what: designer formal wear, dresses, luxury purses and accessories</p> <p>renttherunway.com</p>
<p><b>02</b> <b>style lend</b></p> <p>Like the AirBNB of the fashion world, Style Lend allows users to upload their own clothes and offer them to other women to borrow to look amazing at any event. Style Lend allows women to monetize their closets, without having to sell their clothes.</p>	<p><b>name brand</b></p>	<p>offers: rent or upload what: quality clothes available to borrow from women from around the world</p> <p>stylelend.com</p>
<p><b>03</b> <b>lena library</b></p> <p>Just like any other library, you register online and get your very own LENA library card. You are able to use their point system to borrow, or use money to rent, from their wide-range of high quality clothing. LENA Library even offers sustainable brands.</p>	<p><b>everything</b></p>	<p>offers: borrow or rent what: high-quality vintage clothes, sustainable brands, famous and upcoming designers</p> <p>lena-library.com</p>
<p><b>04</b> <b>le tote</b></p> <p>Le Tote is a subscription-based service that delivers unlimited boxes of clothing and accessories a month. Simply select styles you love online, wear everything as long or as little as you want, purchase anything you love by holding on to it, and send the rest back.</p>	<p><b>casual wear</b></p>	<p>offers: subscription, rent-to-own what: accessories and clothing ranging from everyday to work-wear to athleisure</p> <p>letote.com</p>



# mending

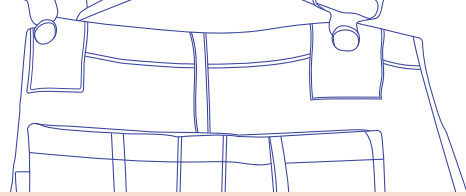
tips for mindful maintenance

part — two

tip 01 build your toolkit  
42 – 51

tip 02 start with the basics  
52 – 61

tip 03 mend like a gift boss  
62 – 71



Our clothes will suffer wear and tear as they travel with us through our lives, but all too often we fail to give them the love and attention they really need to live a long life.

This is partly because buying new clothes has never been cheaper or easier, but also because we are losing the skills needed to repair them. But once you know the tools you need and the basic ways to fix simple snags or holes that come up every once in a while, you'll find it's not only rewarding to fix your own clothes, you'll also discover how much more you'll want to cherish something you've taken the time to get to know and care for. Clothes are memories, clothes are stories; it's important to keep them around.

“  
clothes  
worth  
wearing  
are worth  
repairing  
”

christina dean / founder / redress

## tip 01

# build your toolkit

## gather your supplies

01 / 03

To start your sewing kit, pick up these basic supplies at your local craft store. Having all your tools on hand and at the ready makes emergency and quick fixes easier to get done - getting you back in your favorite outfits faster.

Most of these tools are under \$5.00, and learning how to use them – even at the basic level – will not only save you money but also help you spend less time shopping and more time living in the clothes that you love.



steps

12

## tip 01

# build your toolkit

no. 03

no. 03

## gather your supplies

01 / 03

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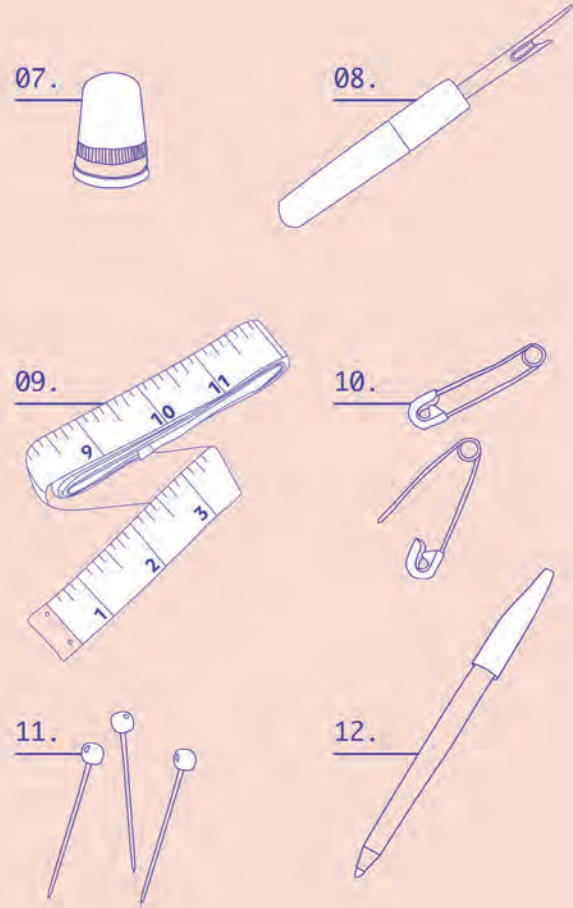
no. 03

no. 03



how to:  
build a  
sewing kit

## gather your supplies



### 01. needles

a variety pack of sizes and types are best

### 02. buttons

2-hole, four-hole and shank are most common

### 03. thread

color-match thread to your mending project

### 04. hem tape

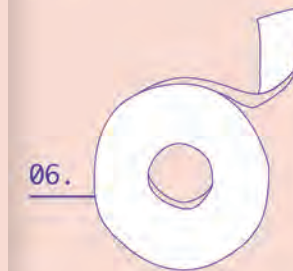
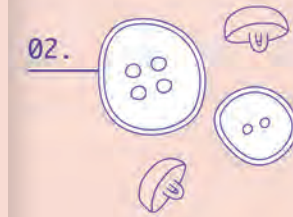
a temporary solution before hemming

### 05. scissors

sewing or embroidery scissors are best

### 06. needle threader

gets thread easily in the eye of a needle



## gather your supplies



**07. thimble**  
protects your finger  
you are sewing

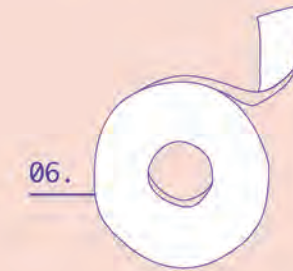
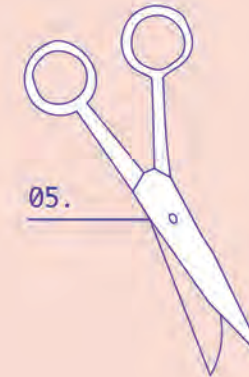
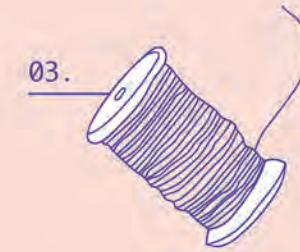
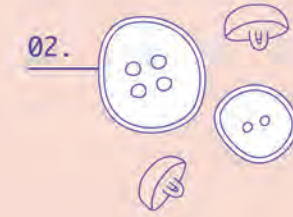
**08. seam ripper**  
easily rips seams  
out of clothing

**09. soft tape measure**  
used for taking  
body measurements

**10. safety pins**  
good to have on hand  
for emergency fixes

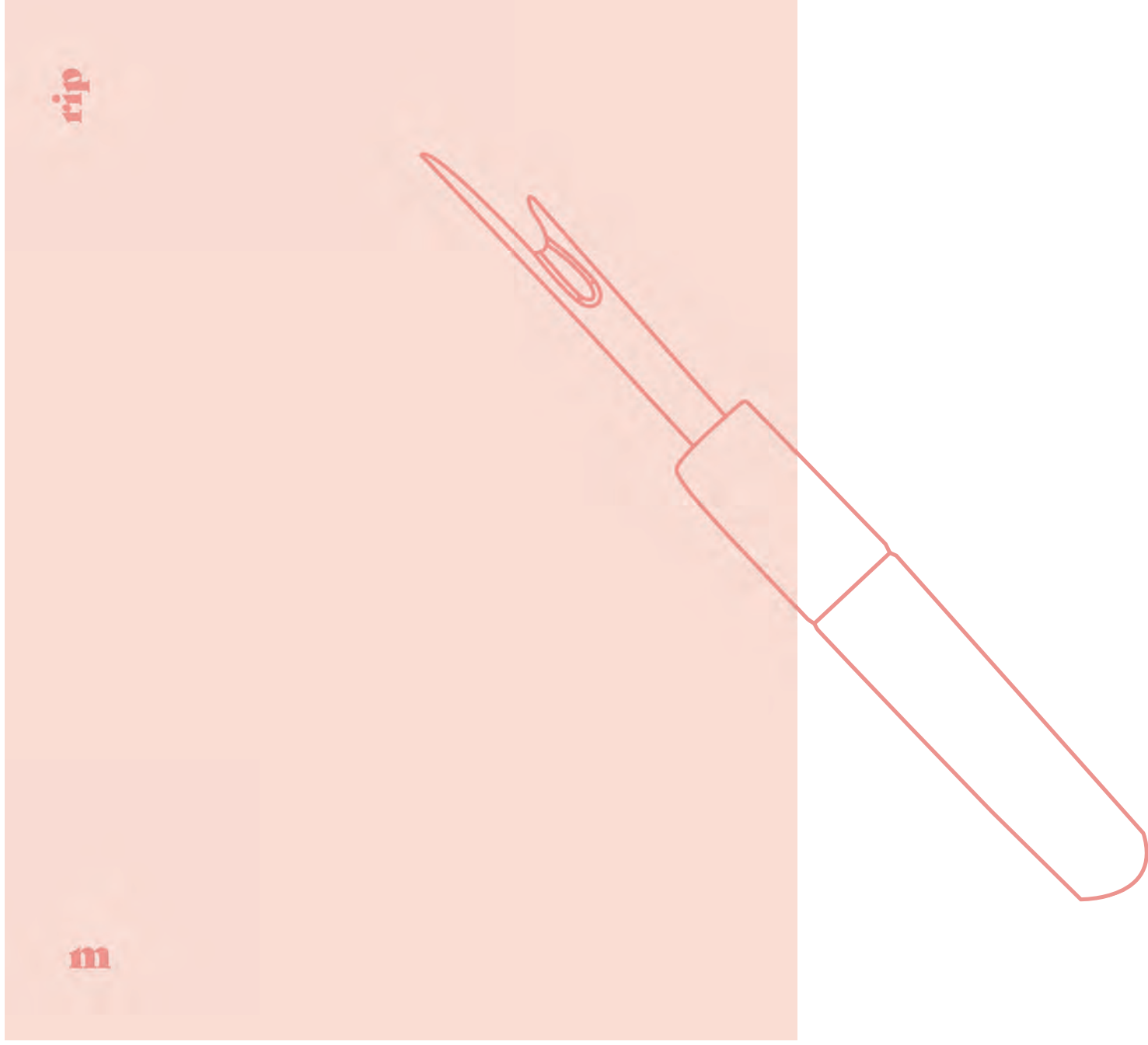
**11. pins**  
used to hold fabric  
in place before sewing

**12. fabric pencil**  
a white, water-soluble  
pencil good for marking  
temporarily on fabric



gather  
your  
supplies

01 / 03



**rip**

**m**

13

steps

**scams**

**not hearts**



## learn some lingo

If you're just getting started with clothes mending projects, it can start out a little intimidating. You gathered your supplies and prepped yourself with all the things you need to begin your project but when you sit down to tackle that first repair, the instructions are confusing and there are words thrown in that you haven't heard before. Here's a couple of words and their definitions to get you started that you might run into along the way.

