

# The BRAND E-Book

Exploring Eco-Friendly  
Fashion through an  
Interactive AR Handbook





## Boosting youth towards Responsible and sustainAble choices in fashionN inDUstry

This e-Book was developed within the framework of the EU project BRAND - Boosting youth towards Responsible and sustainAble choices in fashionN inDUstry. Our aim is to raise awareness among young people about fast fashion and its effects on the environment and human rights. We want to inform and empower young people and youth workers to create a more sustainable fashion future.

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# Contents



**1** Washing Your Clothes the Right Way

**2** Capsule Wardrobe



**3** Saving Money and the Environment

**4** Sustainable Jewellery made in Kenya



**5** Greenwashing: How to Identify it

**6** Upcycling Old Clothes



**7** Alternative Fabrics: Bamboo Clothing

**8** Sustainable Brands to Buy New Clothes



**9** Don't Wear Plastic

**10** Buying Less



**11** Ethical Fashion: Check the Label

**12** Clothes Swapping

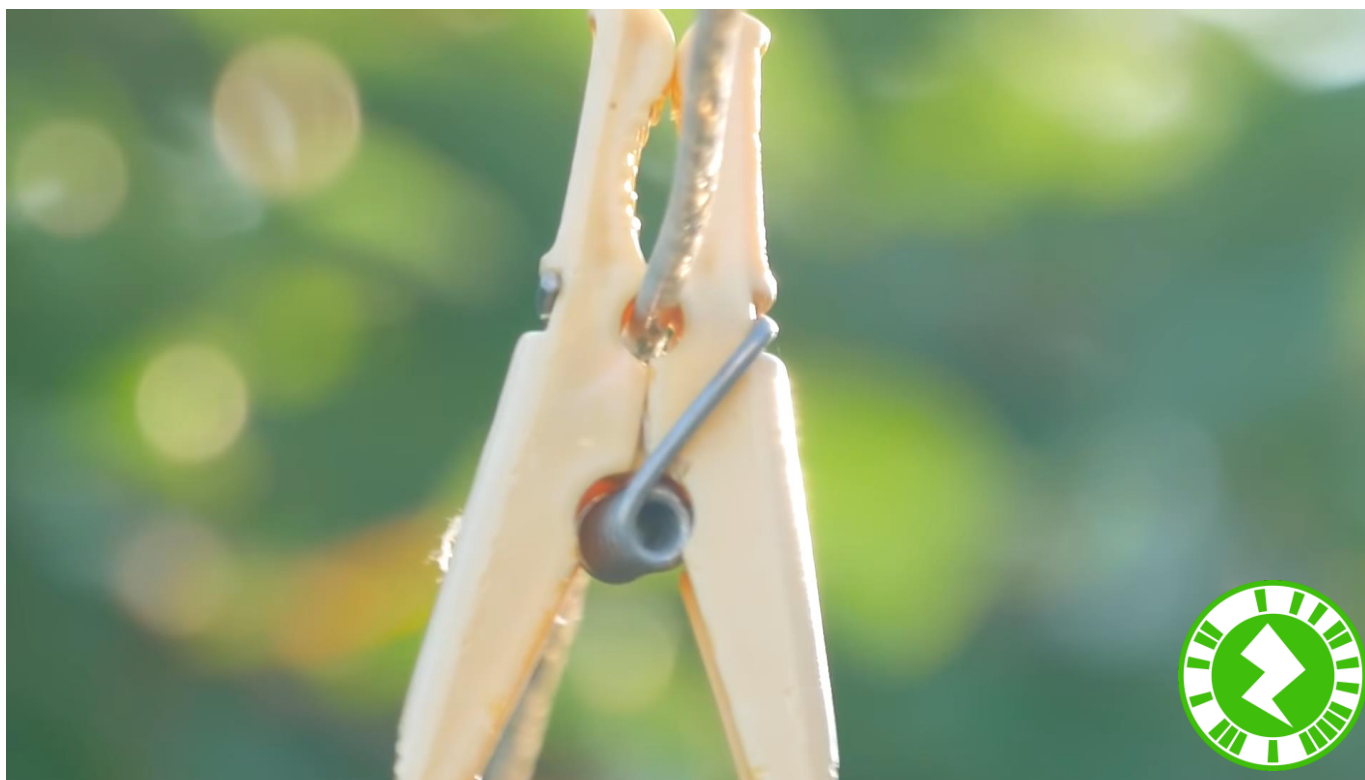


This icon means that Augmented Reality is integrated within the Case Study


# WASHING YOUR CLOTHES THE RIGHT WAY

1

The fast fashion culture is a trend which has been proven to have significant detrimental effects on the environment. By picking up some fresh and good habits in our everyday lives, we can individually reduce the significance of the impacts of fast fashion. One of these habits consists of washing our clothes properly, such that we prolong the lifespan of our garments. The following tutorial provides useful information of how we can wash our clothes the right way.



Video Source: How To Wash & Maintain Your Clothes | Laundry 101  
<https://www.youtube.com/watch?v=dlteGDtxsqs&t=889s>

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# TEST YOUR KNOWLEDGE

1

Do you think you have the knowledge to wash your clothes the right way to increase their life span as much as possible? Take the quiz below to find out!

1) If you have the following symbol on your garment tag, does it mean that it can or cannot be washed?



2) Should you tumble dry or air-dry delicate fabrics?



3) When should you use a protective cloth while ironing?



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# CAPSULE WARDROBE

2

## How to bring minimalism in your wardrobe

A Capsule Wardrobe consists of 30-40 garments - including all clothing items, shoes and handbags. The term originally comes from Susie Faux, owner of a boutique called "Wardrobe" in New York. The wardrobe consists of a few, easily combinable basic items of clothing. It is important these clothing items can be easily combined with each other so that hundreds of outfits can be put together!

