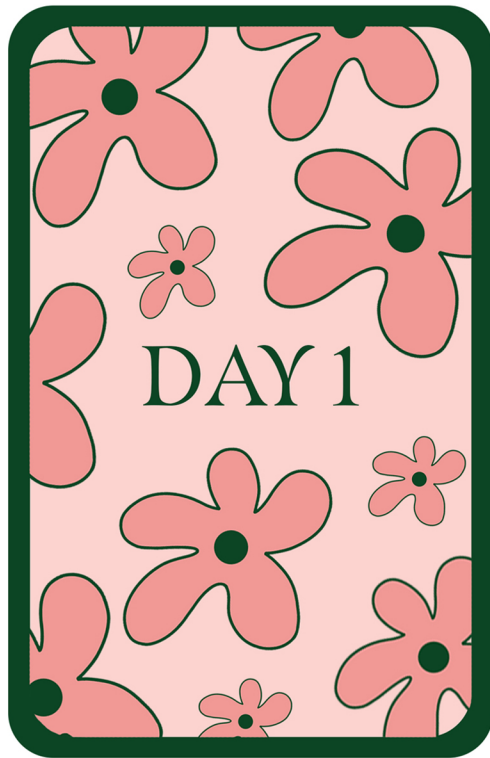


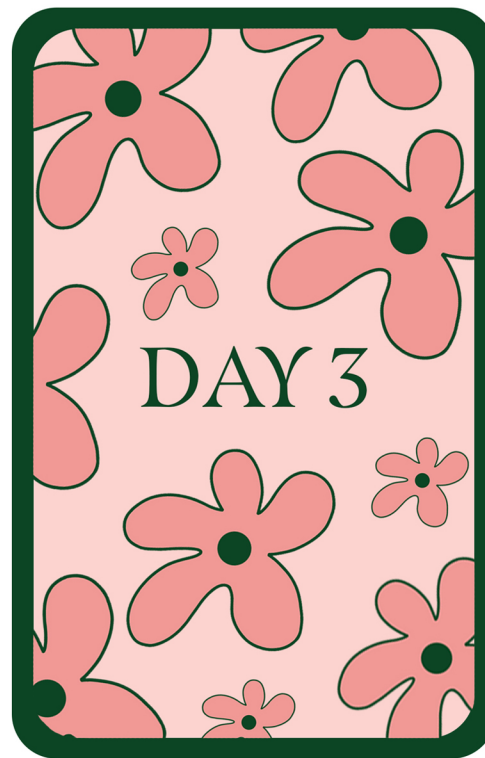
# cherish

 31 day card challenge 

31 cards designed to be actioned daily to help you  
manage your consumption behaviours



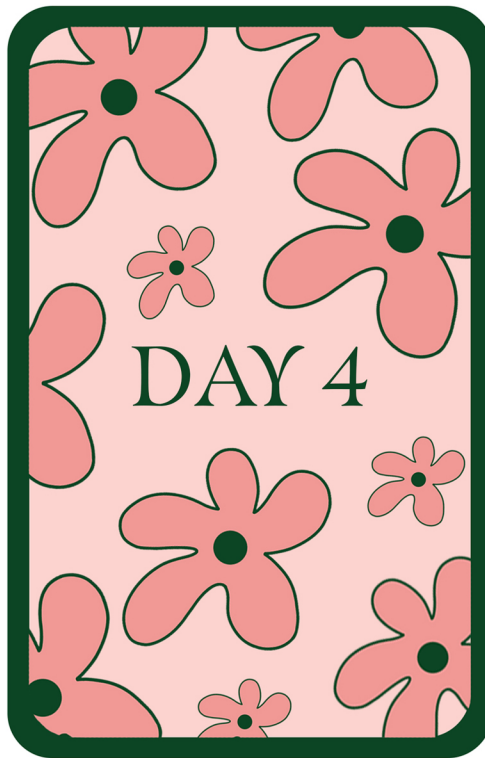
Donate an item of clothing you don't wear or reach for.



Don't buy any clothing for the rest of the week (or month if you're up for it!)