### starter terms

#### 01. seam

Line along which two pieces of fabric are sewn together in a garment. Seams are finished with a variety of ways to prevent raveling or fraying edges and neaten the inside of garments.

#### 02. stitch

A movement of a threaded needle through a fabric, leaving behind a small portion of thread. Different types of stitches have different purposes and levels of strength.

#### 03. hem

The finished bottom edge of a garment. Altering clothes to be longer or shorter is referred to as raising or lowering a hem.

#### 04. lining

Fabric that covers the construction details on the interior of a garment and provides a neat inside finish. This fabric is typically silky.

#### 05. darn

A sewing technique used for repairing holes or worn areas in fabric or knits, usually by crossing and interweaving rows of thread.

#### 06. right / wrong side

The right side of the fabric is the top side, or pretty side. This is the side you will see. The wrong side is the opposite, or the back side.

*tip one*

build your toolkit



saved  
by a  
stitch

# learn some lingo

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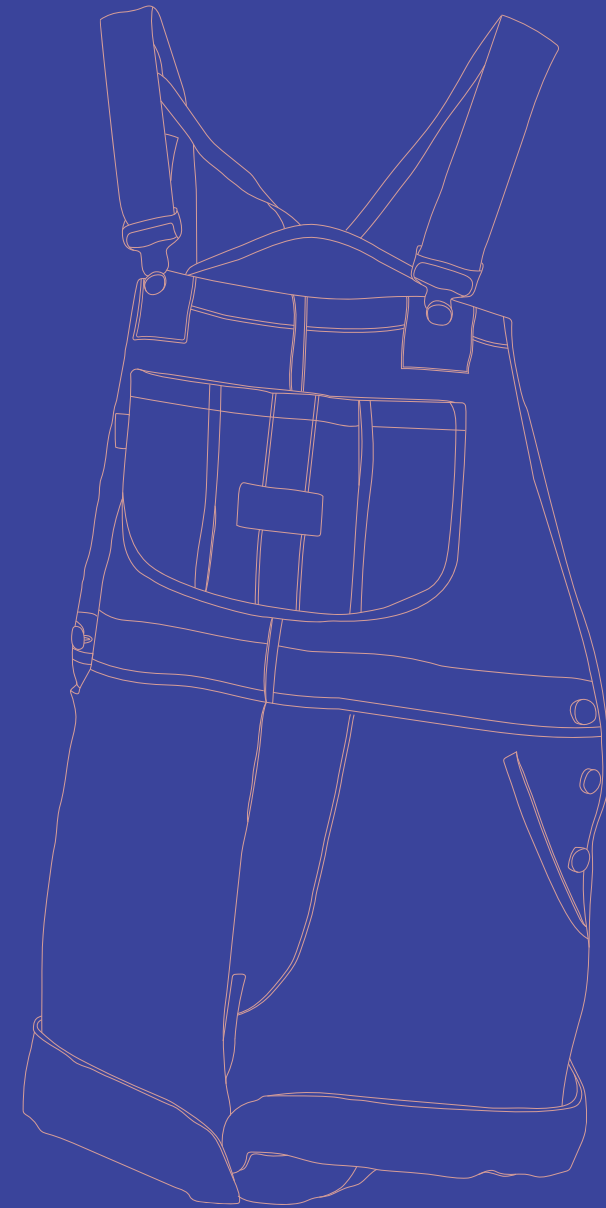
### 06. right / wrong side

The right side of the fabric is the top side, or pretty side. This is the side you will see. The wrong side is the opposite, or the back side.

saved  
by  
stitch

tip one

build your skills



“This is a cute, fun piece I got in Boulder! I anticipated it was going to be a lot harder to find overalls in Colorado than it was in Portland (the Portland vintage scene is vast) so it was really exciting finding a plethora of pairs in the basement of Ragstock off of Canyon Blvd. My favorite pieces that I’ve found thrifted have either been things I’ve stumbled upon and almost half-heartedly buy or I’m on a very focused mission. I’d say this one was the latter, because I had been wanting a new pair that was kind of baggier than the previous ones I had thrifted.

## One of the straps was broken, but it was a simple fix and I usually wear it off the shoulder.

There’s a couple patches and like this weird coin thing on the back, they just have this Colorado/boy scouts feel to them. I think my favorite use was dressing up as Chance the Rapper for Halloween and I had drawn on a creepy mustache plus since they were shorts, I kept telling people I was Sexy Chance.”



“

---

mindful

words

30% of us own at least one item of clothing we haven't worn because it is in need of repair, and nearly a third of us would bring more unused clothing back into use if we had the necessary skills or time.

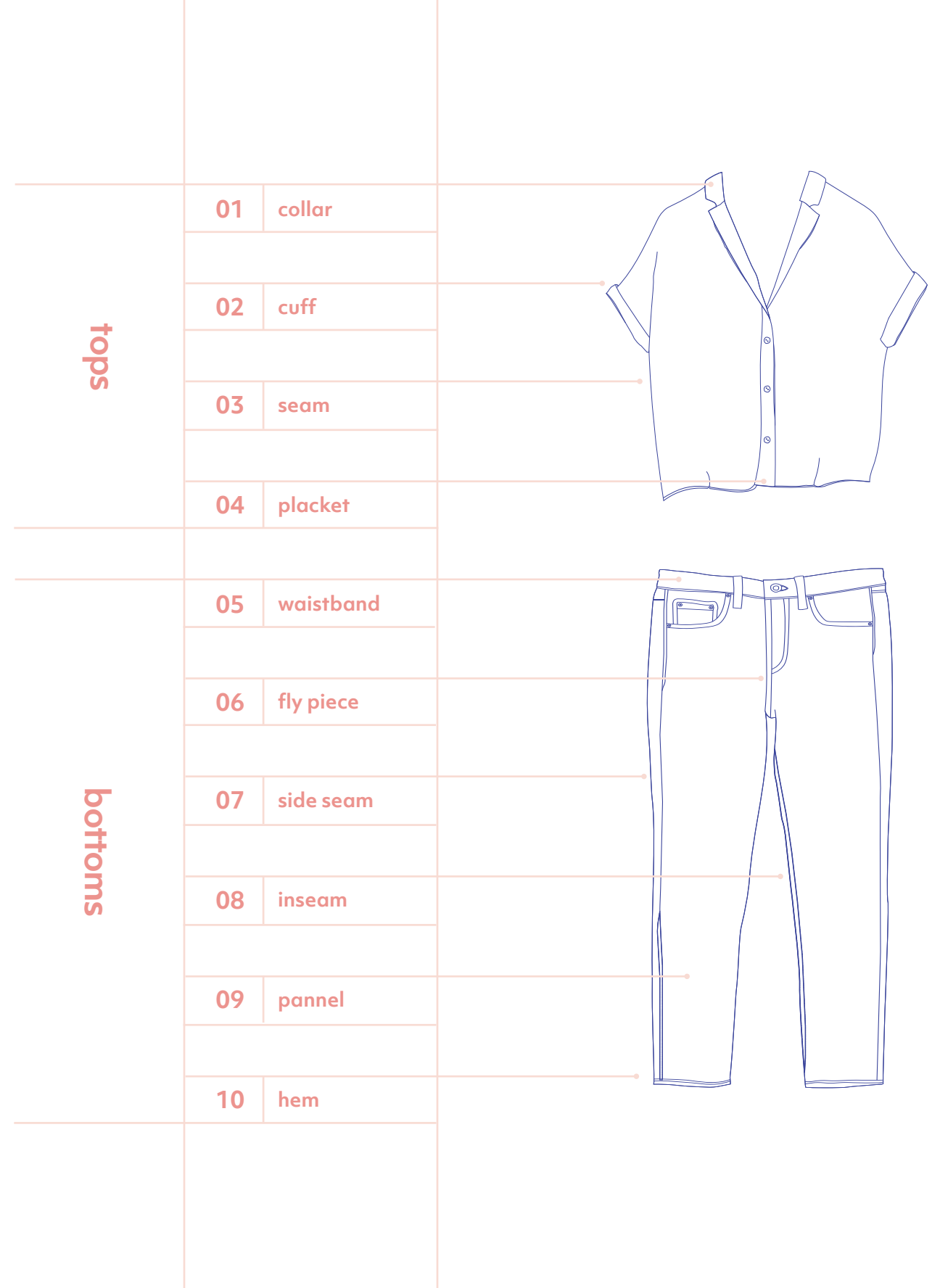
”

christina

dean

## learn parts of garments

Spend some time learning parts of garments, so you need to know exactly what it is you're repairing. Certain areas might need more attention than others in order to make the repair. Knowing these areas also helps you long-term when you run into a repair that you are not able to do yourself; you won't have to waste time googling things like "how to fix that one side thing on a blouse" and you'll be able to do the repair quickly the first time around.