Sew your own wardrobe that is perfectly tailored to you or thoughtfully buy only those items that fit your style and – most importantly – that can be combined easily!



**Video Source:** How to Build Your Perfect Capsule Wardrobe | Minimalist Fashion by Malama Life  
<https://www.youtube.com/watch?v=N8l8BRJvz4E>



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# A CAPSULE WARDROBE MEANS HAVING A PLAN

2

## Find out your needs and your style

Sort out your wardrobe. What is missing? What are your favourites? What do you wear regularly?

What doesn't fit? What have you never felt comfortable in? Carefully choose what you would like to do with those items you are sorting out, such as participating in a clothing swap party or donating them to a trustworthy organisation.

## Find your colours

What colour type are you? What colours make your eyes shine?

For basics like trousers, skirts, blazers, and jackets, it is best to stick to muted and calm colours; such as black, blue, beige, brown, grey. You can now combine shirts, blouses and accessories in your favourite – bright or muted – colours.

## Plan your next sewing project or purchase

What would you like to sew yourself? What do you plan to buy? What do you really need? Write it down. Avoid bargain purchases.

## Materials and patterns

Choose high quality, sustainable fabrics. Stick to your colours.

Found a nice new shirt? Can you combine it with what you have? If not, better leave it!



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# DYEING: SAVING MONEY AND THE ENVIRONMENT


3

Dyeing clothes saves money and the environment, extending the life of old garments and reducing the need for new purchases. It allows you to personalise your wardrobe, giving a fresh look to familiar pieces. By dyeing your clothes, you can reduce waste and conserve resources, making a sustainable choice for both your wallet and the planet. The following tutorial provides useful information on how to dye clothes to extend their lifespan.



**Video Source:** How to Dye Fabric (Immersion Dye Technique Tutorial)

<https://www.youtube.com/watch?v=a7M61pYYIOk&t=42s>

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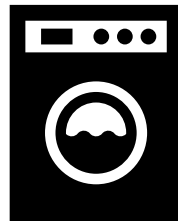


# TEST YOUR KNOWLEDGE

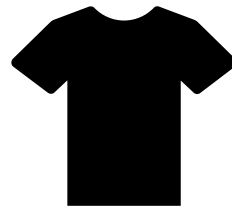
3

Do you feel confident in your knowledge of how to dye your clothes and extend their lifespan as much as possible? Take the quiz below to find out!

