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Pause: Let's make 2018 the year of slow fashion

The fashion industry has always been beset with problems, stemming from waste to pollution and unsafe working conditions. So, it's no wonder a movement towards sustainable clothing has emerged. This movement, dubbed slow fashion is a new approach to clothing and design. It opposes the "fast" approach to fashion, practised by chains on high streets. The fashion industry is being revolutionised. You can make a difference by joining the movement.

The slow fashion movement

At its core, slow fashion is about making sustainable choices. It's the deliberate choice to buy better-quality items less often. It encourages a commitment to sustainable fashion. These clothes are designed with quality fabrics that last a long time. They're environmentally conscious rather than trend-driven. Slow fashion also considers the process of how clothes are made, sourced and produced. It ensures the craftspeople are treated fairly and work in a safe environment. Transparency is at the heart of slow fashion. Consumers know where their clothes are coming from. Clothing is often hand-crafted by skilled artisans.

Slow fashion has similarities with the minimalist movement, due to its simple and thoughtful nature. JW Anderson's London Fashion Week presentation was a great example of minimal, slow fashion. His collection of clothing was designed to be simple, making reference to the "great outdoors".

Choose brands that offer ethical clothing

Fast fashion focuses on speed and low costs in order to keep up with the latest trends. Many of the garments of fast fashion are produced with toxic chemicals. It's important to choose brands that offer well-made, ethical clothing. Great brands that focus on sustainable fashion include Thought. Based in London, Thought's clothes are made from natural, recycled and organic fabrics. Other sustainable fashion brands include People Tree and Finisterre. Both these brands offer long-lasting clothes made from organic cotton.

Technology can help you make the shift to slow fashion. Apps like Done Good can help you find socially conscious and sustainable products. Good Guide is another app that can tell you if your clothes are ethically made. It offers barcode scanning to give you information about the product. You'll be able to avoid buying clothes made from petroleum and toxic chemicals. Think about where each piece is made from and always choose natural fabrics. The health of the environment greatly depends on ethical fashion options.

Slow fashion aligns with SACET's own mission to move the jewellery industry towards a more sustainable approach. We believe consumers can have an ethical relationship with their products. It may take some forethought when it comes to switching to slow fashion. But it greatly

benefits the people behind the clothes and the environment. Slow fashion is picking up pace, and 2018 could be its biggest year yet.