## tip 02

# start with the basics

## thread your needle

01 / 03

First things first - if you're fairly unfamiliar with the "do-it-yourself" world, there's a few things you need to know that will get you ready for anything your closet throws your way, starting with the basics: your needle and thread.

When you're threading a needle, there's two options for you; you can thread it by hand, or with a needle threader. Either way works, its all a matter of what you prefer, especially if the thread is tricky to get into a small needle eye.



steps

03 - 06

## tip 02

# start with the basics

4

11

## thread your needle

01 / 03

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03 - 02

steps



no. 04

/ 07

## threading

new threads

## your needle

Threading your needle is the first thing you'll do before starting any sewing project. It's important to think about your specific project, and what kind of needle and thread you will need.

**Needles** come in a variety of sizes. Fabric such as denim will need thicker needles, while fabric such as silk will need smaller and more delicate ones.

**Thread** comes in a variety of types; cotton, polyester, heavy-duty, silk, wool, metallic or designer. Before repairing clothes, consider the what type will be best for your garment.

supplies

/ 03

---

01. needle

---

02. needle threader

---

03. thread

---

## start

Whether you thread by hand or with a threader, it's an easy start on the path of clothing repair.

thread  
your  
needle

01 / 03

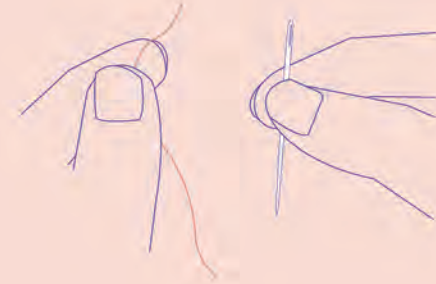
03 - 02

steps



# 01. thread by hand / 02. use a needle threader

hands-on



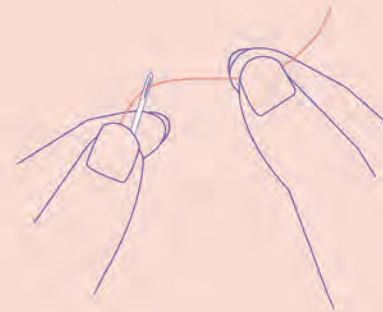
01:

take your thread by  
the tail in one hand  
and hold the needle  
in the other hand



02:

put thread through  
needle until you  
have a tail that's  
a few inches long

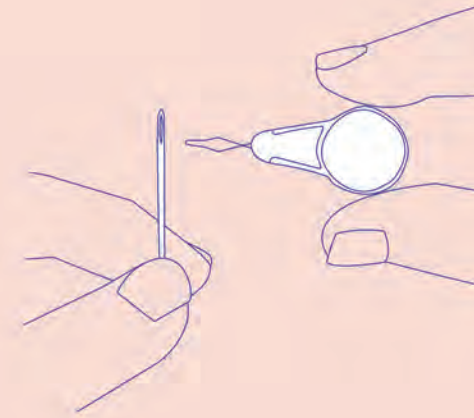


03:

pull thread all the  
way through to the  
length you need

# 01. thread by hand / 02. use a needle threader

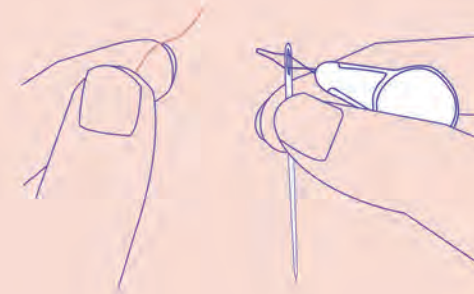
| speed it up



01:

hold your needle in  
one hand, the needle  
threader in the other

the wire loop attached  
to the the threader is  
what will be going the  
the eye of the needle



02:

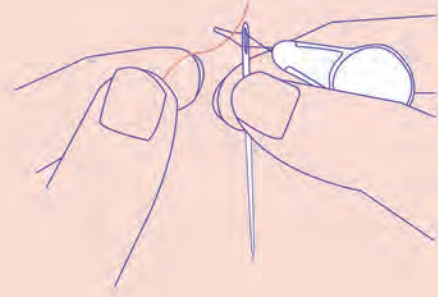
put the needle in the  
wire loop, and hold  
both the threader and  
the needle in one hand

hold your thread in  
the same hand your  
needle was in

## thread your needle

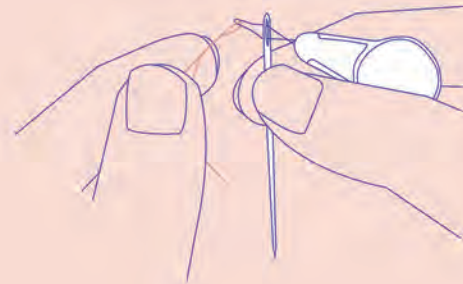
03:

lace thread through the wire loop coming out from the eye of the needle, making a small tail of thread



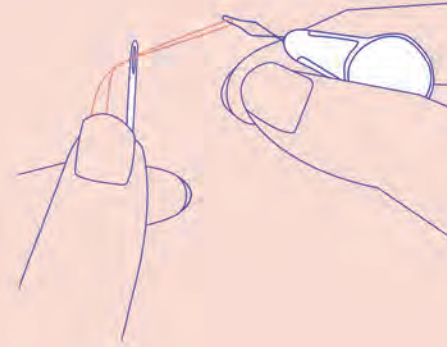
04:

pull the small tail around the wire loop, bringing it back down next to the rest of the thread, and hold both ends between your fingers



05:

gently pull the threader backwards through the eye of the needle, which threads the needle



06:

continue pulling the threader backwards until the thread is no longer in the wire loop, and your tail has come all the way through the needle



thread  
your  
needle

01 / 03



fresh

m

03 - 02

steps

new

threads

## practice your stitches

Stitches come in all shapes and sizes, and some are better for certain projects because of their strength. The easiest and most widely used stitch is the running stitch. This is a basic hand sewing stitch, made in a straight line from one point to another that involves bringing the needle from the back of the fabric into the front and repeating the process. The running stitch is used anywhere from utility seams to embroidery.

Once you've got the running stitch down, here's a few others that are good to look up for even better repairs:

### types of stitches

#### 01. basting stitch

Large stitches used for holding two fabrics together temporarily

#### 03. zig-zag stitch

Good for repairing stretchable fabrics like spandex

#### 04. blanket stitch

This stitch is best for reinforcing the edge of thick materials

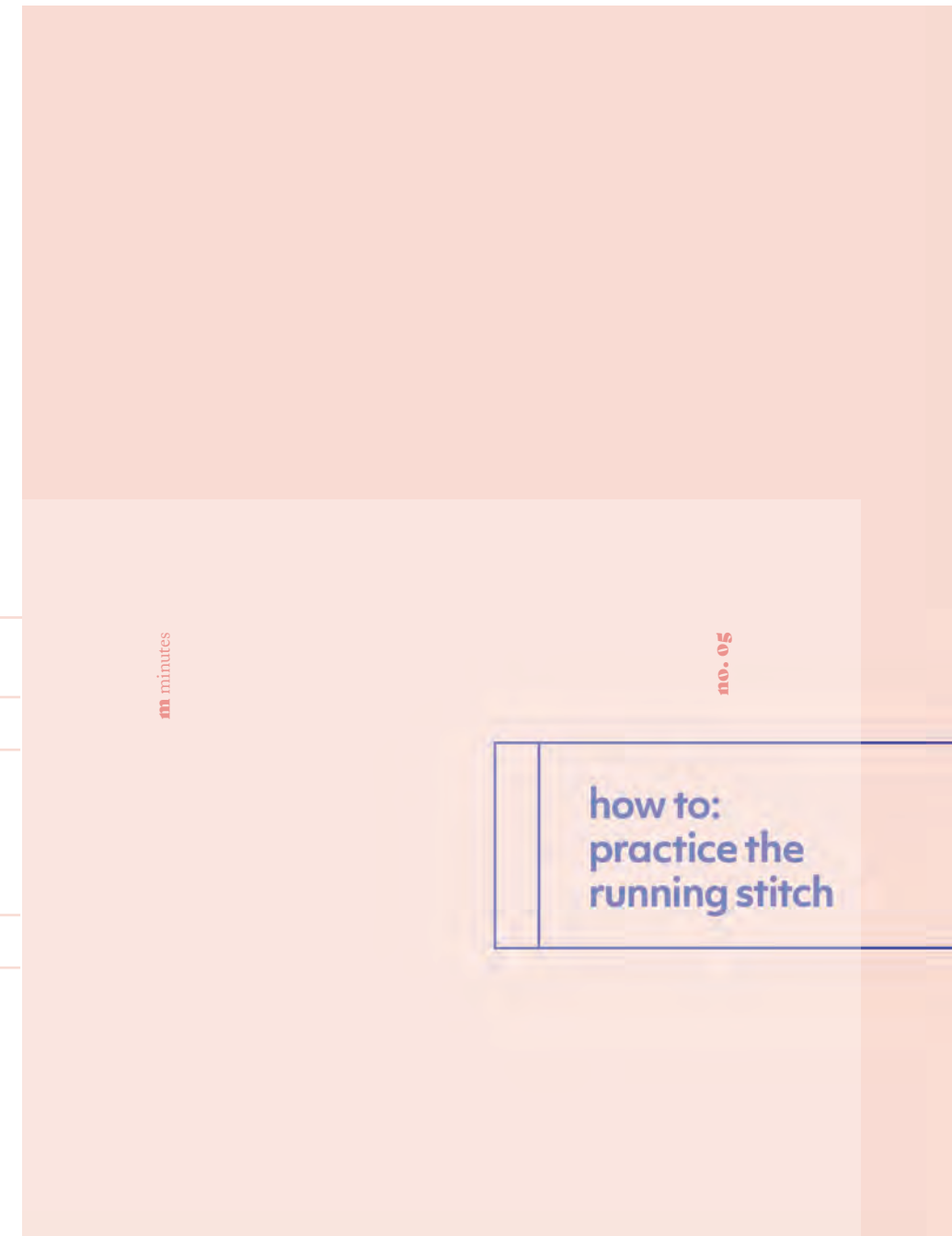
#### 06. back stitch

This is a common stitch, due to its high strength and fast turnaround

tip two

start with the basics

02 / 03



steps

04

## practice your stitches

Stitches come in all shapes and sizes, and some are better for certain projects because of their strength. The easiest and most widely used stitch is the running stitch. This is a basic hand sewing stitch, made in a straight line from one point to another that involves bringing the needle from the back of the fabric into the front and repeating the process. The running stitch is used anywhere from utility seams to embroidery.

