

# LONDON



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This guide maps London's growing sustainable fashion landscape—where independent labels, circular design studios, and low-impact retailers contribute to a more responsible approach to clothing. Emphasising organic materials, small-batch production, and zero-waste methods, makers across the city are rethinking how garments are made, worn, and reused.

Beyond brands, London fosters a strong ecosystem of education and community engagement. Repair cafés, swap events, and hands-on workshops invite participation in sustainable practices, while platforms for reuse and resale help extend the life of clothing.

Together, these efforts highlight a fashion culture grounded in innovation, accessibility, and environmental care—shaping a future where style and sustainability go hand in hand.



## YES FRIENDS

yesfriends.co

@yesfriendsbrand



Ramillies House, 1–2 Ramillies Street, London W1F 7LN

Yes Friends is a fair trade fashion brand offering affordable, everyday essentials like premium tees and hoodies. Designed in collaboration with its online community, all garments are made from organic and fair trade cotton in climate-neutral factories powered by wind and solar energy. With a high-scale, low-margin model, Yes Friends aims to make sustainable fashion accessible for a younger audience.

## FANFARE LABEL

fanfarelabel.com

@fanfarelabel



67 Esher Gardens, London SW19 6BZ, United Kingdom

Fanfare is a circular fashion brand that upcycles vintage clothing into modern designs using organic and recycled materials. All pieces are plastic-free and designed for longevity, with repair services and a garment return program available to extend product life. The label's one-of-a-kind designs appeal to customers seeking both unique fashion and sustainability.

## TRASH PLANET

trash-planet.com

@trashplanetofficial



The Alliston Centre, Stroud Road, Cirencester, Gloucestershire GL7 6JR

Trash Planet is a UK-based vegan sneaker and streetwear brand producing limited-edition items from recycled and plant-based materials. Designed in the UK and made in Portugal, each piece is crafted in a family-owned factory and collected for recycling at end-of-life. The brand emphasizes bold design and climate-conscious values.

## NOT BASICS

notbasics.co.uk

@notbasics



Beechwood Grange, Main Street, Scotton, Knaresborough, HG5 9HY

Not Basics is a slow fashion brand creating organic cotton underwear and everyday essentials. Focused on natural fibres, the brand plants a tree for every order, ships in eco-friendly packaging, and uses deadstock fabric to reduce waste. Their comfortable, minimal designs promote body inclusivity and sustainability.



**BAUKJEN**

baukjen.com

@baukjen

**Izzie & Ollie Ltd, LABS Atrium, The Stables Market, Chalk Farm Road, London NW1 8AH**

Baukjen is a certified B Corp offering timeless, slow fashion pieces designed with ethical sourcing and environmental responsibility in mind. Using low-impact materials like organic cotton, the brand also offers take-back, repair, rental, and pre-loved programs, encouraging circular fashion consumption.

**BEAUMONT ORGANIC**

beaumontorganic.com

@beaumontorganic

**69b Broadway Market, London E8 4PH**

Beaumont Organic blends classic and contemporary aesthetics with eco-conscious design. Each piece is crafted from organic cotton, bamboo, tencel, and deadstock fabrics in ethical factories powered by renewable energy. The brand also offers repairs, rentals, and a preloved collection to extend garment life.

**STALF**

stalf.co.uk

@stalf.studio

**20 Market Place, Caistor, Lincolnshire LN7 6TU**

Stalf produces handmade, everyday wear in the UK, focusing on small-batch production using sustainable and deadstock fabrics. Designed with minimal waste practices, offcuts are repurposed or donated to local craft initiatives. The label's modern, down-to-earth pieces are made for long-term wear and thoughtful consumption.

**E.L.V. DENIM**

elvdenim.com

@elvdenim

**Unit J2, 2 Leswin Place, London N16 7NJ**

E.L.V. Denim crafts one-of-a-kind jeans entirely from upcycled denim and deadstock materials. With zero water waste and low emissions, each piece is made in East London and designed to challenge the environmental impact of traditional denim production. The brand also supports garment repair and take-back services.



**KOHR**

kohrfashion.com

@wearekohr

**161 Clive Road, London SE21 8DF**

Kohr is a slow fashion label offering minimal, seasonless clothing made from low-impact materials. The brand promotes longevity, conscious consumption, and eco-packaging, while offsetting its environmental impact through tree planting. Its timeless aesthetic appeals to those seeking quality over trend.

