

magazine

FASHION BEAUTY CULTURE INTERVIEWS SHOPPING VIP

TellusFashion meets the woman behind London's first slow style consultancy

Olivia Pinnock 14 December 2011



Veronica Crespi

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Veronica's London-based business, Rewardrobe, is the product of working in fashion for over ten years in trend research, designing and retail and a decision to return to working with individual clients in an area of the industry she loves. She has taken her expertise and turned it into a personal style consultancy with a difference, to give clients not only a better wardrobe, but a greener and more eco-friendly one.

However, Veronica purposefully steers away from terms such as "green" and "ethical" because she finds clients feel patronised or judged or misunderstand the concept. Her approach is to give women the knowledge to make informed decisions to live fashionably in a slow way that benefits themselves as well as the planet.

Her services include image consultations, wardrobe organisation, personal shopping and upcycling of old clothes so that you can keep part of your favourite outfits on a new item or donate it to an upcycling designer.

Born in Italy, Veronica grew up with a wealth of independent shops at her fingertips and feels that in the UK market, consumers have become removed from the making process and their consumption due to the High Street. "The consumers is not really given the chance to see the options they have and think about the quality they are getting. It is literally just all about the price," she told TellusFashion.

Her service is the perfect combination of style, solutions and sustainability. As she says herself: "You can't sell fashion on the grounds that it is green. You have to sell fashion on the grounds that it's stylish," and Veronica is the woman in the know to help you find it. Her background in trend research is evident in the amount of time she spends researching new brands, their ethical credentials and finding the best answers for her clients.

Veronica started her business in 2009, amongst the financial crises but the rise in popularity of ethical and eco fashion have helped her business thrive. At the time she was the first consultancy offering her slow style service. Better communication, education and the wider availability of ethical products have made slow living a bit easier but she still feels there is a long way to go: "we're not even half of the way there, maybe a third of the way."

Veronica finds many of her clients are women who have recently been through a period of change whether that is marriage and children, their career or a change in body shape. These changes are catalysts towards why they seek to update their wardrobes. Her sessions have proven to save women money by helping them buy the right things and by offering advice on taking care of their clothing so that they last longer.

At around £200 a session, she is competitively priced against others offering personal consultations. The price varies according to the level of service required and she will offer a discount to long-term clients. She also offers group workshops for a less intense session which is affordable to most. "I don't just want to work with the ladies who need the ball gown for the charity event. I want it to be for anyone who just wants to have a more sustainable lifestyle."

Her top tips for being fashionable, economical and environmentally conscious are to be well groomed and avoid dry cleaning and tumble drying as much as you can. "You can't be elegant if you're not well groomed," she says and so for her it's important to re-heel your shoes and keep your wardrobe tidy. This causes less waste as your clothes and accessories will last longer. Tumble drying will also damage your clothing and waste energy. She goes on to inform us that many people are unaware of the harmful chemicals involved in dry cleaning and that they continue to be emitted from the clothing once they are home with you. Not only is this bad for the environment, but it's bad for your skin too.

Rewardrobe doesn't aim to be a shock to people's systems; turning their lives and their wardrobes upside down. It simply offers a personal service to help people make better choices and take better care of themselves in the process.

Amongst our busy, modern lifestyles, most of us would admit, we need to learn to slow down and Rewardrobe can help, starting with a place many of us may not even think we could slow down, our closets.

For more information on Veronica and Rewardrobe or to contact Veronica for a consultation visit her [website](#).