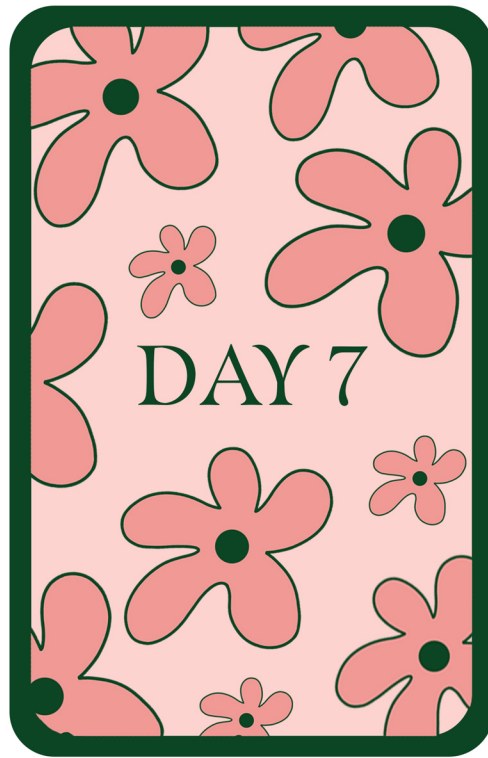
Identify the items you wear the most often and note down why you like them so much (think about the cut, style, colour etc).



Delete a shopping app or unfollow a fast fashion brand on social media.



Pull out an item from your wardrobe that you haven't worn in a long time and wear it today.



Scout out or go to your local tailors for any items you already own that don't fit you quite right.



Create a new outfit with a combo you haven't tried before, get creative!



Wear an outfit twice over the next week.



Mend an item of clothing. Whether that be sewing up a hole, reattaching a button, or adding a fun patch.



Unfollow an influencer that promotes a lot of products, whether that be clothing or anything else.



Look at an item on your wish list that you're eyeing up, and think of all the ways you can style it before buying it. Really imagine yourself in it, and how you'd wear it before buying it.



Put all of your clothes away (folded up or hung) and make sure they all have a home which isn't on the back of a chair or your floor.





DAY 13

Identify your core pieces in your wardrobe that you can easily style and create a series of outfits from them. You could take photos of them that you can then refer back to.



DAY 15

Make a list of all the items you want to buy or are thinking about buying and put it away in a drawer or safe place. (You'll need it later in the month)



DAY 14

Upcycle something! Crop it, add a patch, take off the sleeves, turn it into a cushion cover...



DAY 16

Let a friend borrow an item of clothing, or borrow some of theirs rather than buying another item.

A pink background with a pattern of stylized flowers in various sizes and orientations. The flowers have black outlines and some have black dots in their centers.

DAY 17

Research or  
attend a local  
swap shop.

A pink background with a pattern of stylized flowers in various sizes and orientations. The flowers have black outlines and some have black dots in their centers.

DAY 19

Find out what colours  
work well for you. Ask  
those around you, or try  
your clothes on and  
note down what colours  
suit you or you gravitate  
towards the most.  
Keep this list for when  
you next go shopping to  
refer to.

A pink background with a pattern of stylized flowers in various sizes and orientations. The flowers have black outlines and some have black dots in their centers.

DAY 18

Read an article on  
the impacts of fast  
fashion to educate  
yourself a little bit  
more. (Check out  
Fashion Revolution  
if you're unsure of  
where to start).

A pink background with a pattern of stylized flowers in various sizes and orientations. The flowers have black outlines and some have black dots in their centers.

DAY 20

Donate an item  
of clothing you  
haven't worn in  
the past 3  
months.



DAY 21

For the next week,  
challenge yourself to  
only wear 6 items  
of clothing.

(Example: 2 pairs of  
trousers, 2 T-Shirts,  
and 2 jumpers).



DAY 23

Photograph your  
favourite outfits from  
now on and create a  
folder in your phone for  
them. This will help if  
you feel that you have  
nothing to wear as you  
can refer back to them.



DAY 22

Define your personal  
style in three words. Keep  
these handy whenever  
your next out and are  
tempted to buy  
something.

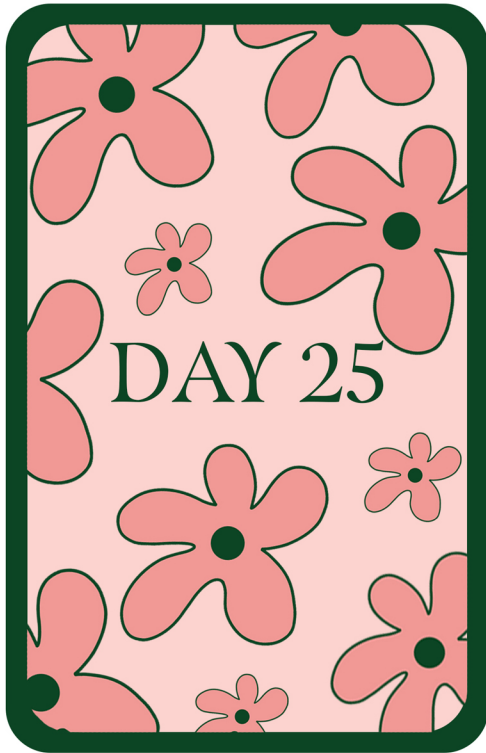
Question yourself if  
it really works for you  
and your style.