**PLANT FACED CLOTHING**

plantfacedclothing.com

@plantfacedclothing

**Flostream Ltd, Unit 2, Blackthorne Point, Blackthorne Road, Poyle SL3 0DA**

Plant Faced Clothing is a vegan streetwear brand known for bold graphics and sustainable production. Made with organic cotton and powered by renewable energy, 95% of water in the dyeing process is filtered and reused. The brand also collects old items from customers for recycling and reuse.

**LUCY & YAK - COAL DROPS YARD**

lucyandyak.com

@lucyandyak

**King's Cross, London N1C 4DQ**

Lucy & Yak's London boutique offers ethically made, youth-focused clothing including their iconic dungarees and relaxed separates. Made from organic and recycled materials, all products reflect the brand's core values of sustainability, fair wages, and creative self-expression in slow fashion.

**WAWWA CLOTHING - LONDON**

wawwaclothing.com

@wawwaclothing

**69b Broadway Market, London E8 4PH**

Wawwa is a streetwear brand emphasizing sustainable materials, cruelty-free practices, and low-impact manufacturing. With simple, graphic-led designs, the brand offers vegan-friendly apparel and accessories crafted to reflect ethical values and youthful independence.



**SIMEON FARRAR**

simeonfarrar.com

@simeonfarrar

**Ravenswood Industrial Estate, Shernhall Street, London, United Kingdom E17 9HQ**

Founded in 2004, this East London label by artist Simeon Farrar fuses fine art with fashion through expressive, hand-printed garments. Each piece is crafted locally and rooted in a narrative design approach that brings wearable storytelling to life.

**LYDIA BOLTON**

lydiabolton.co.uk

@lydiabolton\_

**133 Shoreditch High Street, Shoreditch, London, E1 6JE**

Lydia Bolton is a London-based sustainable designer known for her creative use of unwanted textiles. Since launching her brand in 2019, she has become a prominent voice in the slow fashion movement, championing zero-waste practices through unique womenswear and community-focused workshops. By transforming leftover, surplus, and thrifted materials, she promotes circularity and conscious design in both her work and collaborations with major brands like Nike and Westfield.

**RAEBURN**

raeburndesign.co.uk

@raeburn\_design

**THE LAB E20, 3–4 East Park Walk, Victory Plaza, East Village, London, E20 1JB**

Founded in 2009, RÆBURN leads with its signature RÆMADE philosophy—reworking military surplus into functional, future-facing fashion. From The LAB in East London, the brand delivers innovation with sustainability and ethics at its core.

**AHLUWALIA**

ahluwalia.world

@ahluwalia

**180 Strand, WC2R 1EA London, UK**

Ahluwalia blends Nigerian and Indian heritage with modern fashion practices to create bold, culturally rich designs. Championing ethical sourcing and regenerative materials, the brand tells stories through clothing while challenging conventional industry norms.



**Z.G.EST - ZERO GRAVITY ESTABLISHED**

z.g.est

@z.g.est

**Unit J2, 2 Leswin Place, London, N16 7NJ****Stockist: Lone Design Club, 4A Cabot Sq, London, E14 4QT**

Founded by Alla Pavlova, Z.G.EST creates adaptable wardrobe staples with biodegradable materials and zero-waste tailoring. Each collection supports women-led workshops and embraces thoughtful fashion without compromising design integrity.

**DAILY SUSTAIN (BY BOUND)**

wearebound.co.uk

@wearebound

**Stockist: SAILORS OF RYE, 97 High Street, Rye, TN31 7JN, UK**

Daily Sustain offers premium wardrobe basics made in Portugal from organic and recycled materials. Combining comfort, durability, and minimalism, the brand is committed to reducing fashion's footprint through clean energy and ethical production.

**STUART TREVOR**

stuarttrevor.com

@stuarttrevorofficial

**Academy Buildings, Unit 1, Fanshaw Street, London, N1 6LQ**  
**Hours: Mon – Fri, 10am – 5pm**

Stuart Trevor turns deadstock and discarded fashion into new designer streetwear. Each item channels bold design and conscious creativity, offering a fresh approach to sustainable style and zero-waste thinking.

**DOROTA BOJANOWSKA**

dorotabojanowska.com

@dorota\_bojanowska

**Stockist: Coterie 24, 19 Air St, Soho, London W1B 5AG****Pop-up: 68 Redchurch Street, Shoreditch, London E2 7DP**

Dorota Bojanowska crafts gender-inclusive pieces from reclaimed materials using screen printing and detailed handwork. Her fashion practice spans art, activism, and sustainability—celebrating authenticity, imperfection, and slow craftsmanship.