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sewing 101

how to:  
practice the  
running stitch

no. 05

/ 07

# the running stitch

stitched up

The **running stitch** (or straight stitch) is the basic stitch in hand-sewing and embroidery, and is what all other forms of sewing are based. The stitch is done by passing the needle in and out of the fabric (not too hard, huh?).

Running stitches are used in sewing and tailoring to sew basic seams, and you can also use it in embroidery to spruce up or customize your clothes.

It's simple, quick, and the perfect introduction to the world of simple clothing repair stitches. You'll be a stitchin' queen in no time.

supplies

/ 04

01. needle

02. thread

03. fabric

04. scissors

Start

before stitching, start by threading your needle like instructed on page 52.

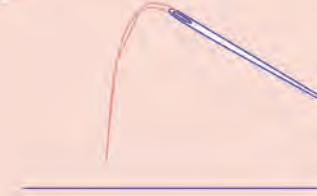
# start with the running stitch / get mending

| stitched up



01:

take your threaded  
needle and push it  
through the back  
side of the fabric



02:

pull your needle all  
the way through until  
the knot is against  
the back of the fabric



03:

bring your needle  
back down next to where  
you just came up, and  
pull the thread down into  
your first stitch

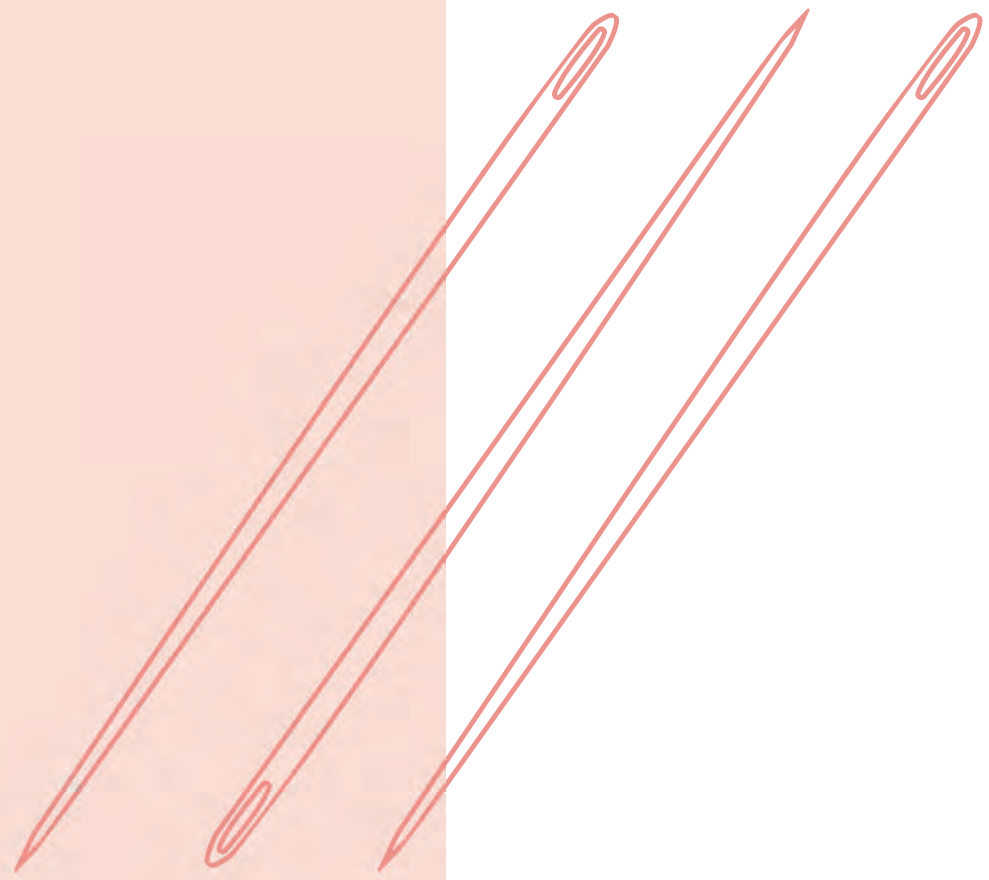


04:

repeat steps two and  
three until finished,  
tying the knot on the  
same side as the first



practice  
your  
stitches



sew it

begins

## protect outer layers

More durable or outerwear items such as raincoats and leather jackets require extra TLC in the shape of a regular wax or polish to keep them in tip-top condition. Think of waxing as the same as applying an anti-aging cream or a sunscreen.

But just as with skincare, many of the polishes on the market today contain toxic chemicals that aren't good for people or the planet. Read the fine print, and when in doubt, shop for products with natural ingredients, such as beeswax. Make sure to wipe the garment first with a damp cloth in order to remove residue that could get trapped before applying wax.



rainy  
day  
runs

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run  
pay  
any



“It was 8th grade, and I was training for the spring Track and Field season. One cold, damp, rainy, Saturday, after running a rough six miles, Coach brought out a box of his old gear to give away. I grabbed this bright pink and blue windbreaker, and it instantly became a staple in my running attire. Coach said it was from his running days in high school, and we got together as he showed some old clips of him at state meets in all the old gear. Like most high school athletes, I eventually stopped running competitively once I got to college.

## That didn't change how I felt about this heirloom jacket; it always reminds me of fun memories.

I continue to care for and waterproof this jacket every season, because not only is it the best rain jacket, sometimes I just want to be that same happily damp and miserable girl, running in the rain with my favorite team. Maybe one day I'll pass it down to another runner on a rainy day.”



“

---

mindful

sometimes I  
wonder how many  
quality clothes have  
been dumped

christina

words

when they could  
have been given a  
new life simply with  
a needle and thread

dean

---

”

tip 03

# mend like a girl boss

sit back  
and  
relax

01 / 03

From a small ripped seam to lost buttons, there is nothing a little time, practice and relaxation can't fix when it comes to taking care of your closet. Hand-sewing your repairs is not only a relaxing task, it also is better for your delicate

fabrics, improves coordination, and is pretty inexpensive. You also make fewer mistakes when hand sewing, since you can easily stop and readjust as you go. Take some deep breaths, stay calm and mend. You'll be glad you did.



wear  
your  
story

tip 03

# mend like a girl boss

Wear  
your  
tools

From a small ripped seam to lost buttons, there is nothing a little time, practice and relaxation can't fix when it comes to taking care of your closet. Hand-sewing your repairs is not only a relaxing task, it also is better for your delicate

fabrics. I'm over you know, and is a great time to practice. You'll make fewer mistakes when hand sewing, since you can easily stop and readjust as you go. Take some time to breathe, stretch and mend. You'll be glad you did.

sit back  
and  
relax

01 / 03



“Ah, my most beloved piece of clothing. I stumbled upon this beauty at the Valley Thrift store in Fairfield and what was funny was that I actually contemplated not getting it because it was \$5 which felt “expensive” and “lavish” at a Valley Thrift store. I eventually came to and realized \$5 is really nothing for a mint condition Levi’s jacket. It’s been with me for about 2 years now and I got it at a weirdly pivotal point of my college career, where I think a lot of my actual sense of “adventure” kickstarted. I got it during the Spring 2016 semester, right before I went to Oregon.

## From there I’ve been hunting for patches and pins that reflect what I love and what I’ve experienced.

I think I got a lot more attached to it as I put more and more things on it so in a way, it’s like a horcrux. Basically, it wasn’t a super extraordinary piece until it began to be a reflection of my narrative and it has collected a lot of sentiment (and sediments, I don’t wash it very often).”





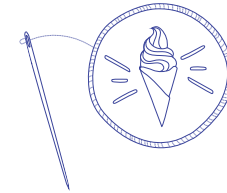
## put a patch on it

Clothing repairs range from requiring simple skills to those needing a little more expertise. To get started, one of the easiest techniques to do is patching. Patches are a great, versatile, and very inexpensive way to make a repair or to add some personality to your garments. Decorative patches are meant to be seen and can be applied in a few minutes by sewing or ironing, and they come in all shapes and sizes.

Adding a personal touch to your clothes helps give your them a story, and you'll find you'll want to keep and care for a garment that has personal meaning.

## sew on a decorative patch

supplies	instructions
heavy-duty needle	<b>01</b> Thread your needle as explained on page 52, and determine where you want to place your patch
durable thread	
patch of choice	
pins	
garment	



## iron-on decorative patch

supplies	instructions
clothes iron	<b>01</b> Set your hand iron at the hottest temperature setting; you do not to turn on steam at all during this process
adhesive patch	
garment	



<b>02</b> Place your patch in the desired position and place a pressing cloth (such as a light sheet or pillowcase fabric) over top
<b>03</b> Press the iron straight down for 35-45 seconds with as much constant pressure as possible; do not go back and forth
<b>04</b> Turn the garment inside-out and repeat steps two and three
<b>05</b> Let the patch cool down for five minutes



---

mindful

since getting these sewing skills under my belt, i made a promise not to buy new clothes for my own wardrobe.

christina

words

this means i need to continue developing sewing and creative thinking skills to keep clothes longer.

