

# SUSTAINABLE FASHION FOR ATHLETES: A PRACTICAL GUIDE

As an athlete, you have the platform to make a lasting impact in the world of sustainable fashion. By making conscious fashion choices, you can help shift the industry towards more responsible practices. Here's a guide on how to integrate sustainability into your wardrobe and everyday lifestyle.

## 1. Rent, Wear Vintage, or Rewear for Special Events

- **Why It Matters:** Instead of purchasing a new outfit for every event, renting, wearing vintage, or rewearing pieces you already own are powerful ways to reduce waste and send a message of sustainability to the public. These choices support the circular economy, reduce demand for new production, and demonstrate a commitment to responsible fashion.
- **How to Get Started with Rentals:** Rental platforms like Rent the Runway, HURR, and MyWardrobeHQ offer a wide range of options, allowing you to wear luxury designer garments for the price of high street. Many of these include insurance as standard so you do not need to worry if there are any damages.
- **How to Explore Vintage:** Vintage items allow you to express your personality in unique pieces. Check out local vintage shops or online marketplaces like Vestiaire Collective, Beyond Retro, Ebay or Vinted.
- **The Power of Rewearing:** Rewearing pieces from your own wardrobe is one of the simplest ways to practice sustainability. It reduces waste, saves money, and showcases your commitment to thoughtful consumption. Highlight your choice on social media to encourage others to do the same.

## 2. Work with a Stylist Who Understands Sustainability

- A stylist with a sustainability focus can help you make eco-conscious choices while ensuring your looks reflect your values and personal style. Sustainable stylists can source vintage pieces, find responsible brands, and curate outfits that incorporate what you already own, helping you create memorable looks for events and everyday life alike.

## 3. Use Your Voice to Raise Awareness

- **Share Your Sustainable Choices:** Whether it's on the red carpet, in interviews, or on social media, talk about why you chose to rent, wear vintage, or rewear an item. This can inspire fans and peers to consider eco-friendly choices in their own lives.
- **Partner with Eco-Friendly Brands:** Look for sponsorship opportunities with brands dedicated to sustainability. Collaborating with these brands highlights your commitment to environmental causes and sets a strong example for others.



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## 4. Choose Quality Over Quantity

- **Invest in Timeless Pieces and Sustainable Materials:** Quality items last longer and reduce the need for frequent replacements, conserving resources and reducing waste.
- **Buy What You Love:** Choose pieces that you love to wear and which resonate with your personal style so you'll wear them more often and for longer.

## 5. Support Brands with Transparent and Ethical Practices

- **Research Before You Buy:** Look for brands that disclose their supply chain practices and have certifications like Fair Trade, GOTS, or B Corp status.
- **Ask for Sustainability Clauses in Sponsorships:** If approached by fast fashion brands, ask for sustainability clauses in your contract, such as transparency commitments or the use of eco-friendly materials.
- **Encourage Internal Change:** When negotiating contracts, express interest in promoting eco-friendly or recycled collections, or consider partnering on a sustainable line.

## 6. Choose Circular Fashion Options

- **Upcycle and Reuse:** Incorporate upcycled pieces into your wardrobe, as they often come from reclaimed materials and add unique style elements.
- **Donate or Sell Used Items:** Pass along items you no longer wear by selling them on resale platforms like Depop, Vinted, or Ebay, or donate to circular fashion initiatives.
- **Support Other Athletes:** If you receive gear or clothing you don't need, pass it along to grassroots athletes or those in need, helping reduce excess and support community growth.

## 7. Consider Your Off-Field Style

- **Everyday Sustainable Fashion:** Sustainable choices aren't just for big events. Opt for eco-friendly athletic wear and loungewear from brands with sustainable values.
- **Laundry and Care:** Reduce waste by washing items less frequently and at lower temperatures, air-drying instead of tumble drying, and using eco-friendly detergents. Proper care significantly extends garment life and reduces environmental impact.

By making sustainable fashion choices, athletes can influence the industry and inspire fans to think critically about their own clothing choices



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