**HOUSE OF SUNNY**

houseofsunny.com

@houseofsunny


 **G4 Northside Studios, 16-19 Andrews Road, Hackney, London, E8 4QF, UK**

House of Sunny releases two slow fashion collections annually, designed for longevity and made with vegan materials. Known for its colorful aesthetic, the brand blends standout style with earth-conscious practices.

**KOMODO**

komodo.co.uk

@komodofashion

 **Murray Store, 142 Crouch Hill, London, United Kingdom N8 9DX**



Komodo has pioneered ethical fashion since 1988, combining bold British streetwear influences with sustainable fabrics. It partners with small-scale factories to produce high-quality, fair-made garments with minimal impact.



## BEYOND RETRO

beyondretro.com

@beyondretro




-  **Dalston: 92-100 Stoke Newington Rd, London N16 7XB, UK**
-  **Coal Drops Yard: Unit 52-54, London N1C 4DQ, UK**

Since 2002, Beyond Retro has brought curated vintage to the UK with an emphasis on trend-led pieces and sustainability. Their stores and upcycled line champion circular fashion and bold, personal style.

## ROKIT VINTAGE

rokit.co.uk

@rokitvintage

-  **Camden: 225 Camden High St, London NW1 7BU, UK**
-  **Covent Garden: 42 Shelton St, London WC2H 9HZ, UK**
-  **Brick Lane: 101 Brick Ln, London E1 6SE, UK**

Established in 1986, Rokit Vintage offers handpicked retro apparel and their own upcycled line, Rokit Originals. Their focus on recycling and craftsmanship continues to drive their identity as a circular fashion leader.



## LONE DESIGN CLUB

lonedesignclub.com

@lonedesignclub



4A Cabot Sq, London E14 4QT, United Kingdom

Lone Design Club is a platform connecting sustainable fashion and lifestyle brands directly with consumers. Through immersive pop-ups and concept stores, LDC champions independent designers, transparency, and discovery-driven shopping experiences.

## WOLF AND BADGER

wolfandbadger.com

@wolfandbadger



102 Berwick St, London W1F 0QB, United Kingdom

Wolf & Badger is a global retail platform for ethically made fashion, accessories, homeware, and beauty. With a flagship in Soho London, they connect conscious consumers to independent brands, offering unique, sustainably produced products across their international stores and online marketplace.

## 69B BOUTIQUE

69bboutique.com

@69bboutique



69b Broadway Market, London, E8 4PH

Established in 2011, 69b Boutique is London's first store dedicated to sustainable fashion. Based in Broadway Market, the boutique offers a curated selection of brands that prioritise ethical production, transparency, and environmental responsibility. With a mission to support a more conscious fashion industry, 69b encourages thoughtful shopping and long-lasting style.

## MURRAY STORE

murraystore.co.uk

@murraystore\_crouchend



142 Crouch Hill, London, United Kingdom N8 9DX

An independent menswear store in Crouch End featuring sustainable clothing, grooming, and accessories. Murray Store curates from slow fashion labels with a focus on quality, tradition, and ethical sourcing.



## SOJO

sojo.uk

@sojo.uk

 400 Oxford St, London W1A 1AB, United Kingdom

Sojo is a London-based fashion-tech platform offering door-to-door clothing repairs and alterations. Connecting consumers with skilled local tailors, Sojo promotes a longer life for garments through ease and accessibility. Now also available through its Selfridges concession, the service brings sustainability directly to shoppers' everyday lives.

## ETHICAL FASHION FORUM

the.ethicalfashionforum.com

@ethicalfashionforum


 Level 1, 3 Princes Street, London W1B 2LD, United Kingdom

Founded in 2006, Ethical Fashion Forum supports sustainable business development in fashion by connecting industry professionals through education, sourcing, and events. It launched the Source platform and Common Objective, which provide vital tools and data for responsible fashion practices. The organization has played a key role in driving growth in fair trade and sustainable fashion, particularly through international initiatives with measurable social impact.

## THE SUSTAINABLE ANGLE

thesustainableangle.org

@thesustainableangle

 Unit GU1.24, Grand Union Studios, 332 Ladbroke Grove, London W10 5AD

The Sustainable Angle is a nonprofit dedicated to researching and promoting responsible textiles. Best known for launching the Future Fabrics Expo, the organization showcases thousands of sustainable materials to help designers, brands, and educators integrate innovative, low-impact textiles into their work. Through research and partnerships, it continues to push the boundaries of environmentally conscious sourcing.