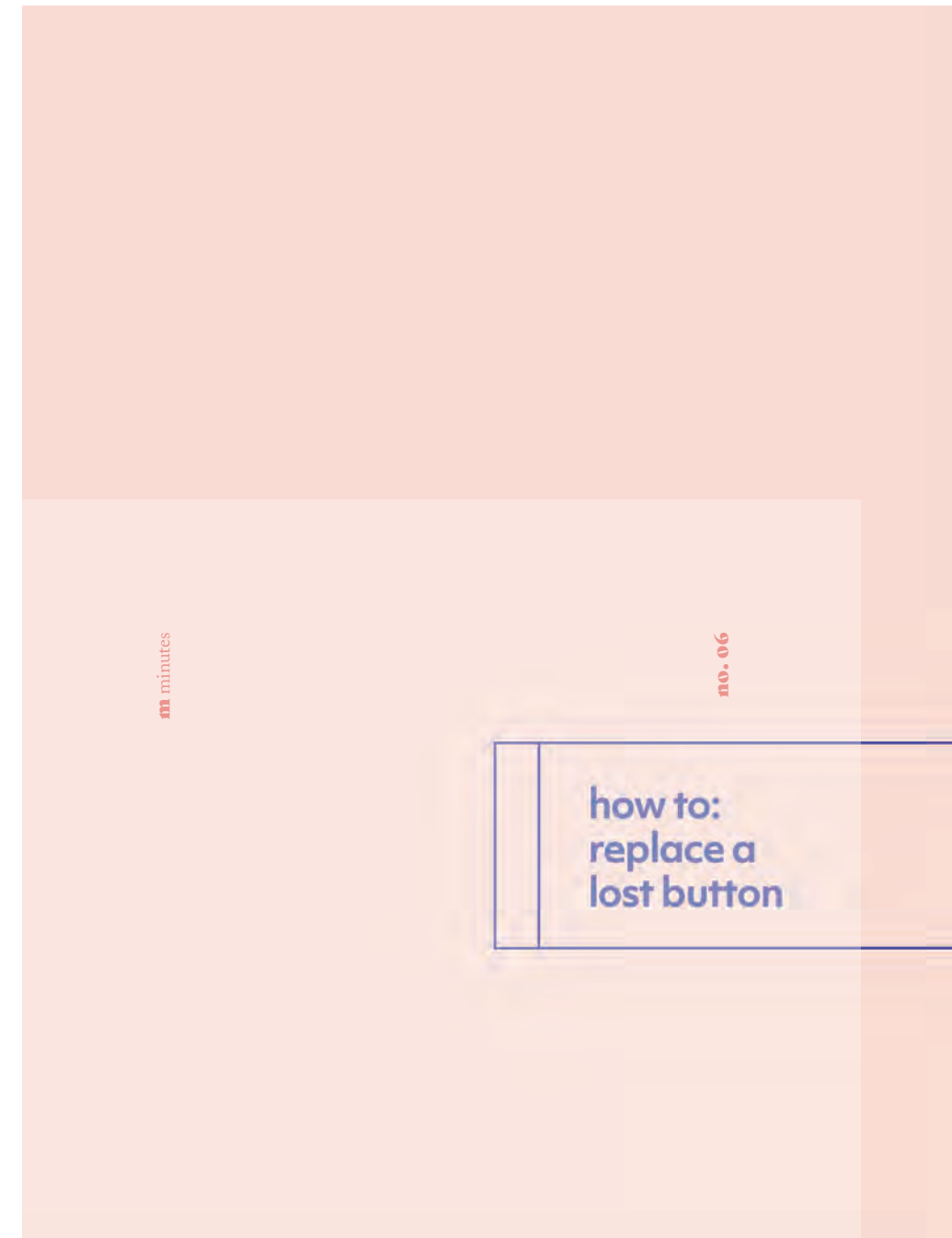
dean



## replace missing buttons

Everyday wear and tear will take its toll on your clothes, and every once in a while, your favorite's will show that wear and tear in the forms of split seams, fallen buttons, holes and snags. These repairs need a little bit of time and care, but learning to repair common clothing problems can save you money on professional repairs or replacing what you've might have thrown away otherwise. An easy one to start with? Replacing a lost or missing button.

We've all been there – right before a date, a big job interview, or a dance – a button falls off. This is a common emergency, and can also be fixed in under five minutes. Consider carrying a small sewing kit with you so you are never unprepared for whatever button decides to have mind of its own that day.



## replace missing buttons

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how to:  
replace a  
lost button

luckily,  
button down,

sewing a

button

Luckily, sewing a button is the most common clothing repair and is also one of the easiest to do. You probably own a few shirts or dresses you gave an early retirement to because of a little popped button. With a little thread and a needle, you can bring your clothes back to life in a matter of minutes.

There's a few types of buttons out there; four-hole, two-hole, and shank buttons. Shank buttons are unique only because rather than holes in the top, they have a loop on the back of the button that attaches them to garments. It's good to keep spare buttons around or in your sewing kit for emergencies.

#### supplies

/ 04

---

01. needle

---

02. thread - 12 inches

---

03. replacement button

---

04. scissors

---

start

make sure to color match your thread to the thread of your garment

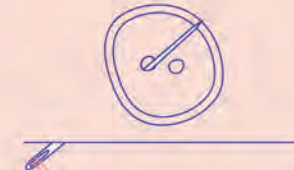
# replacing a button / save your clothes

button down



01:

With your needle threaded, place the button on the garment at the right place



02:

Start on the back side of the garment, pushing the needle up through the fabric and through one of the holes in the button



03:

Now push the needle back down through the fabric into the next hole in the button



04:

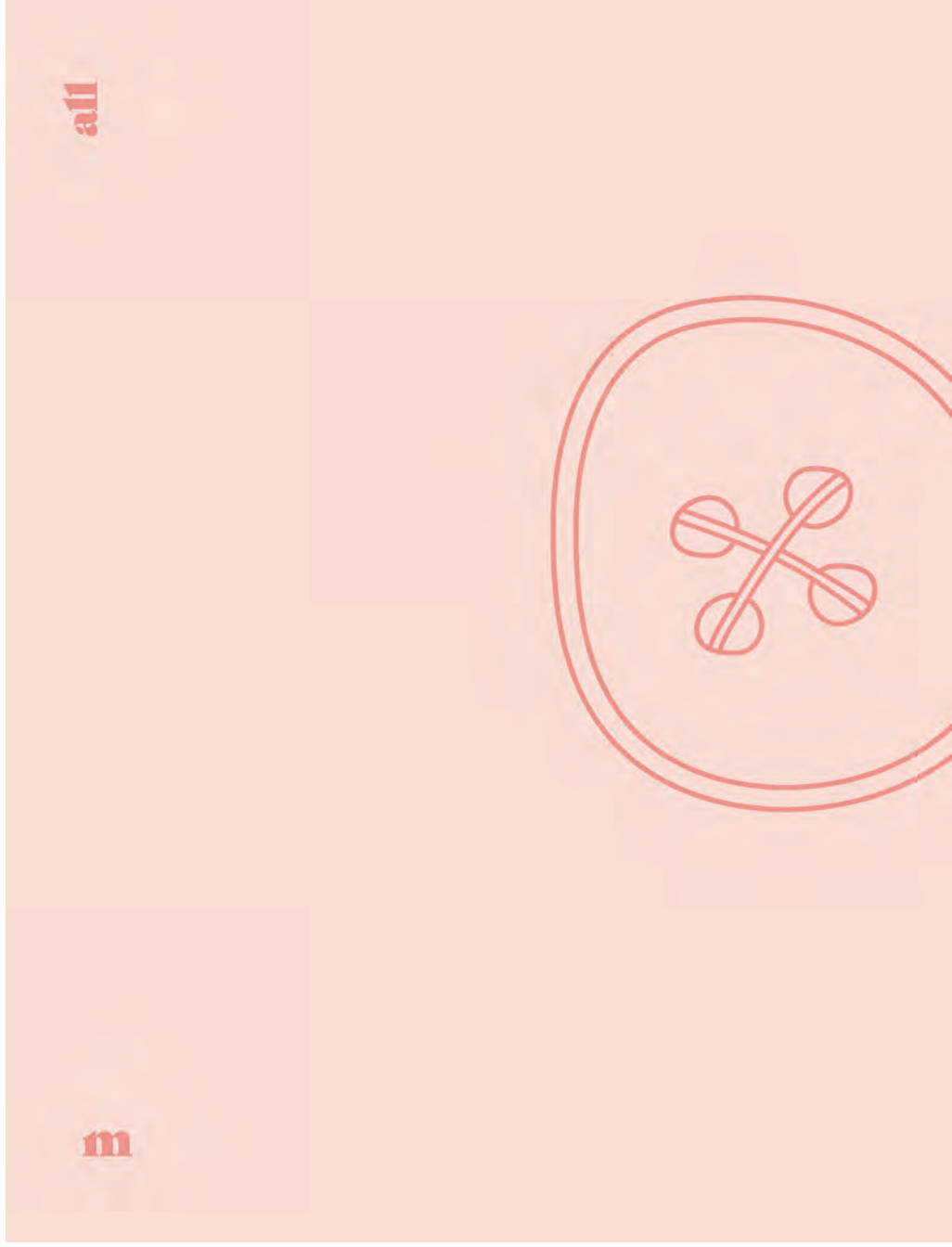
Repeat steps 1 and 2 six to eight times. The last few times, leave the thread loop on the back of the garment a bit loose



05:

With the needle on the inside of the garment, pull it through the loose loops a couple times and tug gently, creating your knot

