

SUSTAINABILITY GUIDE

#TAKINGJUSTICE

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TAKING JUSTICE



Taking Justice is all about creating a fair and sustainable fashion system for all people, all animals, and our home, the planet. Making the fashion industry fair and sustainable is probably one of the most complex matters, as well as being a never-ending process.

That is why it is so essential that we all take part in transforming the fashion industry into a fair and sustainable system. From consumers to the government and everything in between, everyone can take justice and make a positive impact in their own unique way.

BUT HOW?

IT ALL STARTS WITH TRANSPARENCY.

But what is transparency and how can you be transparent?

Being transparent has everything to do with being open about your process. Being honest about what you are doing as a company, organization, government, and also as a consumer.

What are you doing to make the fashion industry fairer and more sustainable?

What are your challenges, and how are you planning to meet these challenges?

Are you able to speed up the process by collaborating with others?

Being transparent means sharing your knowledge and experience so others can learn from your process, including your mistakes. In this way, everyone can become aware of what needs to be changed and how each and everyone can contribute and take justice themselves.

So taking justice starts with transparency, sharing your knowledge and experience raises awareness. What is the next step?

ACTION!

That is why **MUMSTER & J-LAB3L** collaborated to produce the documentary 'Taking Justice' to share their specific knowledge and experience about transforming the current fashion system.

We also asked our transparent fashion industry partners Fair Wear Foundation, Schone Kleren Campagne, Fashion for Good, Clean & Unique, COSHI, and De Steek to collaborate and contribute to this 'Taking Justice' guide to inspire you to take justice yourself.

Pay it forward

When you finish this guide, please pay it forward and give it to someone who you think would be happy to take justice as well.



J-LAB3L



THIS IS US

Judith van der Wolde and Janneke Honings, a former lawyer and jurist, enthusiastically taking justice to the next level. We're both Dutchies and J-LAB3L's founders and designers. We have launched our fashion label and webshop in July 2018, exactly ten years after meeting each other for the first time during a vacation in Jakarta, Indonesia, and we have been inseparable ever since.

Our friendship and partnership constantly drive us to improve as human beings and entrepreneurs. We share a huge desire for justice and exploring our curiosity, which makes us so passionate about this endeavor.

Judith and her family live in Jakarta, and Janneke and her family live in Zwolle, The Netherlands. We are both moms of two, aiming to raise our children to become independent, happy, free, and conscious human beings. In the frame of 'practice what you preach', we decided to give our dream a chance by starting J-LAB3L, trying to make a positive difference in the world."

MUMSTER



THIS IS US

MUMSTER, the sustainable fashion movement, is a conscious campaign agency founded by Chanel Trapman in 2016 as a reaction to the current failing fashion system. As a young 20 year-old-mother of her then 2-year-old son Mick, she was determined to set the right example for the next generation. So the company MUMSTER was born.

MUMSTER is always on the move to find innovative, fair, and sustainable initiatives, and collaborate to raise awareness and inspire people to take action in a positive and creative way.



Fashion for Good is the global initiative that is here to make all fashion good. It's a global platform for innovation, made possible through collaboration and community. With an open invitation to the entire apparel industry, Fashion for Good convenes brands, producers, retailers, suppliers, non-profit organizations, innovators and funders united in their shared ambition.

The 'Good' in Fashion for Good™

Good fashion is not a fashion that simply looks good or is mostly good. It is good in five important ways:

- Good Materials** – safe, healthy and designed for reuse and recycling
- Good Economy** – growing, circular, shared and beneficial to everyone
- Good Energy** – renewable and clean
- Good Water** – clean and available to all
- Good Lives** – living and working conditions that are just, safe and dignified

“The Five Goods represent an aspirational framework we can all use to work towards a world in which we do not simply take, make, waste, but rather take, make, renew, restore.”

- William McDonough, Co-founder Fashion for Good


By sharing 'The Five Goods' widely with practicality and wisdom, and by demonstrating that they can create good fashion that is more appealing, accessible and affordable than its opposite, Fashion for Good will guide the sector with an aspirational model that all can use; a genuine and accountable framework with the promise of social, economic, and environmental prosperity.



“At Fair Wear Foundation, we know there’s a better way to make clothes. We want to see a world where the garment industry supports workers in realizing their rights to safe, dignified, properly paid employment.

To do this, we focus on garment production, specifically sewing, cutting, and trimming processes – the most labor-intensive parts of the supply chain. We work with our 130 member brands, who are committed to finding a fairer way to make clothes, and we engage directly with factories, trade unions, NGOs, and governments to find answers to problems others think are unsolvable. Together we’re stitching new solutions across the supply chain to make fashion fair for everyone.”

