

# FUTURE-FASHION-WALK FREIBURG



THIS BOOKLET IS MORE THAN JUST A SHOPPING GUIDE – IT IS AN INVITATION TO QUESTION CONSUMPTION, LEARN ABOUT ALTERNATIVES, AND TAKE ACTION YOURSELF.

# Future Fashion Walk

## Sustainable Shopping in Freiburg – Our ‘Future Fashion Walk’

Fast fashion has dominated the fashion market for years – quick and affordable, but at the cost of the environment, climate, and human rights. Yet, more and more consumers are asking: **Is there an alternative way to fashion?** This is where our project comes in.

As part of the **seminar "Fashion and the Fashion Market" at the University of Education Freiburg**, we set out to find alternatives – stores in Freiburg that offer sustainable fashion. In this booklet, we present our findings: **second-hand shops, stores with environmentally and ethically produced clothing, flea markets, clothing rental services**, and other creative concepts for sustainable consumption.



AI-generated image from ChatGPT (OpenAI, 2025)

After each **store** we introduce, there is **a page with topics** related to sustainability and dealing with fashion. These topics are not directly connected to the previous store but provide **general information** and **raise awareness**. Each team focused on a store and a broader theme. This has resulted in a **diverse guide** that combines specific **shopping locations** with **background knowledge on critical fashion consumption**.

Our project is based on the principle of **service learning** – learning through **engagement**, a teaching and learning approach that combines **social involvement** with academic learning. We visited local stores, **conducted interviews**, researched backgrounds, and learned about the perspectives of local actors.

With this shopping guide, we aim to inspire, **provoke reflection**, and practically demonstrate how **sustainable shopping in Freiburg** is possible. Discover new ways with us for a fair and **future-oriented fashion world** – locally, consciously, and actively engaged.

**We invite you to explore sustainable fashion in Freiburg, question your own shopping habits, and actively become part of the change.**













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*Every step counts – for a world of fashion that is fair, environmentally conscious, and sustainable.*

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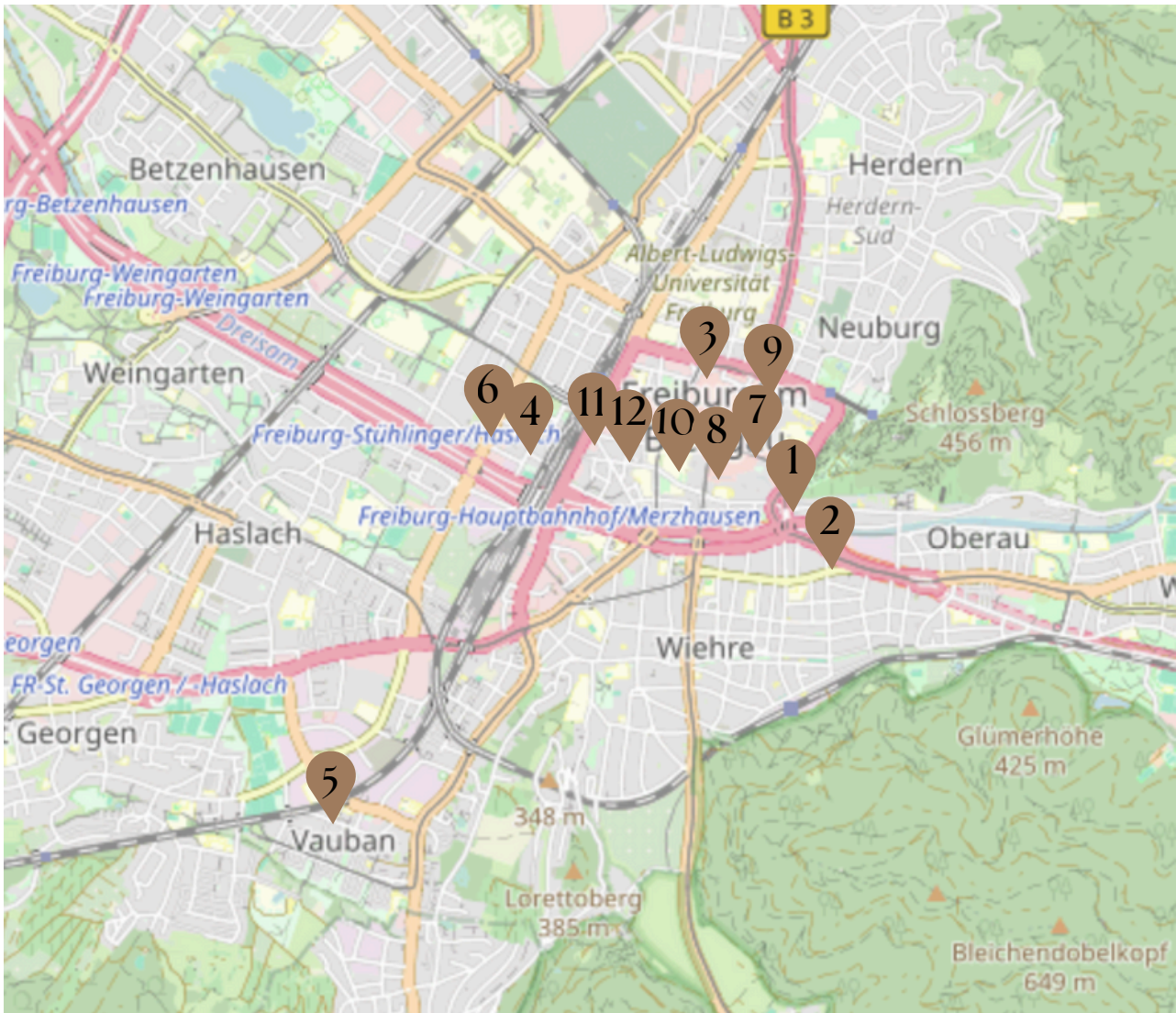
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# Future-Fashion-Map Freiburg



