

C A R E

L A B

E L

P

R O J E


C T

by **AEG**



NOT JUST A LABEL



 **Electrolux**

WE
WANT TO
BREAK
TODAY'S
CARE
HABITS



Why?

90% of the clothes we own are thrown away long before they should be, and we still insist on using outdated care instructions from the 1950s. A change is needed.

The Care Label Project is our way as appliance makers, designers and manufacturers to inspire, educate and update the way we all care for our clothes. We have to stop labelling our delicate fabrics with “Dry Clean Only”, stop washing at higher temperatures and stop being afraid of putting wool in our machines. In fact, the very care labels that are supposed to guide us often make us more confused.

With The Care Label Project, we’re turning this around. To start, we’re launching a completely new care label - “DON’T OVERWASH” - alongside an exclusive collection of designer garments with lab-tested care advice and a modern fabric care guide.

Join us in changing the future of fashion, one care label at a time.

By

AEG

In partnership with



NOT JUST A LABEL





25% OF THE
CARBON
FOOTPRINT
OF CLOTHES
COMES FROM
THE **WAY WE**
CARE FOR
THEM

P.6 INTRODUCING A
NEW CARE LABEL

Could we wash less to care more?

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A closer presentation of our 16 ambassador designers.

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16 garments, 16 designers and 16 care advice

P.47 CARE GUIDE

A modern guide to update your care habits.

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A brief summary of those behind the project

Did you know that how you care for your garments has a greater environmental effect than the actual production of them? Today, the average household washes clothes as often as 3.2 times per week and all too often at a higher temperature than needed. To emphasise the importance of thinking twice before you put that sweater in the machine we're launching a completely new care label - DON'T OVERWASH.

SAY **HELLO** TO A BRAND **NEW CARE** **LABEL**

What we mean by that is:

WASH LESS

Consider other options aside from washing clothes. Sometimes it's enough to air them out or better still, steam them. When you do wash, do full loads or use a machine with a modern laundry technology that can adjust the cycle with the weight of the load.

WASH IN LOWER TEMPERATURES

The temperature label is only the highest safe level for that particular fabric. With modern washing machines you can easily get your laundry clean at 20-30 degrees lower than the specified maximum. By doing so you save both the textile fibres and energy. For example, as much as 60 percent of the energy can be saved by going down from 40 to 30 degrees.

DRY CLEAN ONLY WHEN YOU HAVE TO

Dry cleaning involves chemicals that have a negative effect on textile fibres, the environment and your skin. But still as many as 55 percent of us dry clean, often without being truly satisfied with the result. What people might not know is that many of these clothes could have been washed in a regular machine with modern techniques, causing less stress on both our clothes and our planet.

INTRODUCING A NEW
CARE LABEL



DON'T
OVERWASH

ONLY 7%
WOULD PUT A
SILK, **WOOL**
OR CASHMERE
ITEM IN
THE DRYER



WE NEED TO CHANGE THAT.

DESIGNER BIOS

P.13 **TOM CRIDLAND**
UK

Tom Cridland is an international sustainable fashion brand with customers on six continents, known for producing luxury clothing in unique colours. In 2015, Tom launched The 30 Year Sweatshirt, a luxury cotton crewneck backed up with a 30 Year Guarantee.

» tomcridland.com

P.14 **NOÈLIA ARANDA**
SPAIN

Born in Barcelona, Noèlia studied Fashion Design at LCI Barcelona. She presented her first collection WASTE in 2015 which is a unisex collection inspired by the passage of time, made with natural materials and wooden buttons.

» noeliaarandadesign.wordpress.com

P.16 **BLACKHORSE LANE
ATELIERS**
UK

Blackhorse Lane Ateliers' vision is to create a sustainable, ethical and transparent force within fashion. Launched in April 2016, they were the first denim factory in 40 years to begin manufacturing in London, embracing the ideology "think global, act local".

» blackhorselane.com

P.20 **STUDIO WINKLER**
GERMANY

Zurich-born Julia Winkler graduated with distinction from Berlin's International University of Art for Fashion in 2012. Her approach to design is reputed for its experimentalism and her AW16 collection combined feminine materials, dandy patterns and boyish, oversized cuts with strong lines.

» studiowinkler.com

P.22 **JONATHAN CHRISTOPHER**
NETHERLANDS

Jonathan Christopher is a menswear designer who won the first global denim award in 2014 and the International Woolmark Prize at the Europe regional final in 2015. His brand experiments with the juxtapositions in life to which he is drawn: masculine and feminine, light and dark, soft and harsh.

» jonathanchristopher.nl

P.24 **STINE LADEFOGED**
DENMARK

Knitwear designer Stine Ladefoged works with sculptural expression knitwear with a focus on the detailing and techniques. Her fascination of knitwear started because of the endless possibilities in knit; how you can make your own material and shape the knit in 3 dimensional forms without sewing and cutting.

» stineladefoged.com

P.25 **O! WASTE**
DENMARK

O! WASTE was created in 2015 and aims to minimize waste by producing basic non-seasonal outfits designed to last for years. Each outfit has been designed with a length of a single meter while the width depends on the chosen fabric.