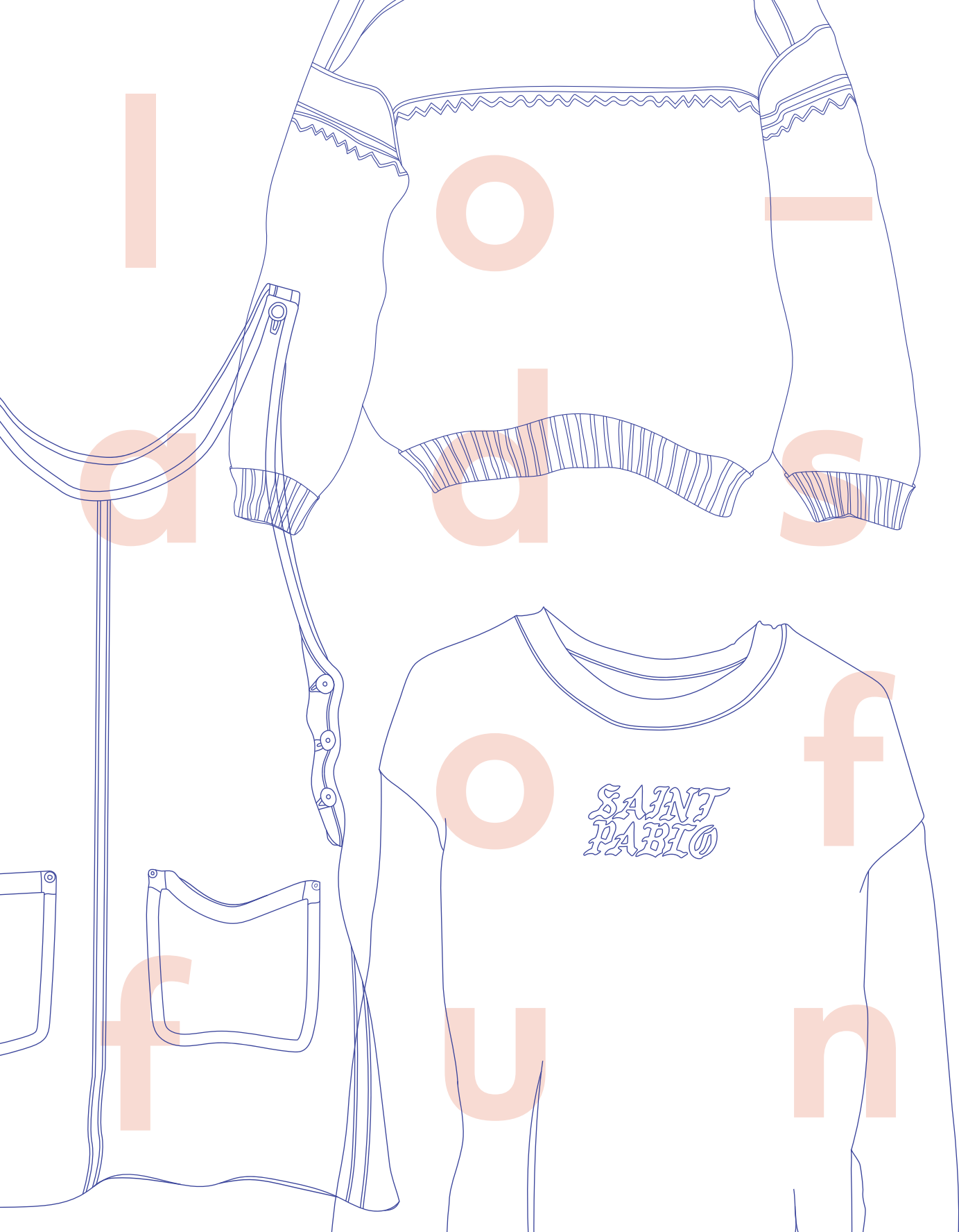
replace missing buttons



or

steps

buttoned ————— up



# laundry

tips for mindful cleaning

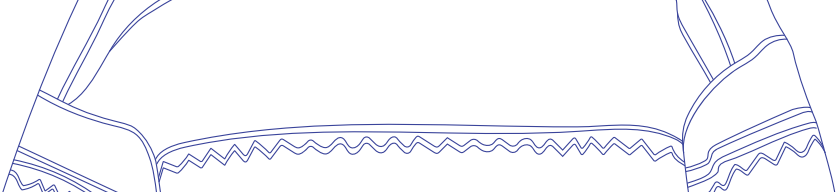
## part — three

4p 01 get to know  
74–83 your clothes

4p 02 think before  
84–93 you wash

4p 03 clean with  
94–103 confidence





Washing clothes is obviously unavoidable. But bad habits are catching up with us – think of all those shrunken dresses and tops and whites that have gone a bit pink.

There are quick and easy ways to extend the time between machine washes, or avoid washing at all. And there are so many benefits: the less you wash, the more time and money you save by using less energy, water and detergents. By washing your clothes less, you will reduce general wear and tear, which leaves you and your clothes smelling of roses.

“  
the better  
you treat  
clothes the  
longer  
they last.  
”

eva kruse / ceo / global fashion intitave

## tip 01

# get to know your clothes

## peep the label

01 / 03

Fashion says a lot about who we are, but clothes also tell you a lot about themselves, and you've got to listen to what they're saying to get the longest life out of them. No matter where you buy clothes, from a high-end boutique to a

bargain outlet, clothes are united by a tag that is usually found on the inside back collar or interior seam. This is called a care label, and while it's easy to overlook, following care tags help keep your clothes around way longer.

### sizing guide

size s / p  
**small**

**100% cotton**



**made in usa**

### fabric content

size m / m  
**medium**

**100% silk**



**made in italy**

### care symbols

size l / lg  
**large**

**50% cotton  
50% polyester**



**made in china**

### country of production

size m / l  
**8**

**86% cotton  
14% spandex**



**made in hong kong**

## tip 01

# get to know your clothes

## peep the label

01 / 03

Fashion says a lot about who we are, but clothes also tell you a lot about themselves, and you've got to listen to what they're saying to get the longest life out of them. No matter where you buy clothes, from a high-end boutique to a

bargain outlet, clothes are united by a tag that is usually found on the inside back collar or interior seam. This is called a care label, and while it's easy to overlook, following care tags help keep your clothes around way longer.

## sizing guide

Typically the most prominent part of the tag, this is probably also the part of the tag you check the most. Some brands do sizing in a general small, medium, large, while others have numeral sizes. It's easier to buy clothing when you know exactly what your measurements are and what those numbers actually mean. Flip to page 20 to learn more about how to take your measurements.

## care symbols

Care instructions are small solutions to big problems. If followed, these symbols take the guess work out of how your garment will look after multiple rounds of cleaning. Care symbols are a universal language in the clothing world. Flip to page 80 in this section to know more about these symbols and how to read them.

## fabric content

Clothing is made from different types of fibers and materials, some being natural (wool, silk, cotton) and some being man-made, which are called synthetic (polyester, spandex, acrylic). It's always good to know what kind of fabric you are wearing, especially when it comes time to do laundry. Head over to the next page to understand how to care for certain fabric types.

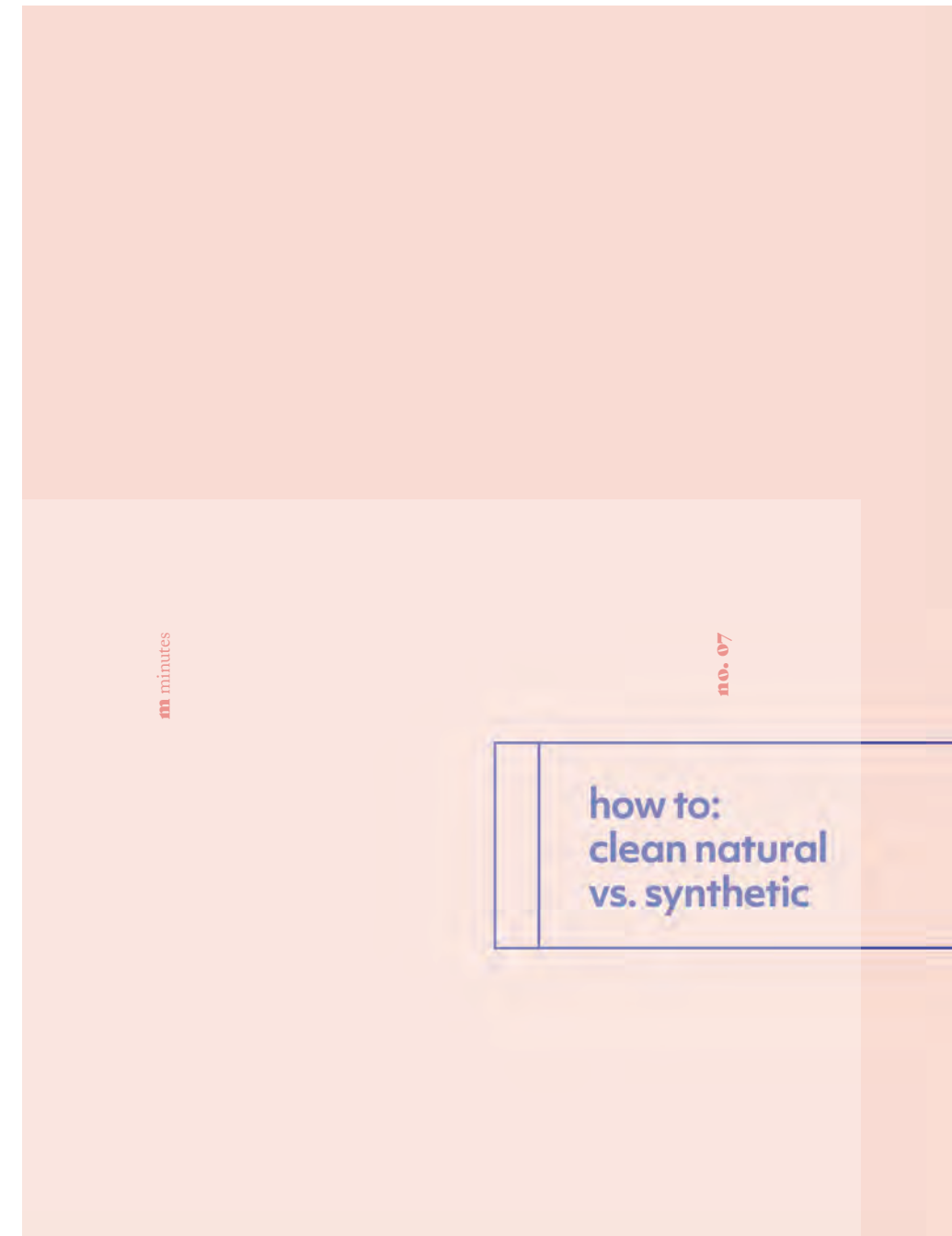
## country of production

Be wary, sometimes things are not always as they seem. Most garments go on a journey around the world during the production process; if only a button is sewn on in Italy, but the rest of the garment was sewn in a factory in Bangladesh, they can claim it was made in Italy. Look for companies that are proud to show the factories where their clothes are produced and manufactured.

