



# SAFIRO

## Fashion sustainability

*Tips for shopping wisely and responsibly with an  
appreciation of luxury quality*

[www.safiro.com](http://www.safiro.com)  
[@safiro\\_official](https://www.instagram.com/safiro_official)



## INTRODUCTION FROM YULIA

We all love shopping for beautiful things. And we know that sometimes you've been let down by the poor quality of clothing.

Buying more and more clothes which you wear a couple of times isn't sustainable.

By making wise shopping choices, we have the power to change the fact that the fashion industry is the second largest polluter in the world.

How the clothes are designed and made has a significant impact - the fabric composition, the relevance of the design over time, and how it was made all contribute to how long we can use the garment.

In this short guide, we share with you our tips from SAFIRO - a positive luxury brand for women with passion and purpose. Our mission is to create beautiful garments responsibly.

We hope this will help you make informed choices when you buy clothing, so it's better for you and the environment.

Some tips are also to help you ensure that your favourite garments last longer.

With love from all of us at SAFIRO.

*Yulia*

Yulia Shirokova

SAFIRO Founder & Creative Director

\* On the cover: Waipio Valey, Big Island, Hawaii. Photo taken by our Founder Yulia Shirokova

# HOW TO RECOGNISE A GARMENT THAT WAS DESIGNED AND MADE SUSTAINABLY?

*Is the item of clothing you are about to buy well made or will it fall apart?*

*How long will you stay in love with your clothes?*

*How can you make your beautiful garments last longer?*

01

**Choose timeless designs** that match with at least 5-6 other garments in your wardrobe, so it's easy to style and makes it versatile.

Very original, trendy clothing usually goes out of fashion within one season, while classic and timeless garments can last for years and always remain stylish.

*Things to consider:*

- ◆ Does the colour and silhouette suit my body shape and colour scheme?
- ◆ How many looks will this garment compliment in my wardrobe?
- ◆ How many times a year would I wear this garment?
- ◆ Can I wear it more than one season?

02

**Check material composition.** Choose natural fibres such as linen, cotton, silk, cashmere, wool or hemp as these are biodegradable and can be returned to nature at the end of the garment's lifecycle.

In 2017, approximately 35% of all tiny pieces of plastic that never biodegrade in the ocean, came from laundering synthetic textiles like polyester.

*Things to consider:*

- ◆ Garments made of natural materials may cost more, however they are the best choice for your skin, helping it to breathe freely and they are biodegradable.
- ◆ Materials with mixed composition are more challenging to recycle.
- ◆ Look out for certifications such as GOTS to determine if the material is organic, meaning the plant has been grown without the use of toxic chemicals.

03

**Check how far did your garment travel to get to you.**

Air pollution is quite a big issue in the fashion industry as it's responsible for 10% of humanity's carbon emissions.

That's more emissions than all international flights and maritime shipping combined (UNEP).

According to the website Fabric of the World\*, more than 60% of the world's garments are produced in developing countries. Some of these countries don't have the raw material required, and thus these materials have to be shipped. Globally, 90% per cent of garments are being transported by container ships that burn low-grade fuel at a rate of tons by the

hour and pollute the environment 1000 times more than the diesel used in trucks. To put it into perspective, a single ship has the propensity to produce as much pollution as 50 million cars!\*

*Things to consider:*

- ◆ 'Made in' information on the garment's label can help determine the supply chain and ethics of the company.
- ◆ Locally made products not only reduce these greenhouse gases but also support local artisans and artists.

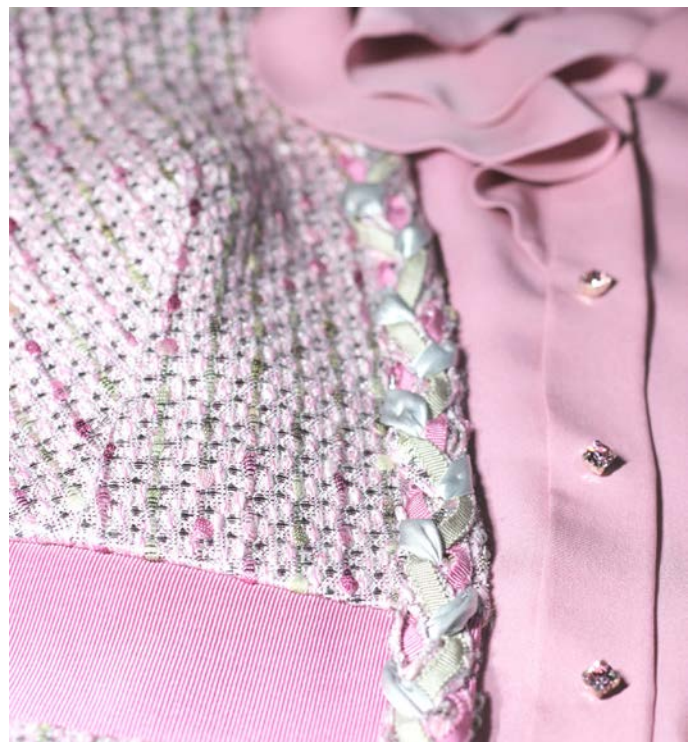


### **Check the quality of craftsmanship.**

The longevity of the garment is mostly determined by how well it is made. High-quality production and craftsmanship usually make garments fit your body better and last longer.

*Things to consider:*

- ◆ Give preference to garments that have a lining as it reduces the wearing strain on clothing, extending the useful life. A smooth lining allows garments to slip smoothly over the skin or other clothing easily, have a better fit and make it crease less. Natural linings also "breathe" better than many fashion fabrics, helping to keep the body cool and dry.



*On the photo above: details of SAFIRO handcrafted jacket where we use haute couture techniques and line the sleeves and body of the garments separately before assembly to ensure a perfect fit.*

- ◆ Check the quality of seams and finishings. High-quality garments usually have no or a minimum seams on the outside because the fabric they are made from behaves perfectly and doesn't need to have extra fixing. If the garment is not lined, try how the seams on the inner side feel next to your skin and whether it feels smooth and comfortable.

## **ABOUT SAFIRO**

At SAFIRO, we create thoughtfully, taking care of every detail and tailoring every garment with genuine love, so that when you wear it – you feel it was created just for you.

Our limited edition luxury garments are made from exquisite Italian and French fabrics, including elegant daywear dresses, handcrafted jackets, cashmere coats, alluring cocktail dresses and special occasion dresses.

Local artisans handcraft all our garments in England. We start making the garment once you place an order and can adjust the length of the garment or sleeves to ensure a perfect fit.

Join us on the journey of elegance and achieve your dreams through the way you dress.

\* Source: [www.fabricoftheworld.com](http://www.fabricoftheworld.com)

*Further reading:*

How to read a clothes label, <https://eco-age.com/news/how-read-clothes-label>

"Support your local textile industry because...", <https://www.fabricoftheworld.com/post/common-sustainable-garment-certifications-and-standards-1>