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PROJECT AIM:

Investigate ways upcycling and mending can help reduce textile waste and enhance wellbeing

This Churchill Fellowship project is about how can wear and care for our clothes to reduce their ecological impact.

Jane Milburn is investigating how proactive, regenerative actions and choices help reduce our material footprint.

She will be connecting with slow fashion practitioners, academics and sustainability leaders in Japan, the US, the UK, Netherlands and Germany during 2020.

Jane believes we can't solve problems using the same thinking that created them. Her Slow Clothing approach focuses on dressing for health and wellbeing rather than status and looks, which is the fashion narrative.

This work intersects with the global eco-social awakening around planetary boundaries, climate action, war on waste, fashion revolution, buy nothing new, make smthng, craftivism and reducing plastic pollution.

Jane's approach is to:

- choose quality and natural fibres rather than synthetic (plastic) fibres
- develop indie style, to be individual and independent of fashion cycles
- thrift, mend and upcycle clothes to extend use and conserve embedded energy.

CALL TO ACTION

Slow Clothing Manifesto

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- think
 - natural
 - quality
 - local
 - few
 - care
 - make
 - revive
 - adapt
 - salvage

REDUCE our MATERIAL FOOTPRINT



Jane Milburn

Craig Reucassel



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Various reports indicate the fashion industry is responsible for 10% of global carbon emissions, clothing production has nearly doubled in the past decade and the equivalent of one garbage truck of clothes is burned/dumped every second.

For the sake of our future on planet Earth, we all need to take action to stop runaway consumption and use clothing resources in a more circular way.

As a Churchill Fellow, Jane Milburn will travel overseas in 2020 to investigate slow clothing culture. She will research actions that wearers are taking to keep clothing in circulation for longer, and the links between upcycling/mending and wellbeing through connection and community.

Jane set up Textile Beat in 2013 to enable conversations about sustainable, ethical and creative ways of dressing. Her book *Slow Clothing: finding meaning in what we wear* makes a compelling case to shift from consumer culture to more considered approaches in which we – the wearers – buy, wear and care for clothes so they bring value, meaning and joy to everyday. Slow clothing actions include thinking before buying, choosing natural, quality, local clothes, having few and caring for them, and learning to make, revive, adapt and salvage.



*Jane Milburn, sustainability consultant
Textile Beat, November 2019*

As an agricultural scientist, Jane is concerned about the escalation of plastic in clothes with two-thirds now made from synthetic fibres (eg polyester, acrylic) derived from petroleum and shedding microplastic into our ecosystem. While these cannot all be replaced by natural fibres, acts of upcycling and mending to extend the life of existing natural-fibre garments will help reduce the need to produce more. When we mend our clothes, we mend ourselves and the planet.

Jane will visit Japan, the United States, the United Kingdom, Netherlands and Germany in April/May 2020 to investigate how changing the way we engage with our clothes can reduce waste and enhance wellbeing.

