

GREEN GUIDE

AMSTERDAM



FASHION EDITION

2021

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About the green guide

This list aims to present a range of green brands and sustainable shopping places in Amsterdam.

Based on what you're after you can find your favorite piece in thrift stores, flea markets or online on apps & websites. With a focus on sustainability and local products, this list offers a general overview of many relevant places and is bound to grow as further suggestions are added. Email us to let us know what you would like to see in the Green Guide.

This is an interactive PDF. Click on the name of a place for more information.

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GOT BAG

A stylish,
eco-friendly
backpack brand



Contact

Communications UvA Green Office

Connect

www.uvagreenoffice.nl

WHY SUSTAINABLE FASHION?

Hello, and Welcome to the Green Fashion Guide!

We are happy that this Guide made it into your hands and that you are about to explore Amsterdams world of sustainable fashion. But first things first.

As you have probably already heard, the fashion industry is a pretty destructive industry but did you know that ...

- ... it is the 2nd largest consumer of the world's water supply,
- ... 85% of all textiles are landfilled,
- ... clothing production has doubled since 2000,
- ... it creates around 10% of world's carbon footprint,
- and it takes 7,5 thousand liters of water to produce a pair of jeans?

These are some pretty grim numbers right?

But they don't have to be in the future if we change our shopping behaviour towards sustainability!

What does sustainability mean?

Sustainability means to meet the needs of today without compromising the ability to meet future needs.

Sustainability means realizing that the life-span of a product is so much longer then the time we own it and there is much more context to it than we get to experience.

Shopping sustainable then is a combination of valuing quality over quantity, expressing oneself outside the mainstream fashion world that is dictated by changing trends and taking responsibility for one's impact on the planet.

So what are you waiting for?

WHAT MAKES A SHOP GREEN?



Organic products available

Organic products



Vegan products available

No components derived from animals



Long service life

Products of high quality



Fairtrade options

Fairly traded goods



Local sources

Locally produced goods



Sustainability programs

Have products or workshops that promote sustainability



Recycling programs

Focus on products or workshops that promote recycling



Renewable energy source

Focus on using renewable energy

If a venue is missing one of the symbols, it may merely be the case that it is not known whether the attribute is applicable. Symbols are allocated according to our best judgment on information available online and through direct contact. If you feel that your business is misrepresented in this guide, please contact us.



THRIFT STORES

EPISODE

Centrum, Nieuwe Spiegelstraat 37H
Berenstraat 1 | Waterlooplein 1
Spuistraat 96



In the Episode stores, you can be sure to find band tees, funky pants, and a large variety of unique accessories. If you can't find what you are looking for in one location, rest assured that you will find it in another one! The store is very well-organized, with clothes sorted by categories, sizes and offers a tailored selection, which will make your shopping experience even more enjoyable!



ZIPPER

Centrum, Huidenstraat 7



Located in the 9 Straatjes and at first glance a small store, ZIPPER quickly becomes Ali Baba's cave with a basement filled with vintage gems. With a wide selection of Levis jeans, college sports team sweatshirts and psychedelic sunglasses, you can be sure to find something to give a second life to!

WE ARE VINTAGE

Oud West, Kinkerstraat 193 | Oost, Eerste Van Swindenstraat 43



We Are Vintage is an independent store with a wide variety of second-hand clothes, from dainty tops and glittery pants to cowboy boots and more casual pieces like blazers and shirts. The selection of clothes is great, as well as the employees that will help you find hidden treasures to match your style!

TIME MACHINE VINTAGE

Centrum, Nieuwe Hoogstraat 5A



Time Vintage Machine will literally take you into a time machine, where you'll find stunning pieces from the 80s and 90s. They have a wide selection of colourful puffer jackets, vibey shirts, and accessories that will make you want to go to a disco party!



FLEA MARKETS

IJ HALLEN

Noord, T.T. Neveritaweg 15



As the biggest flea market in Europe, IJ Hallen has an extensive selection and variety, ranging from fashion to furniture and vintage objects like cameras. You will most likely not leave this place empty-handed because of all the fantastic items sold there for very reasonable prices. You will even be able to exchange with the person selling you the item, learning about its past life!

WATERLOOPLEIN MARKET

Centrum, Waterlooplein 2



Considered to be the oldest flea market in the Netherlands, Waterlooplein Market is a daily flea market with a vast selection of second-hand leather, Levis jeans, and funky bomber jackets from the 80s. Additionally, you can find decoration items like rugs and pottery, but also books and jewellery there!

NOORDERMARKT

Noordermarkt 42B



Noordermarkt is not primarily a fashion-focused market, but you can find a few stands of vintage clothes, varying in styles and price range. There, you'll be able to find fancy coats for a discount price, but also fun sweaters and denim jeans! Make your shopping experience even more fun by grabbing a bite from one of the numerous delicious food stands.