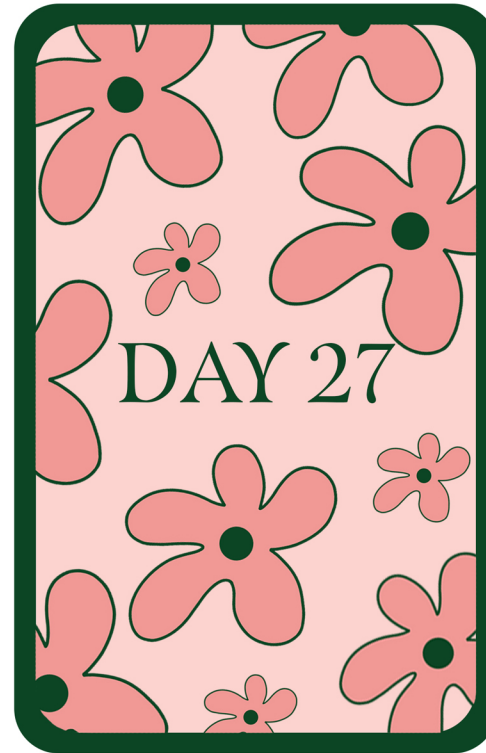
DAY 24

Go through your wardrobe  
and think about how many  
times you've actually worn  
each piece. Any pieces  
you've only worn a few  
times, think and note why  
you don't reach for them.  
Stay away from any of  
these similar styles when  
you're next out shopping.

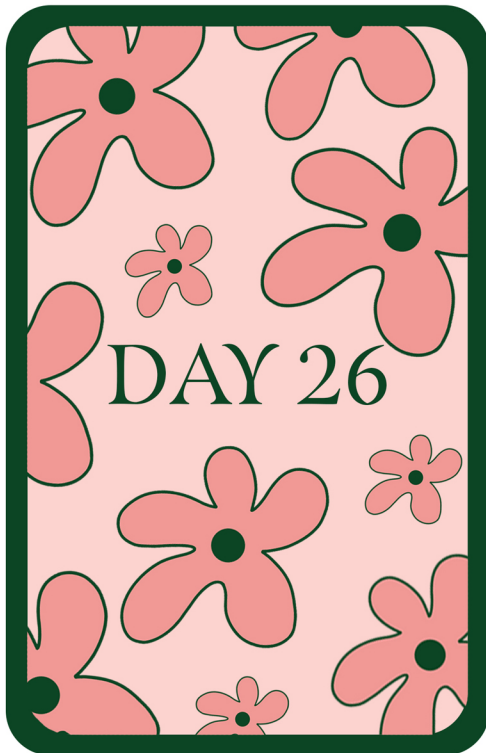




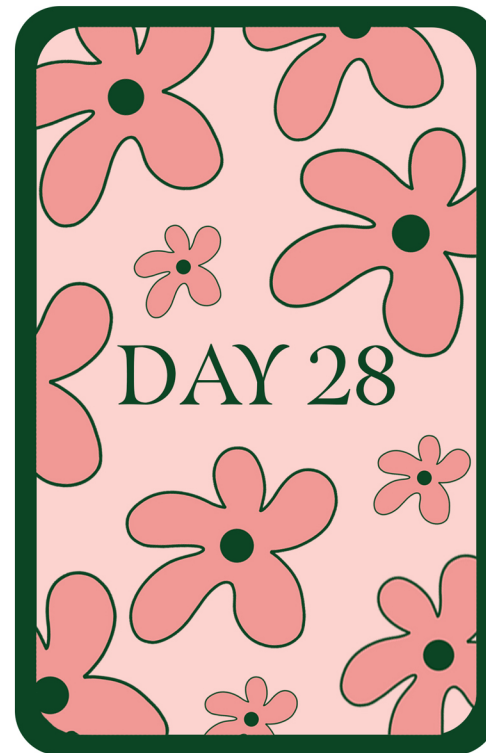
Unsubscribe from many fashion newsletters or marketing emails to remove any temptations.



Nostalgic pieces of clothing – if you're holding on to them for memories but aren't wearing them, upcycle them into something new. A scarf, a scrunchie, cushion cover...



Question the functionality of your clothes, do they serve you how they need to. Do they keep you warm? Are they comfortable? Identify any that don't benefit you, and steer away from styles like that in the future.



Wear or style one item of clothing 3 times over the next week.





DAY 29

Research your local renting services for clothes. If you have a big occasion coming up think about renting your outfit rather than buying it and only wearing it once.



DAY 31

Implement a 1 in 1 out system from now on. So, when and if you do next buy something, you know it has to replace something you already own.



DAY 30

Check the list you made on day 15, do you still want any of these items or were they just trending and a fleeting want?