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Wardrobe Detox With a Purpose.

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Who does not have a messy wardrobe cluttered with 'no-no' clothes? Having tons of clothes, and yet finding nothing to wear or using only a few of them, where the rest remain unused, leads to waste of money spent while buying them, energy consumed in producing the clothes and so on! CLOTHING DRIVE MAURITIUS is a campaign that aims to be the voice of change to reduce Wardrobe Pollution. Its motto: 'Sharing a touch of love' embraces an objective to encourage people to step out of the fast fashion cycle. The idea inspires people to go through a wardrobe detox and de-clutter to reduce excessive clothing with a purpose. The framework includes advising people on styles which best suit them. Revisiting their current wardrobe in that context, and then cleaning up the wardrobe by donating the unwanted clothes. The project further comprises 'COLLECT REDESIGN DONATE'. Up cycling the collected garments gives a new life to those pieces that are not worthy of donation. Altering, accessorising and combining clothes in new ways creates trendy eco-friendly fashion. The project was launched in April 2018. In less than a week the project had driven across 700 kms covering twenty regions in Mauritius collecting 1385 garments. In three months 80% of these garments were up cycled and donated to needy and so found a better way of reuse clothes without going through the textile recycling process that is energy and resource intensive. All items donated were in excellent condition. The ongoing project's objective is to propel the essence of styling, minimalism and reducing clothing waste for a greener fashion world.