Own design created with Canva (Canva, 2025)

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| 1 Historia Vintage Freiburg | 7 Schlepprock           |
| 2 Outfit Freiburg           | 8 Gaia                  |
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| 6 Gute Kinderstube          | 12 Zündstoff            |

# Historia Vintage Freiburg

Are you looking for fashion with character?  
Unique pieces with history?

Then Historia Vintage is the right place for you. The store in the heart of Freiburg stands for a conscious approach to fashion, free from fleeting trends or mass-produced items. Here, it's not about what's trending right now, but what suits you.

## Sustainability

- Products from international retailers and private individuals
- Sustainable furniture and eco-friendly packaging



### Historia Vintage Freiburg Sustainable Fashion in the City's Heart

#### About Us

- Founded in 2020 – Started as an online shop
- Locally in Freiburg since 2024
- Philosophy: Fashion without categories, sustainable & individual

#### What to Expect

- Unique pieces & designer items (Ed Hardy, Gucci, Y2K, jerseys, and more)
- New and used clothing, some with tags
- All washed, ironed, and checked



#### Prices

- T-Shirts from € 20
- Jewelry from € 10
- Unique pieces up to 250 €

#### Target Audience

- Age 14–25

#### Instagram

- 20.000+ followers

#### Opening Hours:

Mon.-Sat.: 11:00 AM - 18:30 PM

#### Address:

Schwabentorring 1a  
79098 Freiburg

*Together against throwaway fashion!*

# Ultra Fast Fashion



AI-generated image from ChatGPT (OpenAI, 2025)

Ultra Fast Fashion is the accelerated form of Fast Fashion. Brands like SHEIN launch hundreds of new items daily, driven by trends from TikTok and similar platforms. The marketing is entirely online and reacts extremely quickly to new trends. The foundation for this is digital trend analysis, algorithms, and massive online marketing.

Thanks to automated processes and data-driven trend observation, new designs can be created daily. Companies analyze what is in demand on social media and bring precisely these looks online within a very short time. Brick-and-mortar retail no longer plays a role.

The downside: Poor to inhumane working conditions. Garment workers often work up to 75 hours a week, sometimes in 18-hour shifts, for only a few cents per item. Child labour, lack of safety standards, and restricted union rights are unfortunately not exceptions but often the rule.

## Environmental Impact of Fashion

Ultra Fashion is a true environmental killer:

- 8% of global CO<sub>2</sub> emissions
- Up to 2,700 liters of water for one T-shirt
- Microplastics and chemicals pollute oceans and soils

In Germany, over one million tons of clothing end up in the trash annually — often barely worn.

Low prices, constant trend pressure, and targeted advertising on social media make Ultra Fast Fashion attractive, especially for young people. Even many environmentally conscious buyers from Gen Z buy those pieces because consumption is very convenient, cheap, and up to date.

## Conclusion:

Ultra Fast Fashion is stylish - but at the expense of people and nature. Those who really want to make a change can:

- Buy second-hand
- Support fair brands
- Consume less
- Choose more consciously

Fashion can be fun without exploitation. It is in our hands.

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# Outfit Freiburg

*Secondhand Fashion for Women*

## INSIDE OUTFIT

SUSTAINABLE. SOCIAL. STYLISH.

Outfit is not just a second-hand store; it is a place for aesthetic sustainability. Originating from the traditional clothing store in Freiburg, the project pursued a dual mission: conserving resources, passing on clothing, and simultaneously supporting people in challenging life situations.

## FIT AND FLAIR

The range comes from donations or partnerships, selected based on condition, season, and quality. A highlight: the monthly *Clothing Swap Saturday*, where you can bring in one item and exchange it for €20. This event is very popular and often with a waiting line. Even during the pandemic, shops supported the project with unsold goods. Every piece thus tells its own story.