» o-waste.com

P.26 **CLARA MARTIN**
UK

Clara Martin is a London-based menswear designer. Fusing traditional tailoring techniques with innovative shapes, patterns and textures, Clara aims to push boundaries within the industry. By moving away from conformed menswear with similar colour hues and palettes, she has created a more open wardrobe where men have just as many options as women.

» claramartin.co.uk

P.30 **DAVID CATALÁN**
PORTUGAL

David Catalán is a Spanish fashion brand, based in both Porto, Portugal and Madrid, Spain. At his debut at Mercedes Benz Fashion Week Madrid SS15 he won the prestigious award MERCEDES BENZ FASHION TALENT. He defines his work as a fusion between design, innovative production techniques and a youthful culture.

» davidcatalan.es

P.31 **JOHN SMEDLEY**
UK

Established in 1784, John Smedley is the oldest manufacturing factory in the world, crafting beautiful, high quality garments that are designed to last. It's been worn and used by Marilyn Monroe, Audrey Hepburn, the Beatles and British designers such as Dame Vivienne Westwood and Sir Paul Smith.

» johnsmedley.com

P.33 **ABURY**
GERMANY

ABURY, founded by Andrea Bury, is pioneering fashion by combining traditional crafts with avant garde design to create a new luxury style. Their vision is the world as a better place where everyone has fewer things that they treasure rather than masses of an inferior quality with limited emotional value.

» abury.net

P.34 **TIM LABENDA**
GERMANY

Tim Labenda is a German designer who recently won the International Woolmark Prize Europe Final 2016/17. His designs incorporates classic masculine fashion attributes like perfect fit and tailoring, but with a distinct feminine style, which speaks to the intellectual, independent and authentic woman.

» timlabenda.com

P.38 **MARIT ILISON**
ESTONIA

Titled as "the true poetess of clothing" by French haute couture magazine Stiletto, Marit Ilison is a multi-disciplinary artist and a designer mixing deep concepts with feelings and eye-catching form.

» maritilison.com

P.40 **ADIDAS**
GERMANY

Founded by Adolf Dassler in Germany, 1949, Adidas is today one of the largest sportswear manufacturers in the world. They've been working with sustainability for many years and see the task ahead of them as a marathon, not a sprint. In 2016, Adidas Group was listed fifth among the Global 100 Most Sustainable Corporations in the World and recognised as the leader in its industry.

» adidas.com

P.43 **DORIANE VAN OVEREEM**
BELGIUM

Doriane van Overeem is a Belgian designer who graduated in June 2013 from La Cambre Mode, Brussels. Committed to offering hyper-local and Belgian production that challenges mass consumption and fast fashion, her aim is to make consumers buy less and buy better.

» dorianevanovereem.com

P.45 **HOUDINI**
SWEDEN

Houdini is a Swedish outdoor brand and a partner in the Care Label Project. Houdini is at the forefront of sustainable performance design with a clear sustainability core, encouraging consumers to repair, recycle and rent clothes to slow down the consumption of clothes. Houdini's vision is to enable everyone to have fun and experience nature to the fullest, without leaving any negative impact on our environment.

» houdinisportswear.com



THE CARE

LABEL

24-30 GARMENTS FROM 16 DESIGNERS,
EACH PAIRED WITH MODERN CARE
ADVICE CREATED FROM CLINICAL
TESTS IN AEG'S R&D LABS. THESE
BEAUTIFUL GARMENTS DESERVE TO
BE TREATED RIGHT.

COLLECTION

THE CARE LABEL
COLLECTION

SWEATER: Wash on a cotton cycle at 30°C
and tumble dry also on a cotton cycle.

TOM CRIDLAND
UK



OUTFIT: Wash on a delicate cycle at 30°C and
tumble dry on a cotton cycle.

NOËLIA ARANDA
SPAIN



THE CARE LABEL
COLLECTION



“NOWADAYS WE LIVE IN A
CONSUMER SOCIETY WHERE WE
DON'T CARE THAT MUCH FOR OUR
CLOTHES SINCE WE CAN PURCHASE
NEW ONES EACH SEASON”
: NOÈLIA ARANDA



BLACKHORSE LANE

ATELIERS

LONDON, UK

"IF YOU WASH YOUR GARMENTS AND JEANS LESS, IN LESS TEMPERATURE, YOU WILL PROLONG THE LIFETIME OF YOUR JEANS. THAT WAY YOU WILL SPEND LESS MONEY AND YOU WILL USE LESS RESOURCES OF THE WORLD"

: FOUNDER HAN ATE ON WASHING AT 30 DEGREES

Having spent his adult life working in fashion and seeing the industry work to shorter cycles each year, Han Ates decided it was time to reboot his ways of working. The Ates family traded East Asia for East London and Han set out on a defying mission: to fight fast fashion by creating its antidote.