1) What should you do before dyeing your fabric to achieve better dye coverage?



2) Why is it important to start with the lightest colour when mixing dye colors?



3) What should you do to ensure even coverage on your fabric in the dye bath?



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# SUSTAINABLE JEWELLERY MADE IN KENYA

4

Sustainability in fashion encompasses many aspects, from fair working conditions to an ecologically friendly production. The designer and founder of "Samburu Beads Shop" Peninah Lesorogol integrates a holistic concept of sustainability. Her jewellery and fashion pieces have a lasting impact and contribute to gender equality, community well-being, girls' education, climate justice and even food sovereignty.



**Video Source:** Sustainable jewelry by Peninah Lesorogol  
<https://www.youtube.com/watch?v=BG17PSmtE1M>

You can get beautiful earrings and bracelets, elegant sandals and handbags, extraordinary necklaces and Shukas (traditional Samburu fabric) – all hand-made!

"I am one of the first girls to go to university in my village, so I have a responsibility to show my community that educating girls and giving them opportunities equally as boys is very important. So, I am giving back to the same people who believed in me and who made me fight against all the odds."



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# IMPACT ON THE ENVIRONMENT & SOCIETY

4

## Women's and girls' independence

By buying Peninah Lesorogol's jewellery, you will be giving women and girls an opportunity to overcome poverty and dependency. It's a perfect opportunity to create healthier communities in which everyone's opinion counts!

## Connecting people

Every piece represents and appreciates the culture of Samburu. It has a special meaning to the designer and the producers, which they want to share with the buyer. Awareness raising events about the social and ecological situation in Kenya are taking place in Austria. Exchange projects are organized in order to visit the village where the producers live. All of this creates a connection between people, which creates a stark contrast with an anonymous supply chain.

## Fighting the climate crisis

The Samburu region is a semi-desert place, where the effects of climate crisis are becoming more and more noticeable with harsher drought periods and heavier rainfalls.

"I initiated an agroforestry project. The aim and objectives of this project is to ensure food securities. We started a food forest where we plant indigenous trees, vegetables, fruits, maize, beans, herbs and spices." Water tanks were installed to save rainwater. Women working in the farm receive a monthly income while students working during the holidays earn money for their school fees.

By purchasing jewellery from the Samburu Beads Shop, you are supporting a climate justice project that reaches those people in the Global South affected most by the climate crisis.



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Check this out!



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# GREENWASHING HOW TO IDENTIFY IT

5

Greenwashing is a misleading marketing strategy employed by companies in order to highlight their products' sustainability aspects. Many fashion companies claim to use sustainable materials and methods while producing their garments. However, some of them are exploiting the concerns of their customers and using their sensitivity to the environment to increase their profits (Greenwashing Policy Paper). In this case study, you will learn how to recognize and avoid greenwashing practices.



**Video Source:** "Greenwashing in Fashion Industry: How to recognize it | KAINOTOMIA  
<https://youtu.be/VFNeQU85SgM>

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# TEST YOUR KNOWLEDGE

5

Do you think you have enough knowledge on the topic of greenwashing and how to avoid it as a consumer? Take the quiz below to find out!

## 1) What is greenwashing?



## 2) What are the characteristics of a "green" product?



## 3) What can consumers do to avoid falling for greenwashing tactics?



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# UPCYCLING OLD CLOTHES

6

Now that you are more aware of the impacts of the fast fashion industry, you may feel inclined to change your garment shopping habits and to try and curb the harmful effects of this industry. If you are looking for a hobby to take up in your free time and you have a wardrobe full of garments that you don't wear anymore (these garments may be old fashioned, damaged etc.) then you may want to consider upcycling. Upcycling your old garments is a great way of putting new life in what were otherwise clothing items set aside, never to be worn again. Upcycling can be done using tools you can easily find around the house, and it gives you the chance to be creative and become your own fashion designer. There are also limitless resources to help you learn the best techniques you can employ to upcycle your clothing. You can learn all this from YouTube or local workshops, which not only teach you what you need to know about upcycling, but also gives you the opportunity to meet new people who share the same hobby as you!



