



REDRESS

THE 365 CHALLENGE

STYLE SHEET // FEBRUARY

THEME: DURABILITY – FASHION THAT LASTS A LIFETIME

Purchasing durable clothes ensures that we make use of our clothings' function season after season after season. Such durability allows us to dress responsibly and in doing so reduce our carbon footprint whilst still looking and feeling fantastic.

STYLIST: JULIE SHAH



Julie's background is as diverse as her experience in fashion. She is a mix of Indian, Italian and Greek origin and she was raised in the US and now lives in Hong Kong. Julie's styling and photo-shooting experience in New York for clients including Proenza Schouler and Rouland Mouret, coupled with her Asian clients, Lane Crawford and Harvey Nichols, provide her with a unique insight into this month's theme of durability.



JULIE'S INSIGHT

"Since living in Hong Kong, with Mainland China and her rampant clothing production on my doorstep, I've become very sensitive about fast and trend-related fashion. We all recognize that high levels of fast-paced and cheap manufacturing lead to poorer quality clothing and, because of this, increasingly disappointing purchases. I've seen garments fall apart after one season, if that, because the stitching falls apart or holes develop or the garment loses its shape. What savvy consumers should be doing is avoiding cheaper purchases, which they buy on a weekly basis for example, and save their money up for two months so as to buy a higher quality purchase that lasts a lifetime..."

JULIE'S 5 MUST-HAVES FOR SHOPPING FOR DURABILITY

1 // FABRIC, FABRIC, FABRIC

Always start with the fabric when deciding to purchase a garment. Fabrics that look and feel durable are the ones to go for! Look for quality fabrics that tend to last longer because of higher colour-fastness, yarn strength and durability. Organic cotton, peace silk and Tencel may last long and are also better for the environment.



2 // TRIMS

Look at the buttons, fasteners, zips and linings and check that they do work. Check how strongly attached the buttons are to the garment. High quality buttons and strong attachments ensure they will not break after a few washes. In addition, a good quality garment should use nickel-free metal-ware.

3 // STITCHING

Don't be fooled by outer appearances! Turn your garment inside-out and look at how the side seams are stitched together. A good quality garment will have secure overlocks (stitches sewn in a different direction to the main stitching) to keep the main stitching in place. Try to pull the seams apart slightly to check the thread's durability. Finally, stitching size does matter! When in doubt, smaller stitches mean higher quality and larger stitches mean a rushed job that may undo after a couple of washes.



4 // CUTTING DETAILS

A garment that is designed to last longer by good cutting details is a sign of good quality. For example, garments cut on the grain and paneled in a way to adhere to your body contours ensures longevity and metal rivets used to secure jeans' pockets ensure that the jeans will have a long life. Finally, when in doubt, remember that if you love the cut and style, you're more likely to keep it for longer.



5 // QUALITY BRANDS

Buying from a top brand that has invested time and effort to create a garment is crucial. Right from its creation, top brands should pay careful consideration from the drawing board, to selecting fabrics, colours, finishes, construction and even packaging. This gives satisfaction of buying a garment that is brought to you with integrity and quality so as to make it yours for a lifetime.