**Schone Kleren
Campagne**

Clean Clothes Campaign 



Founded on the conviction that things can and must be done differently, Schone Kleren Campagne strives for a transparent and fair clothing industry: an industry in which garment workers thrive under healthy working conditions and receive a fair wage for their work. Healthy working conditions means a safe workplace, a workplace where workers’ rights are not violated, a workplace where they can form or join a trade union.

DE STEEK



De Steek is a fusion between the companies I am Nold (once a company with sewing lessons & workshops) and PULP (once a pop-up shop company with organic & surplus fabrics). Natalie de Koning is the founder of De Steek. Their new location, Van Der Hoopstraat 70HS in Staatsliedenbuurt Amsterdam, has everything you need as a 'maker' in (sustainable) fashion & textiles. Follow sewing lessons in their sewing café, book a specific workshop or course or visit their shop to get the nicest organic materials, patterns & sewing supplies.

COSH!



COSH! is conscious shopping made easy. With COSH! as a sustainable route planner, you can quickly and easily find brands and shops that sell fair and planet-friendly produced clothing within your style and your budget.

CLEAN & UNIQUE



Clean & Unique guides brands towards improving their supply chain, becoming ethical and transparent - for humans, animals, the planet, and for the brand itself. Founded in 2007 by Roosmarie Ruigrok, Clean & Unique simplifies sustainability by helping brands of all sizes with both strategic and operational issues of the supply chain. J-Lab3I is a member of Clean & Unique.



“Fashion Revolution is a global movement that runs all year long”.

We celebrate fashion as a positive influence while also scrutinizing industry practices and raising awareness of the fashion industry’s most pressing issues. We aim to show that change is possible and encourage those who are on a journey to create a more ethical and sustainable future for fashion.

Fashion Revolution strives to be action-oriented and solution-focused. Rather than making people feel guilty, we help them recognize that they have the power to do something to make a positive change.

We often call ourselves “pro-fashion protesters” because we love fashion and want to see it become a force for good.”

INSPIRATION ON #TAKINGJUSTICE

J-LAB3L X MUMSTER

For the Taking Justice campaign, we asked a group of inspiring women to share their views on taking justice. We believe everyone can take justice in their own unique way, and we hope these authentic stories will encourage you to take justice yourself, too.

SARA DUBBELDAM - WHEN SARA SMILES



Photo - Renee van Doorn

Who are you and what do you do?

“I am Sara Dubbeldam, and I write about sustainable fashion on my platform ‘When Sara Smiles’.

What do you stand for and why is that important?

I believe that when we start thinking more consciously about what we find important and what makes us truly happy, we will make different choices - choices that are better for the world and ourselves. Specifically, I make decisions based on what is fair and needed, what I want to fight for.

How do you take justice?

The current fashion industry is such an unfair world, so unequally divided. And that is why I can’t do otherwise but take justice.”

ALISSON SIMMONDS - A SUSTAINABLE MESS



Photo - Renee van Doorn

Who are you and what do you do?

“I am Alisson Simmonds, a mother of a two-year-old daughter. I started to read and to learn more about the fashion industry. For me, it was shocking to know that women are the ones who suffer the most.

What do you stand for and why is that important?

I committed to myself to promote only brands that invest in their garment workers - brands that are fair, that have ethical labor practices.

How do you take justice?

I am taking justice because I am a woman, and I support other women.”

LISA STEL - LISA GOES VEGAN



Who are you and what do you do?

"I am Lisa Stel, founder of Lisa Goes Vegan and Smarter Food Choices.

What do you stand for and why is that important?

I am working every day to make sustainable choices more accessible to everyone, starting with plant-based food and a vegan lifestyle.

My mission is to prove that making more conscious choices is not a sacrifice, but an enrichment.

How do you take justice?

I started to take justice by thinking about the origin of my food. Automatically, I also started thinking about the origin of the items I buy, the bank I give my money to, and the clothing I wear. I don't think a lot of us realize how much impact we have, especially in the Western world. With every euro we spend, we vote for the kind of world we want to live in."

NINA PIERSON



Who are you and what do you do?

"I am Nina Pierson. I am an entrepreneur, yet I do not fit in one particular box. I follow my intuition, and I do the things that attract my energy.

What do you stand for and why is that important?

Everything I do is founded on making a positive impact. When I think about justice, I think about equality. I feel we as humans need to realize we all live on the same planet, that we are all connected and everything around us.

How do you take justice?

From this realization, we can change our behavior to not only live from an egocentric perspective but to live with compassion, tolerance, and respect towards each other. If you start thinking more about others, it will come back to you eventually - resulting in more satisfaction and happiness in your life."

JENNIFER HOFFMAN



Who are you and what do you do?

"I am Jennifer Hoffman. I am an actress and TV-host.

What do you stand for and why is that important?

