

Why 19 degrees and February isn't a match

It's the third day in a row where we have 19 degrees celsius. Which would've been a part of normality if I lived in Spain or Portugal or some place similar. But I live in London and it's February. It's not meant to be 19 degrees celsius here in February. Regardless of how much that feeds my soul and how happy I am to put some layers of colour on my pale winter skin, it scares me too. In this part of the world where I am, we're suppose to have 4 seasons, winter, spring, summer and autumn. Right now it feels like we basically skipped winter. Or at least a part of it. We must've really harmed our planet for it to get like this. Global warming is a fact and it's happening right now.

The second most polluting industry, yes you've probably heard it before, is the fashion industry (www.greenmatch.co.uk) and the textile industry uses more water than any other industry apart from agriculture. This is clearly effecting the world. You, I, your neighbour, your tutor, we're all apart of this. We're all destroying our only home in the universe. More often than we get our monthly phone bill, new garments & collections are produced. New trends are pushed up in our face and we're almost forced to buy those "new things" to keep up and be contemporary. You can not go a full day without passing a dozen of ads for fashion brands. Not only on the streets but online too. You might not even process it in your head how much advertising there is, because that is just the way it is. You are so use to it. Believe me when I say I'm no angel, I definitely fall for it too. It's hard not to, right?! But as of 2019, we have to try. To have 19 degrees is not normal and fashion is a big part of the reason why.

When trying to become more sustainable to help boost our planet, it's easy to think "There is roughly 7.7 billion people in the world as of November 2018, what difference can only I do?" Which is the wrong mindset to begin with already. Try to think "If everyone did this little thing I'm doing, what an enormous difference that could've been". We have to start thinking about the aftermath of our guilty pleasure when laying on the sofa on a Thursday night, planning outfits in our heads for the weekend. Now I'm not telling anyone to stop shopping, I mean I sure wont. It's a part of who I am and what I work with as a stylist. But there are so much better ways to do it. First off is probably the amount and how often. Do you really need that new shirt when you know you got 3 similar once hanging in your wardrobe back home? Do you need the skirt that you actually wont be using cause it makes you feel slightly uncomfortable but it looks so good on everyone else? And do you need to buy all of those three dresses that look pretty much the same. Just so that you in the end can chose the one that fits you the best and the other two will be forgotten somewhere far back in a drawer. We have to start thinking critically. Second is what you purchase. What is it made of? Try to stick to natural fabrics such as cotton, flax, hemp, jute or ramie. Obviously stay away from natural fabrics coming from animals, me being all for animal well being. Where is the product made? Is it made in India or China and have to travel around the world and release a ton of carbon emission on the way or is it locally made? Third one would be, is there a eco friendly alternative? A lot of shops are now picking up on the problem and there is quite a few options out there that is far more sustainable and ethical.

I can't see any cons of trying to become more sustainable as it's no longer a matter of "Oh I'll try", it's a matter of must. We are the ones in charge. We are the ones creating a future for our children. We are the ones who are liable for this mess. We HAVE to change our habits for us to change the world. It can start with something as simple as stop using a straw or bring your own reusable shopping bag instead of getting a new plastic one every single time. Or it can be when you got

the urge of shopping, go and have a look in your best mates wardrobe or your moms. Maybe they have something they're willing to let you have? Buy vintage, buy stuff that's been used before. Often they're still in great condition. There's a lot of little things you can do that for sure wont have a big impact on you, but will on the environment. Not only will that make our planet feel good, it will leave you with a good feeling as well. You know then, that you have done what you could and isn't that a pleasant feeling to have? Isn't it great to feel that you was the one who made a difference. This time a good one.