**Video Source:** "Turn Your Old Clothes Into Something New With One Cut || DIY Clothes Upgrade Ideas  
<https://www.youtube.com/watch?v=emzwJkx-1Lw>



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# UPCYCLING CLOTHES EVENTS

These events are often organized by local community groups, fashion enthusiasts, or sustainable fashion organisations, which aim to raise awareness about the environmental impact of fast fashion. These organisations also promote the potential for change through upcycling and provide a platform for individuals to engage in creative and collaborative efforts to transform old garments into new, fashionable pieces. They bring together like-minded individuals who share a passion for reducing waste and promoting sustainable alternatives. These events promote sustainability, creativity, and collaboration, fostering a sense of community and inspiring participants to adopt more responsible fashion practices and contribute to a more sustainable and mindful approach to fashion consumption.



Picture by: Crossing Borders



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# ALTERNATIVE FABRICS


## BAMBOO CLOTHING

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During the last few years, fashion companies have embraced eco-friendly fabrics. Amongst them, bamboo fabric is one of the most sustainable options. Bamboo is a plant that grows naturally without the need for pesticides. It also produces soft fabrics that are breathable and durable. Let's find out more about bamboo textiles!



**Video Source:** Alternative Natural Fabrics | Bamboo Clothing | KAINOTOMIA  
<https://www.youtube.com/watch?v=dlteGDtxsqs&t=889s>

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# TEST YOUR KNOWLEDGE

7

Do you think you have enough knowledge on bamboo fabrics to answer the following questions? Take the quiz below to test yourself out!

## 1) What are the benefits of the bamboo fabric?



## 2) How is bamboo fabric produced?



## 3) Is bamboo fabric only beneficial?



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# SUSTAINABLE BRANDS TO BUY NEW CLOTHES

Buying new clothes often brings us a sense of excitement. We may even buy on impulse at times to compensate for a feeling of unease or stress. Although buying second-hand clothing is a better option for the environment and the wallet, sustainable brands are an alternative for those who prefer new clothes. The following video provides alternatives to the fast fashion brands.



**Video Source:** How to Find Sustainable Clothes / How To Tell If A Brand Is Sustainable  
[https://www.youtube.com/watch?v=sCrWJOTHG\\_Y](https://www.youtube.com/watch?v=sCrWJOTHG_Y)



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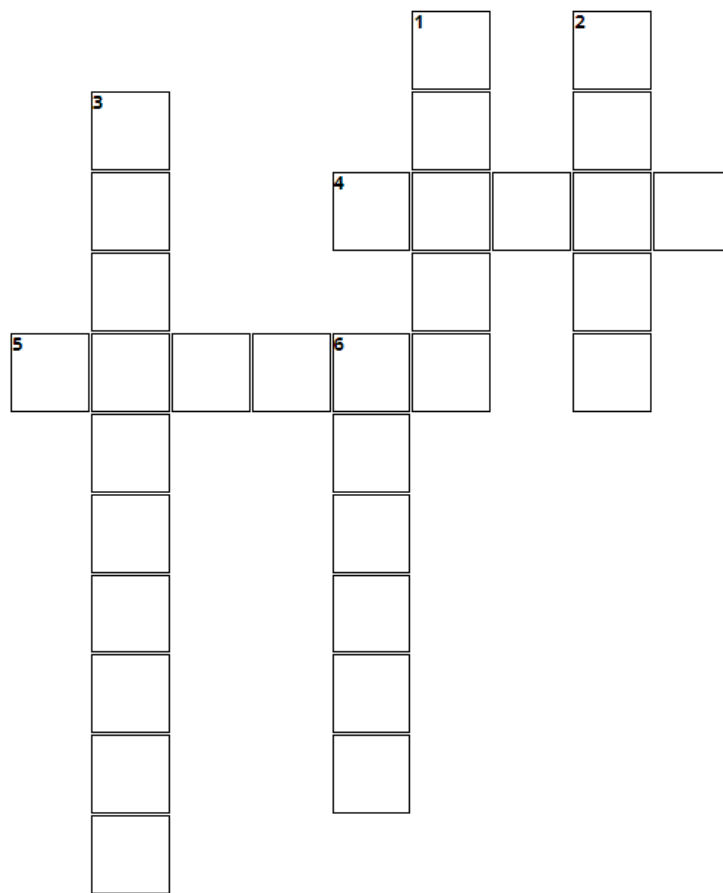
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# SUSTAINABLE BRANDS TO BUY NEW CLOTHES