SQUARE EIGHT VINTAGE KILO SALE

Zuid, Havenstraat 3



The vintage store Square Eight plans kilo sales every two months, where you pay for your second-hand clothes depending on their weight (usually around 15 to 20 euros for a kilo). There you can find amazing and unique pieces, comfy sweaters, denim overalls and much more, for a very reasonable price!

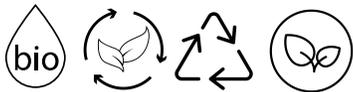




GREEN BRANDS

GOAT

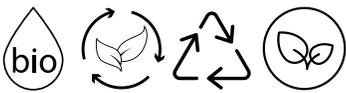
Online | Casual Wear



Goat has got you covered for all the basics, from t-shirts to hoodies and bottoms, with a wide range of colourful alternatives. But contrary to your average t-shirt, a Goat t-shirt uses both recycled materials and organic cotton, making it your perfect next t-shirt!

HUMNZR

Online | Casual Wear, Accessories



A sustainable Italian brand that draws its inspiration from minimalist urban fashion and whose mission is to create awareness for nature among humans. It offers t-shirts as well as various accessories from beanies over bags to wallets. Materials include organic cotton, vegan leather and recycled cashmere.



MUD JEANS

Online | Casual Wear



You guessed it, MUD jeans makes blue jeans. This Dutch company completely recycles all their Jeans and turning them into new ones. Their concept is built on the idea of a circular economy where all waste becomes a resource again.

HNST JEANS

Online | Casual Wear



We also couldn't leave this jeans brand out of our guide. Over 56% of their jeans are made with recycled denim, and the brand thinks ahead by making their Jeans 100% recyclable by the end of their product life. The Belgian brand has been praised for its sustainability by names as big as Forbes and Elle.

NOOBOO

Online | Casual Wear



With products made from bamboo, a greener alternative to cotton, Nooboo makes timeless essentials. Bamboo is an underutilized material that offers tones of advantages compared to cotton. On Nooboo, you can find t-shirts, loungewear and face masks.

TWOTHIRDS

Online | Casual Wear



Regardless of what you are looking for, Twothirds is sure to have something that'll be just right, from knits for the cold weathers to swimwear for the hot summer days. The company also works with a pre-order system to tackle overproduction which is a big issue in the fashion industry.

ORGANIC BASICS

Online | Casual Wear



Sometimes people forget the little details. Buying greener doesn't need to stop with t-shirts and pants. Organic Basics produces basics like bras and underwear on top of the other essentials you need to build your outfit. Additionally the company also has an environmental activism fund to support grassroots activists in the area of sustainability.

LABFRESH

Online | Casual Wear



It's often challenging to make innovations in clothes, but Labfresh did it. Making water and stain proof shirts, t-shirts and pants all while keeping sustainability in mind.



CARIUMA

Online | Shoes



All the way from warm, beautiful Brazil, Cariuma offers a wide variety of colours and models, so whatever your style is, Cariuma will have a pair of sneakers for you.

UCON ACROBATICS

Online | Accessories



What about a stylish backpack from recycled plastic bottles when going back to uni or work? About 20 recycled plastic bottles go into a regular Ucon Acrobatics backpack.

WAYKS

Online | Accessories



Made for travelling, this brand keeps in mind comfort, utility and sustainability. So get ready for your next adventure with their lineup.

GOT BAG

Online | Accessories



On a mission to clean up oceans in Java, this brand offers minimalist and timeless backpacks for your next trip or return to uni or work.