Blackhorse Lane Ateliers' vision is to create a sustainable, ethical and transparent force within fashion. Launched in April 2016, they were the first denim factory in 40 years to begin manufacturing in London, embracing the ideology "think global, act local".

Their superior quality goods begin with the denim and the quest to create the world's best jeans; a pair of Black Horse Lane jeans comes with a full lifetime guarantee and a free repair service. They strive to connect makers to consumers and nature to industry, and even grow Japanese Indigo in their allotment.

» blackhorselane.com



JEANS: Wash on a cotton cycle at 30°C and tumble dry on a denim cycle. Air dry if your tumble dryer doesn't have a denim cycle.

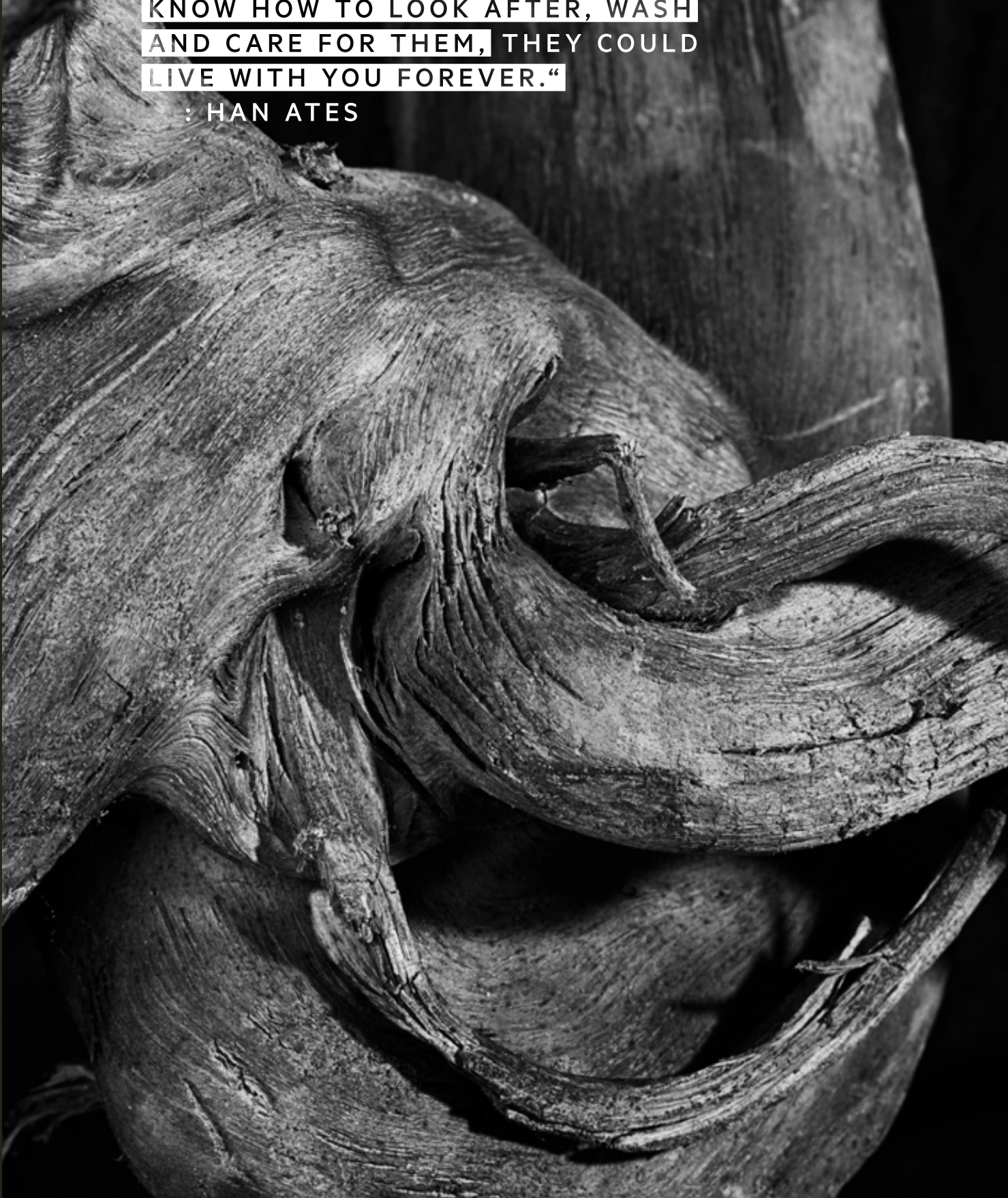
BLACKHORSE LANE ATELIERS
UK





“IF YOU BUY GOOD QUALITY DENIM
JEANS, YOU COULD WEAR THEM FOR
MAYBE TEN, TWENTY YEARS. IF YOU
KNOW HOW TO LOOK AFTER, WASH
AND CARE FOR THEM, THEY COULD
LIVE WITH YOU FOREVER.”

: HAN ATES



DRESS: Wash on a short, delicate cycle at 30°C.
Tumble dry on a synthetic cycle.