## sort your fabrics smarter

If there's one thing you know about getting ready for laundry day, it's probably that you need to sort your clothes by their color. But besides the typical sorting between "dark" and "whites", sorting by fabric types is an especially important step that often gets left out. Our clothes are made from many different kinds of fibers, each one of which likes to be treated differently.

Clothing fibers are divided into two kinds, *natural* and *synthetic*. Most of the time, we are wearing one, the other, or a combination of both types without noticing the difference. But when it comes to sorting your clothes and general caring practices, it makes all the difference to know what exactly what makes up the clothes you are wearing.



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10 minutes



sort your  
fabrics  
smarter



natural  
**cotton**

**washing:** very prone to shrinkage, so always wash on a cool wash or in lukewarm water

**drying:** tumble dry on low heat, but is best dried flat or hang-dried to prevent wrinkles



natural  
**wool**

**washing:** only when necessary - on a cool, gentle cycle or by hand with a wool detergent

**drying:** always air-dry by laying the garment flat and placed in its normal shape



natural  
**silk**

**washing:** hand-wash in cool water and with a bit of mild detergent dissolved

**drying:** lay garment flat on a towel and gently press the water and lay flat to dry



semi-synthetic  
**denim**

**washing:** only when necessary, in cold; close zippers and turn denim inside out before washing

**drying:** lay flat or hang upside down to dry; if machine drying, dry on lowest heat



synthetic  
**polyester**

**washing:** most synthetic fibers can be easily machine washed in warm water on the gentle cycle.

**drying:** avoid tumble-drying; machine drying weakens the fabric and damages the fibers quickly.



synthetic  
**fleece**

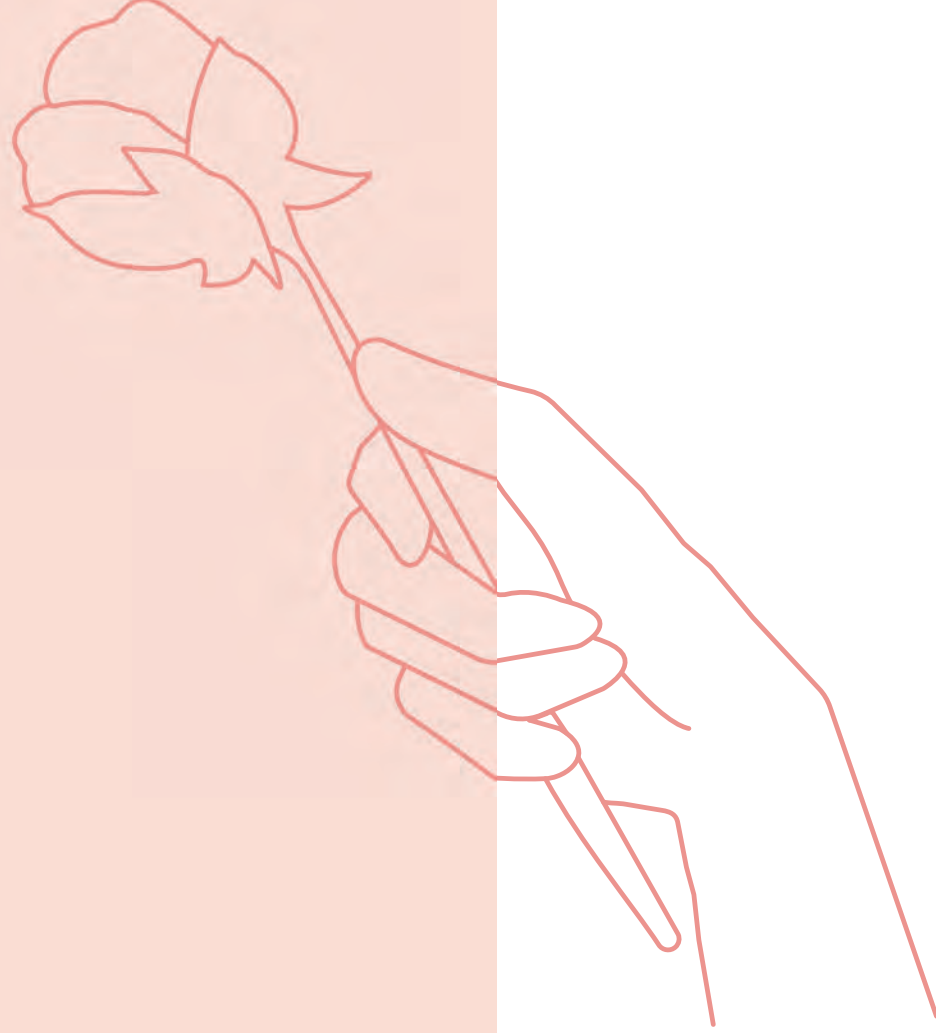
**washing:** wash inside out, on the lowest temperature and on the gentlest cycle.

**drying:** heat will cause fleece to melt and pack together, so always hang-dry; it dries quickly.

sort your  
fabrics  
smarter

going

m



ne

natural

“

mindful

words

fashion creates a huge impact on the environment and on the millions of people who work in the industry. the fashion industry is also one of the most influential, so i am convinced that it is our responsibility and our duty to bring about a transformation toward greater sustainability for the better of people and our planet.

”

eva

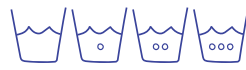
kruse



## decode those symbols

Laundry symbols might seem like they are written in another language, but those instruction symbols on your garment's care label tell you exactly how to clean them. Use this handy chart to make laundry day more efficient, and take your clothing care to the next level.

### washing



machine wash - cold to hot



permanent press



delicate

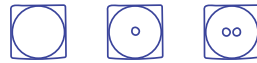


hand wash



do not wash

### drying



tumble dry - low to high heat



don't tumble dry



dry flat



line / hang dry



drip dry

### iron + bleach



iron - low to high heat



do not iron



any bleach



non-chlorine bleach



do not bleach

tried  
and  
true

# decode those symbols

Laundry symbols might seem like they are written in another language, but those instruction symbols on your garment's care label tell you exactly how to clean them. Use this handy chart to make laundry day more efficient, and take your clothing care to the next level.

## washing

machine wash - cold to hot	permanent press	delicate	hand wash	do not wash

## drying

tumble dry - low to high heat	don't tumble dry	dry flat	line / hang dry	drip dry

## iron + bleach

iron - low to high heat	do not iron	any bleach	no bleach	bleach

tip one ————— get to know your clothes

be it  
 a no  
 true



“In 1983 I was a Youth for Understanding exchange student in Florø, Norway. My eldest host sister designed and knitted two gorgeous sweaters for me during my stay, as a gift from the entire family. This red sweater was created using a traditional Norwegian ski pattern and utilizing the famous Dale of Norway yarn which due to its exceptional technological properties, make this yarn “weatherproof” and perfect for outdoor athletics. The rich jewel tone colors of Navy and Burgundy were selected to mirror my host family’s own ski sweaters, this highly functional piece of art became an every day staple in my winter wardrobe from 1983 until 2000 when I outgrew it.

**With meticulous care in hand washing and storage in acid - free paper, the beautiful sweaters still look like new to this day.**

In 2013, my daughter moved to Michigan to begin her college career. It was a delight to see her wear these same sweaters 30 years after I received them, and is still wearing them proudly in her new home in western New York.”



## tip 02

# think before you wash

## make a refresh spray

01 / 03

Really think about what you've been doing in the clothes you want to wash, and how long it's been since you last washed them. Before going straight to the wash, think about alternatives. If what you're dealing with is just an odd

whiff but airing isn't doing the job, try getting rid of little smells with a few spritzes of some fabric refresher. Forget Febreze; to save money and use less chemicals on your clothes, try this diy recipe to make your own refresh spray.

supplies	2 cups warm filtered water	
	5 - 10 drops of essential oils	
	2 tablespoons baking soda	
	1 spray or misting bottle	
instructions	01	add water and baking soda your spray or mist bottle
	02	swirl together until you see the baking soda dissolve
	03	add drops of essential oils, mixing and trying different scents if you desire
	04	spray affected clothes, and you're all freshened up
essential oils	spruce	palmarosa
	lavender	eucalyptus
	orange	lemon
	tea tree	red mandarin
	rosemary	geranium



“

---

mindful

in general, we wash  
clothing much more  
than we need to. laundry  
wastes water and energy,

eva

words

breaks down fabrics,  
fades colors, and releases  
tiny micro-plastics  
right into our oceans.

kruse


---

”


## spot treat stains

There's nothing more frustrating than getting a stain within a few hours of putting on a brand-new top. Instead of washing the entire item, try just treating the affected area first. Your clothes will be back and ready for fashion-action much quicker, and without the unnecessary water, energy and detergent usage. Don't worry about going out and buying a stain removal spray, because you probably already own the few simple items you need to tackle any stain, and they're right in your kitchen. These stain removers are easier on your clothes and your wallet.


