

clothing

By Lea Pisani

The more I know, the less I need

Clothing tips for better living



The shelves in our cupboards sway under lonely clothes that we've never worn. If everyone in the world lived like we do in the developed countries, we would need two more planets as big as Earth to sustain ourselves.



The textile industry is one of the largest polluters and consumers of water in the world. Cotton is one of the thirstiest plants there is, and in addition to large amounts of water, growers use pesticides, mineral fertilizers and various other chemicals for cultivation, leaving devastation behind.

To make an ordinary T-shirt, 2700 litres of water and 30 to 50 different chemicals are needed to process the material.

How many unused bio-cotton promo tees do you have in your cupboard? As a gift, offer quality chocolate rather than a T-shirt – unfortunately, the price does not differ much.

Lea Pisani is a renowned image consultant and clothing expert, who has been involved with fashion and raising people's awareness of better clothing for over 20 years. She is the author of the first, bestselling, Slovenian handbook on clothing: *Dress Codes for All Occasions*. She designed the course entitled *Fashionable Styles and Contemporary Fashion* at the Academy of Design. Her guideline is "the more I know, the less I need", and when it comes to consulting her clients, her advice always leans towards making eco-friendly, high quality choices that lead to fewer discarded and unused clothes and greater satisfaction for the user.



The more I know, the less I need

I invite you to follow my mantra, "The more I know, the less I need", which I am convinced is the right way to go. The most affordable and least painful solution is prevention.

The following five tips will help you create a harmonized wardrobe of clothes that will make you happy and will comfortably be worn until they start to wear out:

1. Follow your natural gifts; find the cuts, colours and patterns that suit you. If you're wondering what colours suit you, look at your eye colour; it's part of your colour chart.
2. Everyone has their own style when it comes to clothes, it just needs to be defined and nurtured. Fashion today is democratic; everyone can express their style. Choose a fashion icon to guide you.
3. Always buy in a set. In this way you can harmonize the colours, materials and proportions of the individual garments you will be wearing together as an outfit.
4. Every brand has a designated target customer, so find one that suits your natural shape, lifestyle and pocket.
5. Even if you already know a lot about the dress you are buying, sometimes it still doesn't fit. Return it and ask for your money back or a credit note.

How should we take care of our clothes?

Households can be big polluters of water and the earth because of reckless use of detergents, frequent washing and incorrect use of the washing machine. We can all contribute a lot to a less polluted environment – right at home.



Clothing care tips

1. Before washing, check the care labels.
2. Load just enough laundry into the machine for the drum to be a little over half full. If the machine is too full, it won't wash well, and if it is not full enough, it will use too much water and electricity.
3. Use the amount of detergent specified in the instructions, or less.
4. Clothes are not usually very dirty, so they don't need to be washed at high temperatures.
5. Tumble dryers pretty much destroy clothes – use them as little as possible.
6. Wash delicate materials by hand to save water and extend the life of your clothes.
7. Turn clothes inside out before washing to minimize damage.
8. Fasten buttons, straps and zips, which could damage your clothes.

How can we help the state of the planet?

Buy thoughtfully and less than you want, increase the price range, return them if they don't fit, pass them on, and most importantly – do not hoard. **If you wear everything you have, regardless of its price range, you are already environmentally friendly.**