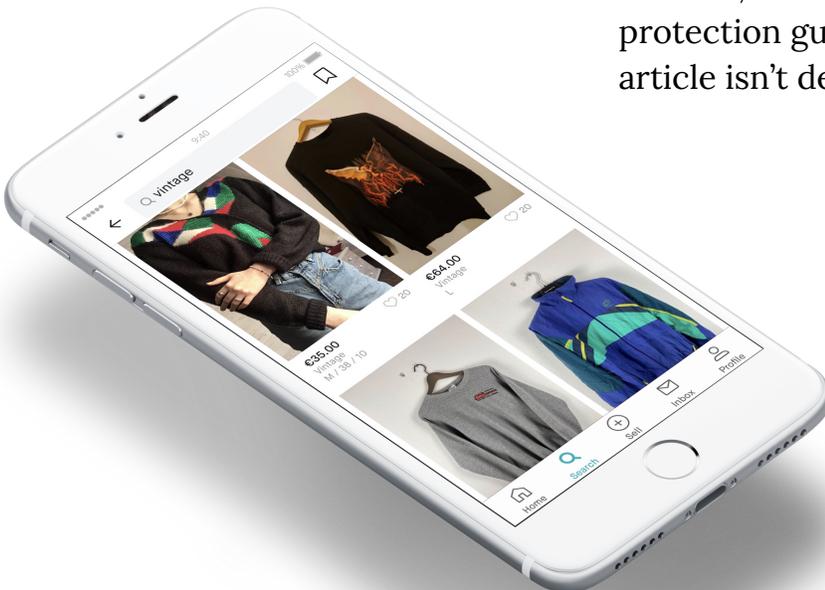
APPS & WEBSITES

VINTED

Online



Vinted is an online marketplace with a corresponding app that aims to show how great and affordable second-hand can be. Everyone can upload pictures of their clothes and post them. The order is processed via the app or website, and the purchase includes buyer protection guaranteeing a refund in case the article isn't delivered.



DEPOP

Online



Depop is THE online marketplace for fashionistas. It has everything from vintage sneakers over tartan skirts to doc martens. Because the store is in the UK, shipping might be a bit expensive, but for the perfect vintage item, it is worth the investment.

THREDUP

Online



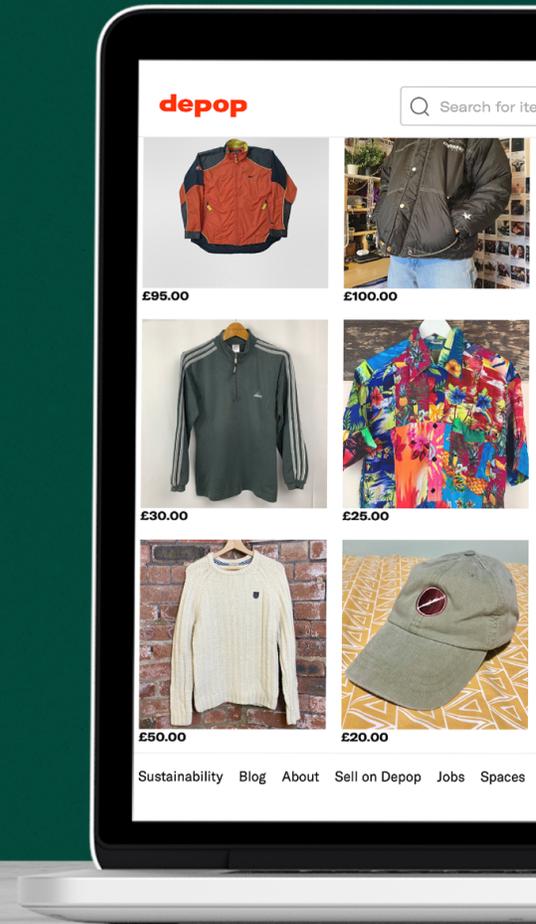
ThredUp not only features around 350.000 brands but has also collaborated with celebrities and designers to increase awareness about the destructivity of fast fashion. You can do virtually everything from shopping and selling clothes to learning about your fashion footprint and checking out their fashion blog on its website and app.

THRIFTED

Online



The UK based online store provides you with the perfect 90s retro clothes for your next festival or party. While getting ready, you can already get in the mood with the shop's own playlists and brand stories on their editorial page.





MORE TO EXPLORE



PATRIOT ACT: THE UGLY TRUTH OF FAST FASHION

[Netflix](#)

BROKEN

[Netflix](#)

THE SOLUTION TO CLOTHING'S SUSTAINABILITY PROBLEM WITH PATAGONIA'S CEO

[businesscasual.fm](#)

THE TRUE COST OF FAST FASHION

[YouTube | The Economist](#)



FAST FASHION EXPLAINED

[Vox.com](#)

GOOD ON YOU BLOG

[goodonyou.eco](#)

10 SUSTAINABLE FASHION ORGANIZATIONS YOU CAN SUPPORT

[attiremedia.com](#)

6 CAREER OPPORTUNITIES IN SUSTAINABLE FASHION

[attiremedia.com](#)



YOUR CLOTHES HAVE A DIRTY SECRET

Business Casual on Spotify

THE SOLUTION TO CLOTHING'S SUSTAINABILITY PROBLEM WITH PATAGONIAS CEO

Business Casual on Spotify

CONSCIOUS CHATTER

Spotify

SPIRIT OF 608

Spotify

THE BROWN GIRL WEARS GREEN

Brown Girl Green on Spotify

KAMEA CHAYNE OF GREEN DREAMER PODCAST ON SUSTAINABLE FASHION AND MINDFULNESS

A Sustainable Mind - environment & sustainability podcast on Spotify

WARDROBE CRISIS WITH CLARE PRESS

Clare Press on Spotify



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