STUDIO WINKLER
GERMANY





**OUR TOTAL
CONSUMPTION
OF TEXTILES
INCREASED BY
40% BETWEEN
2000 AND
2009⁽¹⁾**

JONATHAN CHRISTOPHER
NETHERLANDS

JACKET: Wash on a synthetic cycle at 30°C
and tumble dry on a synthetic cycle.

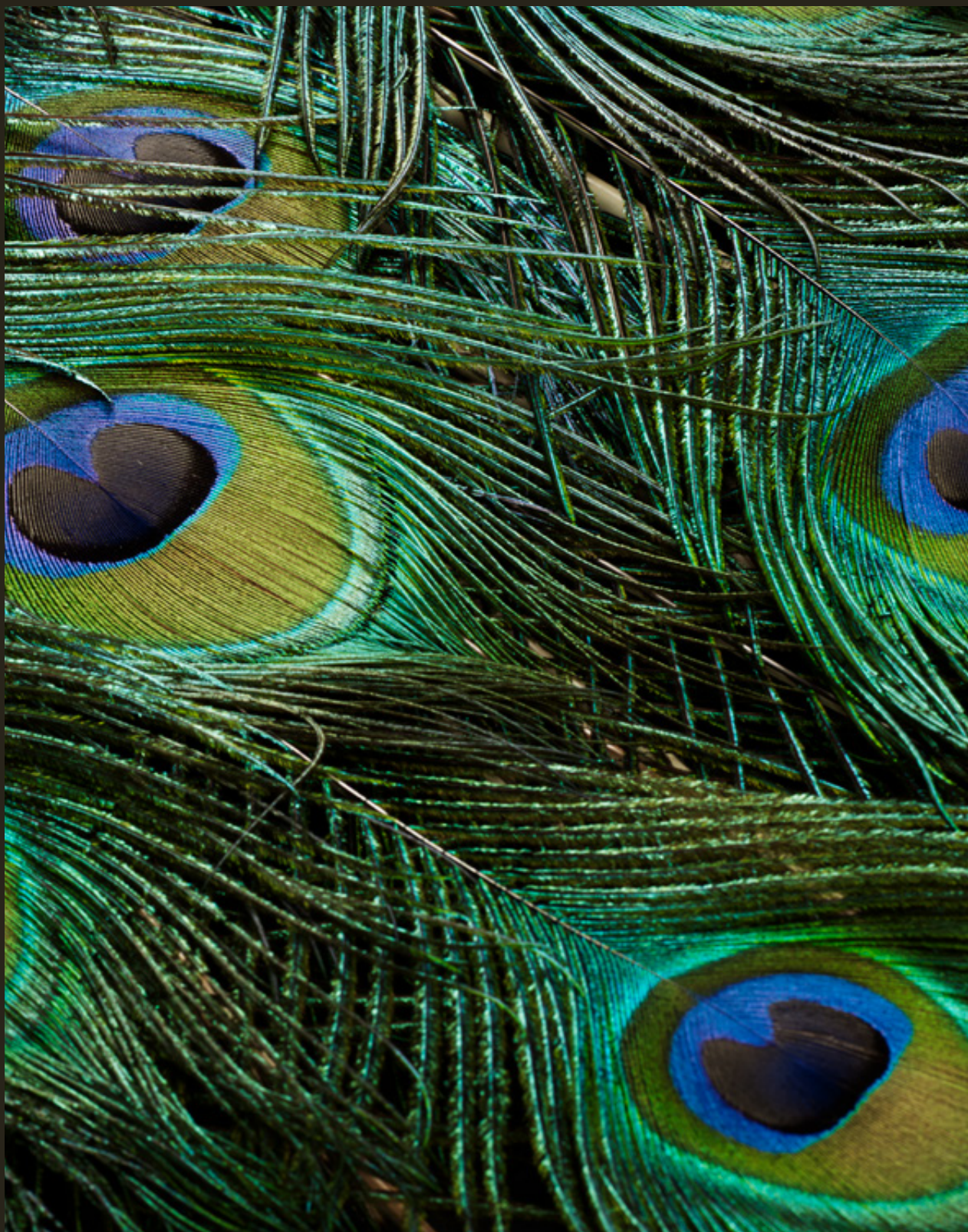
SHIRT: Wash on a delicate cycle at 30°C and
tumble dry on a mixed cycle.

TROUSERS: Wash on a wool cycle at 30°C
and tumble dry on a wool cycle.





OVER A THIRD HAVE NEVER
CHANGED THEIR LAUNDRY
HABITS SINCE THEY WERE
ONCE TAUGHT THEM⁽¹⁾



⁽¹⁾ Consumer laundry habits, Ipsos MORI 2016

THE CARE LABEL
COLLECTION

SWEATER: Wash on a wool cycle at 30°C with a
delicate detergent. Tumble dry also on a wool cycle.

STINE LADEFOGED
DENMARK



TOP AND SKIRT: Wash on a delicate cycle at
30°C and tumble dry on a mixed cycle.

