

# Reward your wardrobe

Photography by Vincent Mignot

IN PART THREE OF OUR SERIES ON CLUTTER WE DISCOVER LONDON'S FIRST 'SLOW WEAR' CONSULTANCY, A PROJECT WHERE ENVIRONMENT MEETS STYLE.

THE WORD SLOW in the fashion world translates to a new approach in shopping and style. Just Google Slow Fashion, and you'll know all about bespoke accessories, ethical fabrics, about re-energising vintage and op-shop finds, and sustainable ways to manage your clothes.

Slow Fashion is certainly part of Australia's Slow Movement ... and while change is afoot in our nation, London has recently seen new businesses emerging to support this cry for a slower outlook.

In recent times, Britain's big city saw the launch of its first Slow Style consultancy, Rewardrobe. According to its wear-with-all founder Veronica Crespi, an experienced fashion stylist, the mission is all about offering wardrobes new space and improved functionality.

"We're defining a style and organising wardrobe clutter by implementing a sustainable approach and focusing on traditional methods," says Veronica.

"There has been a resurgence in handmade clothes and accessories – and stronger interest in sustainable

products, ethical shopping, and creating a second life for unworn clothes ... and that's the focus of this business."

For practical wardrobe organisation, Veronica and her team research the best natural products, and delve into garment care, armed with recommendations about natural detergents and eco-friendly laundry solutions.

And while Rewardrobe redefines a client's style, they head to the wardrobe garments for a big edit, while offering a fresh look at all wearables, to create the best combinations.

Veronica says Rewardrobe is all about responsible style.

"We donate or sell – and that means passing garments onto charities or selling quality clothing to preloved fashion shops. But when some items aren't good enough to even toss, or they are loved too much to completely throw out, Veronica says an 'upcycle' is in order. This is a concept that brings new life to clothes, by passing them to young designers who know exactly how to spin fresh dresses out of old frocks.

**CRAFTY UPCYCLE:** It all started when Veronica offered a suitcase of her clothes (tossed out of her wardrobe, but still loved) to a crafty designer. The result was stunning, with recycled textile designer Tracey Cliffe from LoveMeAgain choosing three items for a funky transformation.

**We chose:** a long-sleeved top in black and one in mustard yellow plus an asymmetric black-and-cream striped t-shirt.

Designer Tracey Cliffe says, "I turned the mustard top upside down to create a cowl neck, cut armholes, cut sleeves off and sewed the sides together. I used the sleeves from the black T-shirt as a waistband, then attached and gathered the striped top to fit onto the waistband, and used the sleeves from the striped top as ... sleeves!" (As pictured).

"They're specialists in reconstructed fashion, or they may accept textiles to be part of a cutting edge quirky creation."

And with all of this sorted, what happens if you find there's space in your closet?

Rewardrobe introduces you to the emerging world of ethical brands.

"Yes, we offer a slow-style-inspired shopping service, introducing our customers to the huge range of ethical and sustainable fashion out there."