

# Social Impact

Looking at sustainability through fashion can be a unique opportunity for Ithaca. This is because people are the driving force behind sustainable practices, and because Ithaca is known for its sustainable and environmentally friendly approaches there is hope for sustainable fashion.

Sustainable fashion and thinking about the People

“People consume clothing. They have basic needs that fashion can address. Sustainability works both ways here; as people can sustain the environment by addressing their clothing choices, fashion can sustain people in various ways”

Due to the fact that people are connected with the clothes that they wear. As a result, when helping our local Ithaca retailer on promoting sustainable fashion we must think about how people behave, what they want, and what might improve their lives and well-being. This is because people are the stakeholders. Thus by helping people make smart decisions and including this knowledge of how to improve their lives and well-being through design, product development, and retail decision making is important. Also, by incorporating the designs of Cornell students will promote the usage of the sustainable fashion items.

# How to Make Your Clothes Last

One of the most effective methods of reducing the demand for [clothes](#) — an eco-friendly goal that decreases the need to manufacture new clothing, which saves energy and resources — is to keep all the items currently in your closet in circulation as long as you can. Tips to extend the life of your clothes include:

- Wash [clothes](#) only when you need to, and line- or air-dry rather than using a clothes dryer, which can shrink, stretch, or damage fabric (not to mention the electricity it guzzles!).
- Pay attention to labels that say to wash clothing inside out — it generally protects the fabric.
- Use cold water washes with detergent designed to work in cold water in order to help retain the shape and color of your clothes, especially those made from cotton.
- Pretreat stains immediately for best results.
- Refresh worn collars by carefully removing the collar, turning it around, and sewing it back on.
- Use patches either on top of or behind holes in your clothes to extend the life of the [garment](#). Sew-on patches are much more dependable and durable than iron-on patches, but either type gets the job done.
- Reconstruct your clothes. For those with a smidgen of crafty, sewing, or artistic talents, it's possible to take tired clothes and turn them into something unique and unforgettable. Some of the techniques are super-simple, like cutting off the [sleeves](#) off a T-shirt or converting long pants into capris or shorts (especially good for kids who get holes in the knees).

# What can I do for sustainable fashion?

As you shop for sustainable clothing, keep these things in mind:

- Go for garments made from [eco fibers](#) such as [bamboo](#), [jute](#), [hemp](#) and [cotton](#).
- Look for garments made with recycled material. It may seem odd, but some of the man-made materials are actually more commonly recycled because they are incredibly sturdy.
- Avoid [cotton](#) material that is not either recycled or organic. Cotton is not a very green crop if it is not grown organically because of issues surrounding extensive pesticide use and [fair trade](#) labor practices.
- Consider shopping for used clothing in high-end thrift shops — clothing that is already made does not waste resources.