Do you think you have enough knowledge to choose Sustainable Fashion? Take the crossword below to test yourself out!

## FAST FASHION WORDCROSS



Crossword Source: [www.educol.net/crosswords/fast\\_fashion\\_wordcross-fd27ad886a01611fae684de1142e1a2d](http://www.educol.net/crosswords/fast_fashion_wordcross-fd27ad886a01611fae684de1142e1a2d)



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Take the Crossword



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# DON'T WEAR PLASTIC


9

Avoiding the use of plastic in fashion is important for several reasons. Synthetic fibers like polyester and nylon are derived from non-renewable resources, contributing to microplastic pollution in waterways, and thus having a significant environmental impact during production. Opting for natural, organic, or sustainable materials like organic cotton, linen, hemp, or recycled fibers can help reduce our reliance on plastic and promote a more sustainable and eco-friendly fashion industry. This case study shows how the plastic present in clothes harms the environment.



Video Source: Fashion's toxic threads

[https://www.youtube.com/watch?v=Ko\\_BZhlp1IQ](https://www.youtube.com/watch?v=Ko_BZhlp1IQ)

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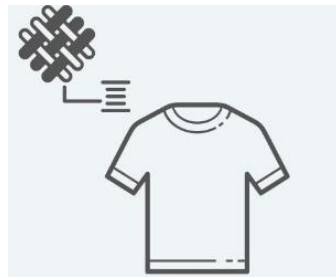
9

Do you think you have the knowledge to be aware of how harmful clothes containing plastic are? Take the quiz below to find out!

## 1) What are microplastics?



## 2) What are the most hazardous synthetic fibres used in clothing production and why are they harmful?



## 3) What are examples of sustainable fibres that can replace plastic in clothing?



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# BUYING LESS

10

Fast fashion creates new trends for every season and demands a frequent change of wardrobe. This pace results in overproduction of clothing items, which leads to the creation of a large carbon footprint during the production phase, which is also extended to the disposal phase, as large quantities of clothes that never get sold end up in landfills or in incinerators. This has numerous detrimental effects on the environment including increased greenhouse gas emissions and the release of toxic chemicals into soil and water.

In order to reduce this negative effect of fast fashion on the environment, every individual can make the decision to invest some money in a few high-quality items which will last longer rather than buying cheap garments every season. Classic or vintage pieces have more character than fleeting fads and can be used to create a unique and recognizable style which will make a person stand out in a crowd. Buying fewer but more expensive items actually saves money in the long run since the high-quality materials are more durable, so clothes can be worn for years (any item can be completely renewed when combined with the right accessories).



**Video Source:** How To Buy Clothes You'll Actually Wear | Slow Fashion  
<https://www.youtube.com/watch?v=CgF62Bz-ePM>



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# CLASSICS ARE FOREVER

While trends come and go, classic pairings have stood the test of time and continue to exude elegance and sophistication. Picture this: A crisp white button-down shirt paired with high-waisted jeans, or a little black dress accessorized with a statement belt and a pop of red lipstick. These are just a few examples of how classic combinations can effortlessly elevate your style. By incorporating timeless outfits into your wardrobe, you not only save time and money, but you also create a foundation for endless versatility and never-ending style options.