## TRAID (TEXTILE REUSE & INTERNATIONAL DEVELOPMENT)

traid.org.uk

@traid

 2 Westlinks, Alperton Lane, Wembley, Middlesex HA0 1ER

TRAID is a UK charity that diverts used clothing from landfill through a national donation network, resale in charity shops, and creative reuse. Funds raised support global projects aimed at improving working conditions in the fashion supply chain. TRAIID also runs educational programs and campaigns to foster sustainable habits in schools and communities.



**FASHION FOR FUTURE**

[fashionforfuture.uk](http://fashionforfuture.uk)

[@fuckfastfashion\\_](#)



**81 Stoke Newington Road, London N16 8AD**

A community-powered clothing exchange shop, Fashion For Future challenges fast fashion through clothing swaps, skill-building workshops, and circular fashion events. Participants earn tokens to exchange for garments, encouraging reuse and reducing waste. Since launching, FFF has diverted over 101 tonnes of textiles from landfill, and circulated more than 500,000 items.

**ESTETHICA**

[estethica.com](http://estethica.com)

[@estethica\\_fashion](#)



**19A Meeting House Lane, London SE15 2UN**

Estethica began as a sustainable fashion platform at London Fashion Week and now operates as a collaborative initiative supporting ethical fashion through mentoring, consulting, and waste-conscious practices. With a network of industry experts, it helps guide brands and creatives in developing responsible strategies and storytelling in line with sustainable values.



**REFAB STUDIOS**

refabstudio.org

@refabstudio

 **20 Pelham Street, London SW7 2NG**

ReFAB Studios is a social enterprise focused on responsible fashion through upcycling, zero-waste design, and eco-conscious craftsmanship. They provide training programs and workshops in partnership with UK universities as part of fashion design curriculums, as well as paid community sessions for artisans from disadvantaged backgrounds. ReFAB also hosts public classes for individuals looking to explore creative handcrafting and sustainable fashion techniques.

**KINGSTON UNIVERSITY LONDON - SUSTAINABLE FASHION: UPCYCLING & REPAIR**

kingston.ac.uk

@kingstonmfafineart

 **Central Saint Martins, 1 Granary Square, King's Cross, London N1C 4AA**

This five-week evening course introduces participants to sustainable fashion practices, the environmental impact of fast fashion, and innovative upcycling and repair methods. Designed for learners aged 18+, the course covers sustainable design methods and responsible supply chain approaches, preparing students to apply these insights in both personal and professional projects.

**CQ STUDIO WORKSHOPS**

cqstudio.uk

@c.q.studio

 **Workshop 1, Abney Park, Stoke Newington High Street, London N16 0LH**

CQ Studio offers tailored textile workshops focused on repair, reuse, and circular design. Sessions cater to a range of audiences—from full-day training for fashion professionals to short, accessible workshops for students and conscious consumers. Programs are adaptable and available on demand, encouraging hands-on learning around sustainability in fashion.

**CARBON COPY WORKSHOP (UPCYCLE FASHION)**

carboncopy.eco

@carboncopy.eco

 **38 Eton Wick Road, Eton Wick, Windsor, Berkshire SL4 6JL**

Carbon Copy's Upcycle Fashion initiative delivers garment repair and circular fashion workshops alongside seasonal events like Swap Shop Sew, combining clothes swaps, local maker markets, and upcycling lessons. Workshops are held regularly across North London and include public clothes-swapping sessions, community-led repair cafés, and creative reuse opportunities for all ages.



## LOOSE THREADS AT THE EALING PROJECT

[ealingproject.co.uk](http://ealingproject.co.uk)

[@loosethreadslondon](#)



**Ealing Project, 1 High Street, London W5 5DB**

Loose Threads offers sewing and sustainable fashion classes twice weekly in Ealing. Held in a dynamic creative space, these small-group sessions are designed for young creatives interested in upcycling, crafting, and responsible design. Participants learn core sewing skills while exploring topics related to sustainability and self-expression through fashion.

## THE NEW CRAFT HOUSE

[linktr.ee/newcrafthouse](http://linktr.ee/newcrafthouse)

[@newcrafthouse](#)



**32 Bocking Street, London, United Kingdom E8 3FP**

The New Craft House is a Hackney-based studio and fabric shop offering regular upcycling and sustainable fashion workshops. Focused on empowering home sewists, they specialize in designer deadstock fabrics, hands-on sewing education, and community skill-sharing through events and classes.