O! WASTE
DENMARK





CLARA

MARTIN

LONDON, UK

"I THINK SOMETIMES MANUFACTURERS ARE QUITE PRECAUTIOUS WITH CARE LABELS, SO THEY CAN BE UNCLEAR IN THE FACT THAT THEY GIVE YOU ONE WAY OF WASHING BUT NOT ALL WAYS. YOU CAN PUT A PIECE OF KNITWEAR ON A GENTLE CYCLE INSTEAD OF ONLY DOING HAND WASHING"

: CLARA MARTIN'S VIEW ON HAND WASH

Clara Martin's mother worked as a designer and her grandmother in the textile industry, so clothing and creativity have always been a large part of her life. However, they both strongly objected to Clara's decision to move into the same industry, as they had seen things deteriorate over the course of their working lives. They had seen companies moving from quality garments to fast fads and cheap materials.

She chose not to listen to that advice though, as going her own way has been the guiding star in both Clara's life and the garments she makes. Fusing traditional tailoring techniques with innovative

shapes, patterns and textures, Clara aims to push boundaries within the industry. By moving away from conformed menswear with similar color hues and pallets, she has created a more open wardrobe where men have just as many options as women. Her ultimate goal is for men everywhere to feel liberated enough to one day skip the pin stripe suit and instead embrace colour and fun in everyday life.
» claramartin.co.uk



TROUSERS: Wash on a synthetic cycle at 30°C
and tumble dry also on a synthetic cycle.

T-SHIRT: Wash on a cotton cycle at 30°C
and tumble dry also on a cotton cycle.

CLARA MARTIN
UK





“I WANT MY CUSTOMER TO **FIND IT**
REALLY EASY TO CARE FOR AND KEEP
THEIR CLOTHES AND THE QUALITY OF
THEM. IN MY OPINION, **LAUNDRY**
SHOULD JUST WORK.”
: CLARA MARTIN



SHIRT AND TROUSERS: Wash on a delicate cycle
at 30 degrees and tumble dry on a mixed cycle.

DAVID CATALAN
PORTUGAL



THE CARE LABEL
COLLECTION

OUTFIT: Wash on a wool cycle at 30°C
and tumble dry on a wool cycle

JOHN SMEDLEY
UK



A GARMENT
IS WORN 4 TIMES
ON AVERAGE.⁽¹⁾

1 IN 3 AVOID PURCHASING
GARMENTS LABELLED DRY
CLEAN ONLY.⁽²⁾

(1) Defra 2009 (from NJAL)
(2) Consumer laundry habits, Ipsos MORI 2016

SWEATER: Wash on a wool cycle (max. spin speed 1200 rpm)
at 30 °C with a delicate detergent. Tumble dry on a wool cycle.

ABURY
GERMANY





TIM LABENDA

BERLIN, GERMANY

“YOU HAVE THESE **NEW TECHNOLOGIES** WHERE YOU CAN **TUMBLE DRY WOOL** IN A VERY EASY WAY AND YOU DON'T HAVE TO FEAR WOOL ANYMORE. I THINK **YOU CAN TUMBLE DRY EVERYTHING**, IF IT'S JUST THE RIGHT PROGRAM“

: TIM LABENDA'S VIEW ON “DO NOT TUMBLE DRY”

"He showcases the versatility of the fibre with luxurious hand-crafted details," read the jury motivation when Tim Labenda was awarded the International Woolmark Prize at the Europe regional final in 2016. The fibre referred to is of course wool, a material Tim fell in love with as a teenager and has since been the focus of all his collections. The International Woolmark Prize marks another significant step upwards in the fast moving career of this Berlin-based wool virtuoso.

It was 2013 when Tim's first womenswear collection caught the eye of Christiane Arp, chief editor of German Vogue, who invited him to show it at the Vogue Salon during Berlin Fashion Week. Since then his collections and designs have been frequently praised by media and often sell out quickly.

Tim's designs incorporate classic masculine fashion attributes like perfect fit and tailoring, but with a distinct feminine style, which speaks to the intellectual, independent and authentic woman. Using sustainable yet extraordinary fabrics he is a contributing factor to the global trend of wool becoming recognised as the material the future, a fabric he himself refers to as "the most relevant fabric of them all".

» timlabenda.com



COAT AND DRESS: Wash on a gentle wool
cycle at 30°C. Let both air dry.

TIM LABENDA
BERLIN, GERMANY





A GARMENT SHOULD
LIVE FOR A LIFETIME,
AND THAT'S ONLY
POSSIBLE IF YOU CARE
FOR IT THE RIGHT WAY.
: TIM LABENDA



BOTTOM: Wash on a short, delicate
cycle at 30 °C. Let it air dry.

TOP: Wash on a delicate cycle at 30 °C
and tumble dry on a cotton cycle.