## SIMPLE PRICES

The pricing is based on a piece's original price, rarity, and quality. Fair prices are offered. Students and people under 30 receive a 10% discount.

## START

The *Kleiderladen*, the oldest social institution in the city, emerged from the Freiburg emergency aid after the Second World War. Later, this evolved into *Outfit*. A second-hand store that sells high-quality donations and uses the proceeds to finance the *Kleiderladen*; fashion with added value.



## WORN BY ALL

The offerings are ideal for pupils or students, but currently, they primarily attract adults. The store Outfit aims to specifically appeal to younger target groups, as the style is anything but old-fashioned.

Whether it's a Future Fashion Walk or collaborations with universities, Outfit is open to new paths.

### Opening Hours:

Mon.–Fri.: 10:00 AM – 1:00 PM and  
3:00 PM – 6:00 PM  
Sat.: 10:00 AM – 1:00 PM

### Address:

Dreikönigsstraße 9  
79102 Freiburg

# Greenwashing



AI-generated images from ChatGPT (OpenAI, 2025)

## Greenwashing in Fashion: Sustainable or Just a Pretty Facade?

### WHAT IS GREENWASHING AND WHY DOES IT AFFECT FASHION?

More and more brands advertise with organic cotton, recycling, and "green fashion." But often, this is just a facade. Greenwashing means that companies portray themselves as environmentally friendly without truly acting sustainably. This is a particular problem in the fashion industry – one of the most environmentally damaging industries.

### SUSTAINABILITY – MORE THAN JUST A BUZZWORD

True sustainability considers environmental, social, and economic factors equally. The EU considers textiles as one of the major environmental burdens. Nevertheless, many "green" labels are misleading or inaccurate – especially in fashion.

### TYPICAL GREENWASHING STRATEGIES

Unclear terms like "sustainable" or "environmentally friendly" are often unverifiable. Internal seals or individual "green" product lines create trust – without any change to the rest of the assortment. This soothes the conscience of buyers but does not change rapid consumption.

### EXAMPLE: H&M

H&M advertises sustainable collections, invests in recycling, and rewards returns with vouchers. Critics say this creates new purchasing incentives instead of reducing consumption. Only a fraction of the clothing is truly recycled.

### WHY IS GREENWASHING A PROBLEM?

Greenwashing deceives consumers and hampers genuine change. It weakens the pressure on politics and industry and disadvantages companies that are serious about sustainability. Sustainability becomes a marketing trick.

### WHAT TO DO?

Companies must take responsibility – for example, through the Supply Chain Act or genuine transparency. Consumers can look for credible labels (e.g., Green Button, GOTS), choose durable clothing, or buy second-hand.

*Think beyond  
the label!*

### Conclusion

prevents real  
progress

clear rules are  
necessary

more  
communication

conscious  
purchasing  
decisions

for sustainable  
fashion

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# Umkleide

At Merianstraße 5, right in the heart of Freiburg's city center, there is a secondhand store that is more than just a place for sustainable fashion. Since its opening in January 2020, the store has established itself as a space for diversity, creativity, and social engagement. The owner, originally a social worker, combined her passion for fashion with the desire for greater sustainability. This led to the idea of creating an inclusive, open-minded place where clothing, culture, and community come together.

What makes the *Umkleide* so special is the extraordinary diversity in the inventory. The clothing comes from numerous sources, including private sellers, estate clearances, commercial merchants, and recycling companies, as well as finds from Etsy, Vinted, or flea markets. This creates a colourful selection for all styles and budgets, consciously without rigid target groups. Anyone with an interest in fashion should be able to find something here, regardless of age or background.



Photos provided by Umkleide (Umkleide, 2025)

## The Interior is Special as Well:

With a children's play area, ample space for interaction, and a respectful atmosphere, the store is an inclusive place that welcomes everyone. At the same time, it takes a clear stance: with politically active formats such as fashion shows featuring protest signs, workshops on topics like upcycling, twerking, or DIY, as well as art exhibitions and concerts, a vibrant cultural space is created. The store thus contributes not only to sustainable fashion but also serves as a place for social participation and creative expression. A true one-of-a-kind in Freiburg's city center.

### Opening hours:

Mon-Wed: 11:00 AM - 7:30 PM

Thu-Sat: 10:30 AM - 7:30 PM

### Address:

Merianstraße 5  
79098 Freiburg

# Fair Fashion - A Social Movement

The Fair Fashion movement is more than just a trend: it is a global movement advocating for **justice in the fashion industry**. The focus is on fair working conditions, ecological responsibility, and mindful consumption. It is not just about sustainable clothing, but about a new relationship with fashion, meaning buying less, wearing more consciously, and using garments for longer.