Video Source: 5 Easy & Timeless Summer Outfit Formulas To Copy | AD  
<https://www.youtube.com/watch?v=sB5KaHsmXUY>

Accessorizing basic clothing items can help us lead a more sustainable lifestyle. We all know that fast fashion has taken a toll on our planet, but fear not, because by focusing on accessorizing, we can make a positive change. Instead of constantly buying new clothes, we can invest in high-quality basics and spice them up with accessories. By reusing and repurposing our wardrobe staples, we reduce the need for constant consumption and waste. So, let's get creative, mix and match, and embrace the power of accessories to build a sustainable and stylish wardrobe that's kind to both us and the environment!



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# ETHICAL FASHION: CHECK THE LABEL

Checking the label is a crucial aspect of ethical fashion. By reading and understanding the information on clothing labels, consumers can make informed choices about the materials used, production processes, and certifications involved in a garment's creation. It allows individuals to support brands that prioritize ethical practices, sustainable sourcing, fair trade, and transparency. By being mindful of labels, consumers can contribute to a more responsible and ethical fashion industry. The following case study provides valuable insights into how to identify ethical and sustainable fashion brands.



Video Source: Clothing Shopping Tips | Finding Ethical & Sustainable Fashion  
<https://www.youtube.com/watch?v=Y9sGX7DwkaQ>

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Do you think you have the knowledge to recognise an ethical fashion brand? Take the quiz below to find out!

## 1) What is ethical fashion?



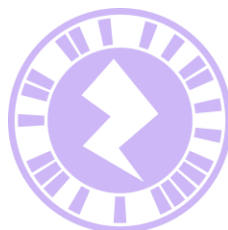
## 2) What are examples of ethical values in fashion?



## 3) How do you check the ethics of a brand when buying online?



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# CLOTHES SWAPPING

12

Clothes swapping is a sustainable fashion practice that allows you to trade your slightly worn clothes with others. This practice promotes reusing and recycling of garments but also reduces the demand for new clothing production, which can have a significant environmental impact. Fast fashion contributes to water pollution, greenhouse gas emissions, and waste generation. By participating in clothes swapping, you can help reduce the negative environmental impact of fashion while also promoting a circular economy. Clothes swapping can also encourage a more conscious approach to fashion consumption, which can lead to more sustainable fashion practices in the long run.



**Video Source:** Is this the most sustainable way to refresh your wardrobe? | Fashion Conscious - BBC  
[https://www.youtube.com/watch?v=EzMOHxmFubI&t=2s&ab\\_channel=BBC](https://www.youtube.com/watch?v=EzMOHxmFubI&t=2s&ab_channel=BBC)



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# ORGANISING A CLOTHES SWAPPING EVENT

12

Welcome to our guide on organising a clothes swap event! Clothes swapping is an excellent way to refresh your wardrobe, promote sustainable fashion practices and engage with your community. Whether you're a fashion enthusiast, a sustainability advocate, or simply in need of new clothes, organizing a clothes swap event can be a rewarding experience. This guide is designed to provide you with a step-by-step approach to planning a successful clothes swap event; from setting the objectives to promoting the event and facilitating the swap itself. By following these guidelines, you can create a positive impact on the environment and encourage a more conscious approach to fashion consumption. So, let's get started!



**Video Source:** Danube1245  
[https://youtu.be/tUJ\\_-1OPG10](https://youtu.be/tUJ_-1OPG10)



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# TEST YOUR KNOWLEDGE

12

Do you think you know enough about the detrimental effects of fast fashion on the environment? Take the quiz below to find out!

## How much do you know? Detrimental Effects of Fast Fashion Quiz



START



Quiz Source: Danube1245 made by genially

<https://view.genial.ly/643fcc8abdf5b900187771da/interactive-content-detrimental-effects-of-fast-fashion-quiz>



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Take the quiz



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