MARIT ILISON
ESTONIA



FOR EVERY KILO OF
TEXTILE PRODUCED,
AT LEAST 1 KILO OF
CHEMICALS IS BEING
USED.⁽¹⁾

GLOBAL TEXTILE
CONSUMPTION
HAS MORE THAN
DOUBLED SINCE
2000.⁽²⁾

(1) Naturskyddsforeningen PP, Veronika Rehn &
<http://www.ecoprofile.se/thread-2586-klader-har-stor-miljopaverkan-sa-har-minskar-du-den.html>
(2) Defra 2009 (from NJAL)

OUTFIT: Wash on an outdoor cycle at 30°C with a liquid
detergent. Tumble dry also on an outdoor cycle.





DORIANE VAN OVEREEM

BRUSSELS, BELGIUM

"SUPPLIERS ARE PUTTING DRY CLEAN ONLY ON THE LABEL BECAUSE THEY DON'T WANT TO TAKE ANY RESPONSIBILITY IF THE GARMENT IS RUINED. BUT MOST OF THE TIME WHEN IT IS WRITTEN DRY CLEAN ONLY, YOU COULD ACTUALLY JUST WASH IT AT A LOWER TEMPERATURE IN A WASHING MACHINE"

: DORIANE VAN OVEREEM'S VIEW ON DRY CLEAN ONLY

“Don’t tell me to calm down” is the name of Doriane van Overeem’s FW16 collection, a statement that captures the essence of this fury driven Belgian designer who aims to challenge the status quo in the fashion industry. A graduate of La Cambre Modes, Doriane made her way through the studios of Louise Gray and Meadham Kirchhoff before exhibiting her first collection in 2014 at Galeries Lafayette in Paris which was voted “Best Look of the Fall” by Vogue.

Doriane’s trademark look is a unique feminine style of floral prints on delicate textures - a style she calls Grunge Chic. By addressing taboo subjects, she helps challenge perceptions about how women should act and behave.

Committed to offering hyper-local and Belgian production, in contrast to the mass consumption and fast fashion she disfavours, her aim is to make consumers buy less and buy better. Doriane does this by balancing commerce and creativity, creating the reach needed to make a change.

» dorianevanovereem.com



SKIRT: Wash on a short, delicate cycle at 30 °C.
Tumble dry on a synthetic cycle.

TOP: Wash on a short, delicate
cycle at 30 °C. Let it air dry.

DORIANE VAN OVEREEM
BELGIUM






“CARE LABELS TODAY
ARE NOT ACCURATE
BECAUSE THEY ARE
NOT TRUE.”

: DORIANE VAN
OVEREEM



A close-up portrait of a woman with light brown, wavy hair and freckles. She is looking directly at the camera with a neutral expression. She is wearing a vibrant orange jacket with a high collar. Her right hand is raised, with her fingers resting near her chin. The background is a solid, dark grey. The lighting is soft, highlighting her facial features and the texture of the jacket.

JACKET: Wash on an outdoor cycle at 30 °C
and tumble dry on an outdoor cycle.

HOUDINI
SWEDEN

**70% OF THE CLOTHES
WE THROW AWAY ARE
BECAUSE OF
IRREVERSIBLE DAMAGE
SUCH AS COLOUR
FADING, STUBBORN
STAINS OR
SHRINKING. ⁽¹⁾**

(1) Consumer laundry habits, Ipsos MORI 2016





CARE GUIDE

Modernised instructions for everyday care labels that are frequently misunderstood: Dry Clean Only, No Tumble Dry, Hand Wash Only and temperature recommendations.



DRY CLEAN ONLY

55% USE DRY CLEAN SERVICES FROM TIME TO TIME, BUT ONLY HALF OF THEM ARE SATISFIED ⁽¹⁾

Dry Clean Only is put on our most delicate fabrics and garments. While it might get your clothes clean, it's a chemical-heavy process that's both hard on the garment and the environment. Today, one out of three avoid purchasing garments labeled Dry Clean Only because of the hassle. But thanks to recent advancements in washing technology and laundry detergents, it's now possible to use gentler washing cycles, lower temperatures and drying settings to wash some of your Dry Clean Only garments directly in the machine.

Some garments, however, are Dry Clean Only for a reason. They contain details or materials that could change colour or become misshapen if washed at home. Luckily, the chemicals are not your only option; many dry cleaners have started using greener methods such as wet cleaning and carbon dioxide solvents. So, if you have to visit the dry cleaner, make sure to pick one that is environmentally friendly.

How can I trust that I won't ruin my Dry Clean Only items by washing them myself?

Thanks to recent advancements in washing technology and laundry detergents, it's now possible to use gentler washing cycles, lower temperatures and drying settings to wash even some Dry Clean Only garments directly in the machine without ruining them.

How can I know which Dry Clean Only clothes I can wash at home?

Some Dry Clean Only items can be washed at home in a modern washing machine, silk blouses and wool coats for example. However, if the item is made of a very delicate material such as cashmere, fur, sequins or has sewn on pearls and beads it may need to be washed at the dry cleaners.

TIPS

- : Dry cleaning is a chemical-heavy process, washing at home is gentler on both the environment and the garment.
- : Some Dry Clean Only items can be washed at home using a modern washing machine.
- : Try to steam refresh your clothes to keep them fresh longer in between washes. Doing this, you'll avoid unnecessary wash or visits to the dry cleaner when they are not really dirty.