### coffee

supplies	instructions
dry cloth	<b>01</b> Blot up excess coffee with a clean, dry cloth
1 qt warm water	
1/2 tsp dish soap	
clean sponge	
rubbing alcohol	<b>02</b> Take the garment and pre-soak stain in the water, detergent, and white vinegar solution for about 15-20 minutes
1 tbsp white vinegar	<b>03</b> Rinse the stained area with warm water
	<b>04</b> Use a sponge and rubbing alcohol to blot up remaining stain

### blood

supplies	instructions
cold water	<b>01</b> Wet the stain with cold water. If the stain is fresh and still wet, soak fabric in cold water immediately
gentle soap	
diluted ammonia	
	<b>02</b> Rub the stain well with a bar of soap, lathering gently
	<b>03</b> Apply a small amount of diluted ammonia to the area with a cotton swab, and let the fabric sit flat out to dry

### lipstick

supplies	instructions
terry cloth towel	<b>01</b> Gently blot stain with dry tissue to remove any excess color
dish soap	
clean water	<b>02</b> Spritz stain with clean water, but don't soak fabric
dry towel	<b>03</b> Gently rub a drop of soap on stain and let sit for 10 minutes, then use a terry cloth towel to rub the soap into the stain in a circular motion, working from the edge and moving towards the middle
clean tissue	
	<b>04</b> Finish by dabbing the stain clean with a dry towel

## utilize what's free

### **Air**


Many garments with a slightly musty smell from last night's party can be revived simply by airing them. Hang the garments anywhere that air can circulate, whether outside, on a balcony or next to an open window.

### **Ice**

For denim, many in-fabric smells are created by bacteria, which can be killed by freezing temperatures. If you're okay with letting your jeans hang out in the freezer for a couple of hours – a large canvas bag will protect them from the icy depths – it can be a great way to keep denim out of the washer and help maintain their form.

### **Coffee**

After making coffee, let the grounds dry then put them into a new filter, a thin fabric bag, socks, or stockings and secure with thread or staples. Then, place inside your shoes, in closets, shelves, or in a sealed bag with your garment, letting the grounds absorb the odors.



find  
of my  
life

## utilize what's free

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think  
before  
you  
wash

tip two ————— think before you wash





“I grew up in a small town where the clothes shopping options were pretty limited, so I started thrift shopping in middle school, and ever since then I have been hooked. I got a job in Colorado for a semester and one of the first things I did when I got out there was see what the thrift scene was. And it was amazing. The first thing I bought was this classic denim DKNY dress for a dollar. It was super long, so I cut it and frayed the edges.

## This has become my favorite dress, and I would never think of machine washing it.

One day, during an internship in Dallas, I was feeling really down. It was the first cold day there, so I threw on a turtleneck with my denim dress. I was out running errands and had been getting compliments all day (which is cool when you're wearing thrifted clothes – there is just something about knowing you've got something one-of-a-kind that people love). At Buffalo Exchange, a second-hand clothing shop, the manager offered me a job on the spot because she liked my style. I almost accepted too, until I remembered I didn't live in Texas. I will take care of this dress forever - it was the find of my life.”



tip 03

# clean with confidence

Whether the washing machine you are using is three times as old as you are or a brand-new, high-efficiency (HE) cleaning machine, there are going to be some similarities across all of them. At first it might be a little

intimidating to see those settings, temperatures, and load sizes on the dials, but once you start to get the hang of being mindful about washing, you'll notice how much longer clothes will last, and how much money you'll save.



## determine load size

small	medium	large
use this setting if your washer is more than one-quarter full	set washer to medium if your washer is at or about half-way full	if your washer is more than half-full or 100% full, use this setting



## set a water temperature

cold	warm	hot
for anything that might shrink or bleed; cold is most gentle on clothing	good for thicker, more durable items such as coats or outerwear	uses a lot of energy, so only use to sanitize items such as athletic wear



## pick the right cycle

heavy-duty	permanent press	normal
good for very soiled clothes; use only for color-fast garments	for synthetics; medium speed and a gentle cycle to reduce wrinkles	fast wash and spin cycle; good for washing light to normal soiled clothes
delicates	quick wash	rinse / spin
a slow gentle cycle for washable silk, lace, and fragile garments	use for lightly soiled garments and only use very little detergent	for clean clothes you're putting in the dryer; do not add detergent to this load

“

---

mindful

it is impossible to skip  
the washer all together,  
of course, but it is  
good to be conscious

eva

words

of what is in your  
laundry basket, and  
skip washing until it  
is really needed.

kruse

---

”

## dry with care

If you're not able to use a clothes line or drying rack, it is important to use your tumble dryer efficiently because some clothes need extra care during drying to avoid changes to their shape or size. Understanding the dryer settings helps avoid shrinkage and damaged clothes resulting from heat. Always check care labels to see what kind of drying techniques your garment requires.

### before drying

#### sort the wash

take out clothes that are not meant for the machine dryer

#### handle delicates

hang or air dry your delicates, or make sure to place in a mesh bag

#### remove lint

every time before you use the dryer, make sure to empty your lint trap

### pick the right cycle

#### air dry / fluff

no heat; removes dust, lint, pet hair, wrinkles, or slight musty smells

#### permanent press

medium heat; used for almost any garment, especially for colors

#### automatic

uses a higher heat, so only use this setting for durable or thick fabrics

#### regular / heavy

high heat; dries quickly but can cause fading, so only use for whites

#### timed dry

use this setting when you know exactly how long you need to dry

#### steam

good for freshening up clothes that don't need to be washed just yet

tip three

clean with confidence



# kanye dryer drama

## dry with care

If you're not able to use a clothes line or drying rack, it is important to use your tumble dryer efficiently because some clothes need extra care during drying to avoid changes to their shape or size. Understanding the dryer settings helps avoid shrinkage and damaged clothes resulting from heat. Always check care labels to see what kind of drying techniques your garment requires.

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every time before you use the dryer, make sure to empty your lint trap

### pick the right cycle

#### air dry / fluff

no heat; removes dust, lint, pet hair, wrinkles, or slight musty smells

#### permanent press

medium heat, good for almost any garment, especially for collared shirts

#### sanitize

high heat, use only for durable or thick fabrics

#### regular / heavy

high heat; dries quickly but can cause fading, so only use for whites

#### timed dry

use this setting when you know exactly how long you need to dry

#### steam

good for freshening up clothes that don't need to be washed just yet

tip three

clean with confidence



“So everyone who knows me knows I am a huge Kanye West fan. I have been to three of his concerts and some of my most prized pieces of clothing are the tour t-shirts I bought. This shirt in particular is my favorite because this concert was incredible. I bought floor tickets to see the Saint Pablo Tour in Columbus, where I got the long sleeve t-shirt that “Saint Pablo” in red blackletter on the front and the back is a huge color picture of Kim Kardashian playing tennis with “Tour” written on the top. The concert was also really special because shortly after Kanye canceled the rest of his Saint Pablo Tour.

## The shirt means so much to me, and I take extra care to keep it in really good shape.

Every time I wash it I make sure to air dry it to maintain it’s oversized look. One time my parents were doing my laundry for me and I forgot to ask them to hang dry my shirt and my heart sank. I felt a pit in my stomach and I ran to the laundry room. To my relief my dad knew the importance of the shirt and had hung it up. It’s important to take care of clothes that mean so much to you.”



## store clothes better

After cleaning, don't just throw your clothes on your desk chair and call it a day – clothes need to be stored away properly, both in the closet for daily use and packed away when out of season. Cramming them into closets or drawers will cause damage and makes getting dressed harder - you have to battle just to find the clothes you have, let alone what you want to wear. By folding, packing or hanging clothes mindfully, you protect their shape and keep them in your fashion loop longer. Keep these tips in mind when storing clothes:



### fold for shelves

#### t-shirts

Fold and stack all short and long sleeve shirts, including baseball tees

#### knit-wear

Stack the heaviest items at the bottom and end with the lightest on top

#### heavier items

Items with thin straps get ruined when hung up by their own weight



### hang in closet

#### delicates

Fragile garments like silk tops and dresses need padded hangers

#### bottoms

Hangers with clips are best; buy padded ones that won't leave marks

#### coats and dresses

Wide, wooden hangers are good for heavy coats or large dresses



### lay in drawers

#### underwear

if you own a lot of pairs, separate them based on how you wear them

#### bras

Lay them flat and don't fold molded bras; use drawer dividers to store

#### hosiery

fold tights and hosiery as flat as possible and store separate from socks

## a quick little end note:

Getting dressed is an art form. For some it's an avant-garde statement, while others prefer to slide under the radar in minimalist design. As our lives change we grow and evolve - and our style should do the same thing. Style is a powerful tool for personal growth, understanding and empowerment.

Clothes are more than just some fabric on your body. They tell stories, hold memories, have impacts big and small in all parts of society. They are a part of your life from the moment you wake up to the second you fall asleep. When it comes to taking care of yourself, taking care of your clothes should be just as important as your skin care routine.

Being a *mendful* woman means that you've navigated a personal journey through the ever complex fashion landscape, and identified issues you feel strongly about - whether it was discovering a meaningful brand or learning a new skill. You might have discovered that creating a conscious closet is as achievable for stylists and supermodels as it is for the rest of us. As a *mendful* woman, you care for your clothes as if they are your friends, and you continue to learn and grow as a your closet does. And a *mendful* woman, you've made lifestyle changes not only to better yourself, but to make the world a better place to love fashion in.





**mendful**

long live your closet

katie them