

GREEN SLATE

Kathleen Talbot Shares Her Sustainable Fashion Tips

Reformation's Chief Sustainability Officer on
traceability and going greener.

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Sustainability has always been high on Reformation's agenda, but by 2025, the brand aims to become climate positive. Upping the ante on its supply chain traceability efforts, a new collection takes on one of the industry's dirtiest materials: denim. It's made from Good Earth Cotton, sourced from the world's first climate positive farm in Australia, and features FibreTrace technology, which embeds scannable pigments into the fabric, which allows customers to follow the denim's lifecycle "from farm to butt".

"As a sustainable fashion brand, it's on us to drive supply chain solutions that lead to better impacts for people and the planet," says Kathleen Talbot, Reformation's Chief Sustainability Officer. "We're so energised by our new collection that leverages FibreTrace's technology for the first fully traceable pair of jeans in the U.S."

V.F. asked Kathleen for her top five tips for a more sustainable lifestyle—and wardrobe.

Buy Vintage

There's nothing more sustainable than buying vintage. At Reformation we release vintage collections online and run one-of-a-kind Reformation Vintage shops in Los Angeles and N.Y.C. We're also big fans of resale platforms like thredUP.

Rent

I love programmes like Rent the Runway, where you can opt to rent clothing

instead of buying new. I personally like doing this for occasion pieces. As a new mum, I'm always looking for rental options for my son too—like a bassinet, or newborn clothes—since you really only need stuff for three months at a time!

Know Your Stuff

Do your research on the companies you plan to buy from, make sure they are using best practices to create products with a positive impact. You can look for certifications like B Corps, or there are platforms out there enabling you to easily check the impact of your favourite fashion brands on the issues you care about, like Good on You. It's really important to think about how much things cost—not just to your wallet, but to people and the planet.

Opt for Package Free

So much of my personal trash comes from packaging, and 99 per cent of the time it feels really unnecessary. Given the increase in online shopping, I've started to consolidate purchases (i.e. only place one order a month versus every time I think of something). You can also take packaging into account when shopping and opt for something that is package free. My favourite example is choosing loose lettuce instead of the mixes that come in a plastic bag or box, or choosing bar soaps instead of liquid soaps that come in plastic containers. For me, those switches still deliver what I need but I'm not contributing to single-use plastic waste.

Washing

The Guppyfriend Washing Bag is hands down the best thing you can buy if you want to reduce the impact of how you care for your clothes. It is a patented solution that filters out microfibres released from synthetic materials (so the fabrics used in swim, workout gear, or anything with nylon, polyester, spandex on the label) during washing.



Reformation