DO NOT TUMBLE DRY

70% INHERIT THEIR CARE
HABITS FROM THEIR PARENTS ⁽¹⁾

This care label is often seen as an enforcing instruction leading people to air drying instead. While it's correct for some garments, a lot of sensitive materials such as outdoor and water repellent materials will last longer if they are tumble dried in the right cycle. With most modern technology you can even dry delicate fabrics like silk and wool. Look for tumble dryers marked with the Woolmark certification which let you dry even your finest wool with confidence.

Isn't it gentler on clothes to air dry them, than to tumble dry?

Not necessarily, for instance outdoor jackets can start to lose their water repellency capabilities over time. By tumble drying these garments, the water repellency is reactivated by the hot air and the garments last longer.

What should I consider when tumble drying?

When overfilling the machine, your clothes could easily become tangled, while underfilling is wasting energy, and therefore money. It's also better to use automatic programs rather than timed cycles since the machine can avoid shrinkage by sensing the perfect moisture level in your fabrics.

TIPS

- : Modern tumble drying is very sophisticated and gentle on your clothes.
- : Outdoor wear retains water repellent qualities better when being tumble dried rather than air dried.
- : Even delicate fabrics such as wool, silk and lace can be tumble dried, using the right technology.



30 DEGREES

THE AVERAGE LAUNDRY
WASHING TEMPERATURE
ACROSS EUROPE IS 41°C ⁽²⁾

What most of us don't know is that the temperature labels represent the maximum washing temperature, not the recommended one. Washing at lower temperatures will extend the life of your garments, making them feel new and fresh longer. A lower temperature is also better for your electricity bill - going from 40 to 30 degrees for example can save up to 60% of the energy consumption.

If I wash my clothes in lower temperatures will they still get thoroughly clean?

Yes, with modern technology this is now possible. If you use a modern machine that premixes detergents with water, and also softens it, your clothes get a more thorough clean – even on lower temperatures. Our recommendation is to use 30°C as the standard temperature instead of 40°C, unless the clothes are in close contact with the body or very dirty. This even works for modern workout clothes, that are designed to get clean even on lower temperatures to last longer.

Why is it better to wash in lower temperatures?

Washing in lower temperatures saves a lot of energy and causes less strain on clothes, making them last longer.

TIPS

- : Temperature labels represent the maximum washing temperature allowed, but not always the best recommendation.
- : Use 30°C as the standard temperature instead of 40°C to make your clothes last longer and to save energy.
- : Lower temperature causes less strain on both clothes and the environment.
- : Only underwear, sportswear, bath towels and bed linen need to be washed in higher temperatures.
- : Most modern workout clothes are designed to get clean even on lower temperatures to last longer.



IRONING

82% ALWAYS OR AT LEAST
SOMETIMES FOLLOW THE
CARE LABEL INSTRUCTION
WHEN IRONING.⁽¹⁾

Not all garments that have an ironing instruction needs ironing. Instead use the steam program on your dryer to cut down on your ironing time. For the clothes you actually need to iron, start with the garments that require the lowest temperature. This will save you energy, since your iron heats up faster than it can cool down.

When ironing linen use higher temperatures and press when damp. With silk it's better to use a lower temperature iron and preferably a steam function. Don't iron stained or soiled clothes because it will only set stains and drive soil deeper into the fabric.

How do I know if a garment would benefit from steaming instead of ironing?

For sensitive fabrics like silk, or for garments with details like buttons, zippers, etc it is often easier and gentler to use the steam program instead of an iron. If you are using an iron on these type of garments, make sure not to press too hard on the details and use the setting recommended in the care label. Tip: when ironing is needed, the steam can make it easier to reduce wrinkles.

TIPS

- : Don't iron stained or soiled clothes because it will only set stains and drive soil deeper into the fabric.
- : When ironing linen, use higher temperatures and press when damp.
- : All items marked ironing do not need to be ironed, steaming is more gentle on the fabric.
- : For the longevity of your garments, iron only when necessary. Steam technology allows you to reduce wrinkles by up to a third by adding steam at the end of the wash cycle.
- : Steaming clothes relaxes the textile fibres and improves the feeling of the garment.
- : When you do iron your clothes, keep the temperature low to be more gentle on your clothes.



HAND WASH ONLY

**EXTENDING THE LIFE
OF CLOTHING** BY AN EXTRA
NINE MONTHS WOULD REDUCE
CARBON, WASTE AND WATER
FOOTPRINTS BY AROUND 20-
30% EACH.⁽²⁾

Many think that hand washing is the gentlest way to clean a delicate garment. This is what we have been taught by our parents and what the care label indicate. But today, with modern machines, this is no longer the case.

Hand washing consumes both time and water, and tends to stress the fibres. When you're washing by hand and rub the garment against itself, you are usually rougher than you think. Instead, choose a gentle cycle with lower washing temperatures on your washer and you'll get the job done without mistreating your garment. In fact, as many as 75% of us hand wash, but only one quarter are satisfied with the result.

