

The search for durability

In February, we searched consumers' wardrobes and memories for their durable clothes that have witnessed over five years of long lasting fashion service. Meanwhile, elsewhere in the world others celebrated the world's top Fashion Weeks, which tout new seasonal trends and create the domino effect that drives clothing consumption and along with it, clothing waste.

Clothing's durability is one the most important factors in determining its sustainability. Durable clothes - ensured by having quality fabrics, finishing, cut and trims - are the antithesis to their inferiorly produced, fast fashion cousins, whose durability is marked by number of washing cycles survived, not seasons. The development of fast fashion over the last decade has made its mark on landfills. During this time, U.S. landfills, for example, have seen textile waste grow over three times the rate of the overall waste volumes for all materials.

In salute of durable clothes, we turned our [Instagram](#) platform into a showcase for quality, well-loved (and we think, more beautiful) clothes. We invited people whose wardrobes carry meaning and memories to share their personal durability stories in order to encourage consumers to reconsider their fashion choices and relationship with their wardrobes.

Joining us in February was slow style expert, Veronica Crespi ([Rewardrobe](#)), blogger at [Style Wilderness](#), Leeyong Soo, fashion designer of her own brand [Viniga](#), Brigitte Da Silva, and our first official male participant, photographer [Luke Casey](#).

These durability pin-up people shared their best, long lasting clothes, some of which were entering decades of service and still have lots of fashion love to give. They demonstrated that buying for quality, finishing, fabrics and workmanship and then caring for their clothes is key to keeping clothes in the fashion loop (and out of landfill) for longer.

As a slow style expert, Veronica prefers to invest in timeless and classic pieces that last a lifetime. *'My advice is to go for classic, simple cuts and models that can be updated easily season-after-season. The rest is just about care. I brush and air my wool coats regularly during the winter and have them dry cleaned at the end of each season. Always put clothes away clean so that moths and mold don't attack the fabric. Polish shoes and boots regularly to keep the leather nourished and have them re-soled as soon as the heels start wearing out.'*



On day 44, Veronica wore this classic 100% wool coat which she bought in the 90s and recently asked her local tailor to remove the shoulder pads to update the silhouette.



On day 47, Brigitte wore her durable, cared for 8 year old leather boots and blouse, which was a gift from her mother on her 21st birthday

As a fashion designer, Brigitte always pays attention to the quality of fabrics, finishing and stitching. *'When buying clothes, I always go for durable fabrics, like denim, wool and leather. These are also versatile and easily transformed from summer to winter and from day to night.'*

As a DIY fashion blogger and regular traveler, Leeyong always looks for quality fabrics that are crease-free and are easy to take care of. *'If garments are easy to wear, then they are the first and last thing that you will go for and this will ensure greater durability of your well-worn wardrobe.'*

As a photographer, Luke is usually behind the camera lens where what he wears is less in the public's eye than that of his subjects. *'The clothes I value the most have a history and unique story behind them. There is so much to gain by wearing long lasting, durable and recycled clothes and continuing the clothing's life story along with your own. I like photographing my subjects when they are dressed in clothes that have personal meaning, as this brings out my subject's character and beauty.'*



On day 33, Leeyong revealed her 9 year old skirt, which she loves for travel because of the way the pattern hides stains!



On day 55, Luke donned this completely secondhand look, which he acquired from various shops around the world to put a long and interesting history on his back.



Day 35, Christina wore her this 8 year old, reconstructed Comme des Garçons dress, bringing out her inner warrior!

This month, our search for durability took a competitive streak in Hong Kong thanks to our competition, supported by [Butterboom](#) and Yeechoo. Together we are on the hunt until 20 March for Hong Kongers' most stylish and durable outfits. Check out the [competition page](#) for more [details](#).

Remember, next time you are out clothes shopping, it's all about durability. Buy cheap, buy twice!

Next up... [On-trend](#)

In March, we are challenging you to wear on-trend clothes but with a twist. Your task is to wear clothes looks that fit the current trends on the highstreets and catwalks, but your clothes need to have been found in secondhand and vintage shops. We're out to demonstrate that key fashion trends are cyclical and that being fashionable doesn't always have to be fresh from production. Let's see what secondhand clothing shops have on offer.

Join the challenge by #GetRedressed on [Instagram](#).