

BESTSELLER
WEAR & CARE GUIDE
BESTSELLER SUSTAINABILITY

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BESTSELLER®

BESTSELLER'S WEAR & CARE GUIDE

WEAR

Your worn-out clothes have reuse and recycling value – don't throw them away.

- Repair: Don't let a broken zipper or a missing button become the end of your clothes' life. Save the spare buttons and repair your clothes. This will prolong the life of your clothes.
- Swap clothes: If the sweater doesn't really fit any more or you never got to wear the trousers in the back of your closet – swap with your friends – they might have your new favourite item of clothing.
- Pass it on: Prolong the clothes' life by passing on the clothes that you don't use anymore or donate them to recycling. Remember that all clothes can be recycled no matter how worn out they are – just as long as they're not dirty.

CARE

Several calculations show that the use phase is the most polluting part of clothes' lifecycle. You can reduce the total environmental impact of your clothes by treating and washing them in the right way.

- Wash less. Many textiles are washed more than needed. Washing uses water, electricity and wears your clothes out. Try to refresh your clothes by airing instead of washing them.
- Wash at lower temperature. Follow the caring instructions but remember that the temperature stated in the care label is the highest possible washing temperature. You can always wash at lower temperatures provided that you use a detergent that is effective at 30 degrees or even in cold water. By lowering the washing temperature to 30 degrees instead of 60 you save a lot of energy (and money). Remember that textiles that need to be hygienically clean (e.g. bed linen) must be washed at 60 degrees.
- Eco labelled detergents. Use detergents that are Eco labelled with e.g. The Swan (Nordic countries) or the EU flower (in the EU).
- Fill up the washing machine. A simple rule to remember is that you must be able to have a clenched fist over the clothes in the machine.
- Remove stains. If your clothes are stained, remove the stains according to the care instructions for the fabric. Most stains can be removed by using liquid dish detergent. After removing the stains, you don't necessarily need to wash the clothes.
- Hang dry your clothes. This saves a lot of energy and make your clothes last longer since tumble drying is a tough on your clothes.

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