How can a machine wash be more gentle than washing by hand?

When you're washing by hand and rub the garment against itself, you are usually rougher than you think. Most garments marked hand wash only will benefit from being washed on a gentle cycle in a modern machine, instead of being exposed to old school hand washing that stresses the fibres.

TIPS

- : Using a gentle cycle can be gentler on fibres than hand washing.
- : Only 25% of the people who hand wash are satisfied with the result. (Source: Consumer laundry habits, Ipsos MORI 2016)
- : Using a gentle cycle instead of hand washing saves time.
- : Buying a new appliance? Look for dedicated silk or hand wash cycles and the highest Woolmark certification.

CARE GUIDE FOR YOUR MOST COMMON FABRICS

COTTON

Do not wash cotton too hot. Start using 30°C as your standard washing temperature instead of 40°C to save energy and be gentler on your clothes.

SILK

Wash on gentle cycles, and steam to reduce wrinkles.

WOOL COAT

Wash and tumble dry on gentle wool cycles.*

KNITTED WOOL

Wash and tumble dry on gentle wool cycles.*

JEANS

Wash on lower temperatures to maintain colour and shape. If jeans are stretched out, a quick tumble in the dryer can help them regain their shape. Make sure to tumble dry with jeans cycle.

INITIATED BY AEG

“AFTERCARE OF CLOTHES HAS A GREAT IMPACT ON BOTH THE LONGEVITY OF CLOTHES AND THE ENVIRONMENT. HOWEVER, OUR CARE HABITS HAVE NOT CHANGED IN A VERY LONG TIME, EVEN THOUGH WE NOW HAVE MODERN TECHNOLOGIES THAT CAN PROLONG THE LIFE OF BOTH OUR CLOTHES AND THE ENVIRONMENT, IF USED CORRECTLY”, SAYS MARIA GRIPSERÖD, BRAND DIRECTOR AT AEG. “TO CHANGE THIS, WE INITIATED THE CARE LABEL PROJECT AND ARE LAUNCHING THE NEW CARE LABEL ‘DON’T OVERWASH’”.

AEG are no strangers to change. Founded in 1887, the company has a rich heritage of pioneering German engineering and design, and numerous technological breakthroughs are attributed to them.

Currently, however, AEG seeks to reverse a particular change: modern-day consumers’ increasingly fickle relationship with clothing. “Fast fashion” culture is resulting in rapidly increasing global textile consumption, and a lack of knowledge a caring for clothes has helped reduce their lifespan significantly. Up to 70% of clothing waste could have been prevented with better care habits.

More than half of consumers state that they rely on care labels to feel confident when doing their laundry, but a third admit that the labels designed to guide them often make them more confused.

By developing gentler drying techniques, smarter use of detergents minimising colour fading and enabling lower temperature cycles, AEG hope to reassure consumers that delicate garments can be washed at home without fear of ruining them. But this won’t happen overnight. To stimulate this change, AEG have reached out to other companies involved in the clothing life cycle: appliance manufacturers, designers and leaders in the fashion industry, in order to inspire, educate and modernise the way people care for their wardrobe.

» aeg.com

AEG

IN PARTNERSHIP WITH

THE WOOLMARK COMPANY

The Woolmark Company is the global authority on wool. The Woolmark logo is one of the world's most recognised and respected brands, providing assurance of the highest quality, and representing pioneering excellence and innovation from farm through to finished product. The Woolmark Company is a subsidiary of Australian Wool Innovation, a not-for-profit enterprise that conducts research, development and marketing along the worldwide supply chain for Australian wool on behalf of about 55,000 woolgrowers that help fund the company.

» woolmark.com



FASHION REVOLUTION

Fashion Revolution is a global movement calling for a fairer, safer, cleaner, more transparent fashion industry. Fashion Revolution works all year round to raise awareness of the fashion industry's most pressing issues, advocate for positive change, and celebrate those who are on a journey to create a more ethical and sustainable future for fashion.

» fashionrevolution.org



NOT JUST A LABEL

NOT JUST A LABEL (NJAL) is the world's leading designer platform for showcasing and nurturing today's pioneers in contemporary fashion. NJAL encourages designers to produce fashion that is sustainable and supports local communities and artisanal craftsmanship. NJAL has pioneered a revolutionary approach to the fashion industry, outside of politics and the tired existing systems that are detrimental to the growth and integrity of its designers.

» notjustalabel.com

NOT JUST A LABEL

ELECTROLUX

Electrolux is a global leader in home appliances, based on deep consumer insight and developed in close collaboration with professional users. Electrolux offer thoughtfully designed, innovative solutions for households and businesses, with products such as refrigerators, dishwashers, washing machines, small domestic appliances and more. Electrolux has received the 2017 Gold Class Award in RobecoSAM's Sustainability Yearbook, an annual rating of the sustainability performance among the world's largest companies.

» electrolux.com



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