The more we increase the distance between ourselves and the products we buy, the less we see the pain behind the product. We need to bring the number of steps between us and the product back. In doing so, we are able to see what we buy and become aware of the fact that people on the other side are making our clothes.

How do you take justice?

When you see the damage that has been caused on the other side of the world, just because we want to buy a fashion item. At this point, there is no other option than to become more vigorous in fighting for what we believe."

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TIPS ON #TAKINGJUSTICE

When we say taking justice, we mean action. Together with our transparent fashion industry partners, we have compiled various tips and tricks on how you can take justice yourself.

From choosing the right garments to taking good care of them, we believe that every single step matters when it comes to transforming the fashion industry into a fairer and more sustainable system as a whole.

FAIR WEAR FOUNDATION

What can you do for #PeopleFriendlyFashion?

- 1 I buy consciously.
- 2 I go shopping more often ... in my closet!
- 3 When I buy something, I check whether the brand is affiliated with an independent controlling organization, such as Fair Wear.
- 4 I ask at the cash register under which conditions the garment is made.
- 5 I share my promises for #PeopleFriendlyFashion on social media.

FASHION FOR GOOD

Good Fashion is a journey. It's not just about how you buy clothes, but also what you consider the role of fashion in your life.

A curated closet, a preference for sustainable materials, a commitment to treasuring your clothes, what it looks like is entirely up to you. Through our Fashion for Good Experience at Rokin 102 in Amsterdam, we share ideas for taking action to change the future of fashion, both on a personal and industry level.

We realize that becoming a more conscious shopper can be a little scary. That's why we have clustered these actions in 5 categories that connect to the way most people interact with fashion:

CONSIDER

How do you think about your clothing needs? There are so many approaches: shopping secondhand, buying local, making your clothes, adopting a slow fashion mentality, or simply choosing not to buy anything you don't need.

CHOOSE

Okay, so you have decided to buy something. How do you go about choosing an item that matches your values? It all comes down to doing your research, looking out for red flags, and

asking questions when you don't find the information that you're looking for.

USE

The journey doesn't stop once you buy something. How you care for your clothes is just as important. From being mindful about how you wash your clothes to picking up a needle and thread to mend a tear, extending the life of your clothes helps to reduce their environmental impact.

REUSE

After your garment has lived a long and productive life, there will inevitably come a time to say goodbye. Instead of sending the clothing piece to landfill, why not give it a second chance? Recycle it, upcycle it, give it away, sell it — the possibilities are endless.

ACTIVATE

There's change on a personal level, then there's change on an industry level. By engaging your communities and reaching out to brands, you have an important role to play in signaling to the industry that Good Fashion is here to stay.

SCHONE KLEREN CAMPAGNE

Buy differently!

Buying fair clothes can be quite a pickle. Unfortunately, there are no clothing brands that are 100% clean. When we, Schone Kleren Campagne (SKC), talk about clean clothes, we mean well-made pieces made under fair conditions. Clothes made of organic cotton can still be produced by garment workers who work under unfortunate circumstances. So if you are looking for clean clothes and want to support garment workers, then here are some tips for you.

Buy clothes from brands that are doing more to improve the working conditions of their workers.

Not a single brand is 100% clean, but some brands do already work really hard towards making improvements. We want to stimulate the brands that are working on improving these working conditions and encourage them to keep on doing this.

Buy fair / sustainable / ethical clothing

More and more (alternative) brands present themselves as fair because they tackle fair trade, working conditions, or organic and/or recycled materials. For these fashion brands, we must apply the same criteria as for regular brands, showing which aspects of sustainability and fair and ethical standards they are working on, especially when being fair is such a broad concept.

DE STEEK

1.0 - Repair with embroidery

How fun it would be to repair your clothes yourself, especially in a way that adds extra personal and handmade details to your garment with the use of embroidery. Luckily for you, de Steek has developed a step-by-step guide to do this yourself at home!

The kit is inspired by the Japanese technique Boro - which means repair. By using the embroidery technique called Sashiko, you can beautifully repair your clothes. This particular technique already exists since the 17th century! Follow the steps below.

What you need:

Sashiko yarn
Sashiko needles
Pins
Sashiko pattern
Piece of fabric
Extra: scissors

Step 1.

Take the chosen garment, e.g. your favorite pair of jeans. But do make sure the piece is woven and doesn't stretch. Turn the garment inside out and pin an extra piece of fabric onto the hole, making sure the piece of fabric is 2,5 cm bigger than the opening in the garment, especially on the sides.

Step 2.

Turn the garment around and pin the pattern onto the opening.

Step 3

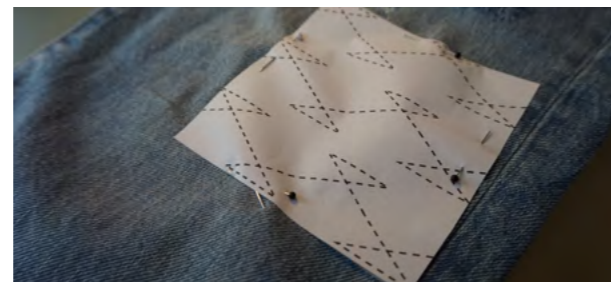
Pin the needle in the fabric and start following the pattern.

Step 4

When you are done stitching the pattern, remove the paper with the pattern. It helps to make the paper a bit wet with a towel and pull it apart slowly.

Extra tip

Is there a crossing in the pattern? Make sure you keep the middle of the crossing open. See the image below: the left side shows how to do it, the right side shows how not to do it.



2.0 - Dye your garment

Do you have a stain on your white t-shirt that is impossible to wash out? Then, dye your garment, and voila: you won't see the stain anymore! Do this easily with natural dyes. Think of the products you can buy in the supermarket, like plants, vegetables, and tea. Follow the steps below to do this yourself at home. Importantly: use only natural fabrics like linen, cotton, silk, or wool.

What you need:

Alum
Soda powder
Vinegar

Pick your color:

Beets (red)
Kurkuma (yellow)
Red cabbage (violet)
Chamomile (vanilla)

Step 1

Take a large pan and add 1 tablespoon of soda powder and 5 liters of water. Add your garment and let it boil for 15 minutes. Let it cool off while keeping the garment in the water for 1 night. Do you use Kurkuma or Chamomile? Fill up a pot with water and let the Kurkuma and Kamille steep in water first before adding it to the drying water.

Step 2

The next day, wash your garment and fill another bucket with water and one tablespoon of alum, and let the garment soak in the water for another 15 minutes.

Step 3

Do you use fresh ingredients like beets or red cabbage? Cut those in little pieces first. Take a pan, add water and your chosen ingredient, and let it boil for 2 hours. Then use a colander to filter the colored water and take out the materials, so you can use the colored water for the dyeing bath.

Step 4

Now take your garment from the alum bath into the dyeing bath, or dip for the dip-dye effect.

Step 5

In the end, you will need to let the dye set into the fabric by adding one teaspoon of vinegar to the 2 liters of water and submerging your garment in it. Rinse and let it dry.

Extra info

Pay attention: Because we use natural dyeing materials, the colors will not stay on the garment forever. If you don't wash your clothes too much, the dye can last one summer, but you might have to repeat the process after a while. But isn't it fun you can choose your color every single time? In this way, your wardrobe keeps naturally on changing.



COSHI

The J-LAB3L design is one-of-a-kind in the sustainable fashion industry. Their truly original style with a unique story and complete transparency around their production and their supply chain management prove that fashion and sustainability can go hand in hand with becoming commercially successful.

- Niki de Schryver
- Founder of COSHI!

"J-LAB3L has found an ideal partner in collaboration with MUMSTER to capture their unique story. There is no one else like Chanel who can touch on the sensitive string, ask the right questions, and document it in such a way that the viewer can understand the motivation and drive behind the brand."

- Niki de Schryver
- Founder of COSHI!

CLEAN & UNIQUE

Since 2019, J-LAB3L is a proud member of Clean & Unique. Clean & Unique is a platform in sustainability where fashion brands meet experts, and demand meets supply. We guide you towards improving your supply chain, becoming ethical and transparent.

Our Mission: We simplify sustainability that enables and encourages people to build and amplify fashion brands for the future.

Our Vision: We believe in a world of interconnectedness, wherein brands, experts, and sustainability interact to form a whole that operates as a holistic system.

Follow our socials, where we inform you about the steps of our member brands, experts, and our partners on our marketplace. Starting your own brand? Contact us! Be curious and visit us at www.cleanandunique.com.

FASHION REVOLUTION - WHY TAKE JUSTICE?



1/3 OF THE
CARBON FOOTPRINT
OF CLOTHES COMES
FROM THE WAY WE
CARE FOR THEM.

#FASHIONREVOLUTION



It takes 2720 litres of water to make a t-shirt. That's how much we normally drink over a 3 year period.

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In Bangladesh garment workers earn £44 per month – just ¼ of a living wage

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80%
of garment
workers are
women

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60% of garment workers in India and Bangladesh have experienced harassment, verbal abuse or physical abuse

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The average American throws away about £72 of clothing, shoes and other household textiles each year

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INFO FOR THE PRESS



J-LAB3L

Judith van der Wolde
Janneke Honings
info@j-lab3l.com
www.j-lab3l.com



MUMSTER

Chanel Trapman
info@mumster.nl
www.mumster.nl

DISCOUNT

Photo - Renske Meinema



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