## A GLIMPSE INTO THE PAST

Even in the past, prominent voices have drawn attention to issues in the fashion world. The British designer **Vivienne Westwood** used her fame to protest against overproduction. Her compelling appeal: **“Buy less, choose well, make it last. Quality, not Quantity.”** (Davis, 2013). Westwood combined fashion with activism and is still considered an icon of the critical fashion movement (Hesse, 2019).

A pivotal event for the Fair Fashion movement was the **collapse of the Rana Plaza building** on 24<sup>th</sup> April 2013, in Savar, Bangladesh. Over 1,100 people died, and around 2,500 were injured (Amnesty International, 2023). In response to this, the designers Carry Somers and Orsola de Castro founded the non-profit organisation *Fashion Revolution* later that same year, which advocates for a safe, fair, and transparent fashion system (Fashion Revolution, n.d.).

## AND TODAY?

In the present, **Luisa Neubauer** also uses this form of protest. The climate activist made a statement at the Berlin Press Ball in 2025 by wearing a dress with the slogan: “Hot, Hotter, Dead.”

A statement against sexism and for climate justice (Laudenbach, 2025). Neubauer consciously uses fashion as a **form of political expression** in societal discourse.

## GLOBAL ORGANISATIONS

In the meantime, numerous organisations have formed to promote Fair Fashion and raise awareness. The **Fashion Revolution** movement offers a wide range of materials, from educational resources and podcasts to participatory campaigns (Fashion Revolution, n.d.). The initiative **Re/make world** also encourages individuals to question their consumption habits and take action through initiatives like the **#newclothes toolkit challenge** (Remake, n.d.).

The **Slow Fashion Movement** informs consumers through a blog about the social and environmental impacts of the fashion industry (Slow Fashion Movement, n.d.). Likewise, **Good on You** helps consumers make informed decisions by providing an independent **sustainability ranking** of fashion companies (Good on You, n.d.).

## AND IN GERMANY?

A local branch of **Fashion Revolution Germany** offers digital educational resources for download and a mobile exhibition for loan, which also supports educational work in schools, universities, and at events (Fashion Revolution, n.d.).

## WHAT MAKES THE DIFFERENCE?

It is important to differentiate between sustainable fashion and slow fashion! Sustainably produced clothing can still be part of excessive consumer behaviour. The fair and slow fashion movement, on the other hand, calls for a **fundamental change in perspective**: less, more conscious consumption, and long-term use of clothing.

## OVERVIEW OF ORGANISATIONS

- Fashion Revolution (Germany)
- Re/make world
- Slow Fashion Movement
- Good on you

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# Kleidererei



## Rethinking Your Wardrobe

Imagine having an endless wardrobe. Impossible, you say? True - but the Kleidererei comes pretty close.

*Always something new in your closet.*

As a Kleidererei member, you are well-equipped for parties, family gatherings, spontaneous desires, or an entirely new look. The Kleidererei expands on the secondhand concept. You can not only buy used clothing but also borrow it. For €29 (or €26 at a reduced rate) per month, as a member, you can borrow four items at a time for as long as you want. You can exchange them flexibly or keep them as long as you remain a member.

The Kleidererei goes even further: it aims to raise awareness of the resources behind clothing. Clothing is not a disposable product. Through mindful use, repair, and upcycling, alternatives to fast fashion are to be created. Additionally, there is information on how to wash properly, along with helpful tips and tricks.

The Kleidererei is a place to experiment, reflect, and bring about change. Come by and discover how fashion can be fun without being at the expense of others.

### The Concept

Become a member:  
€29/month

borrow up to  
four items

exchange at any  
time

buy at a  
discount

*You have style, you  
borrow clothes!*

### Opening hours:

Mon-Fri: 11:00 AM - 7:00 PM  
Sat: 10:00 AM - 6:00 PM

### Address:

Sedanstr. 22  
79098 Freiburg

# The Importance of Durability and Clothing Care

## A POWERFUL LEVER FOR SUSTAINABILITY

The textile industry is one of the most resource-intensive sectors worldwide, with massive impacts on the environment, climate, and social justice. In Germany alone, each person buys an average of around 18 kilograms of clothing per year; a large portion of it is worn only a few times and quickly ends up in the trash. Yet there is a simple but effective solution: wearing clothing for longer and taking better care of it.

## CARE EXTENDS LIFE SPAN

An often underestimated aspect is garment care. Incorrect washing, drying, or storing can lead to premature wear and tear. The UBA recommends simple yet effective measures: wash clothes at 30°C, turn them inside out, use laundry bags, and air dry. Even small repairs - such as sewing on a button or mending a seam - significantly contribute to longevity.



AI-generated image from ChatGPT (OpenAI, 2025)

## 9 MONTHS LONGER - 30% LESS IMPACT

According to a study by the UK program WRAP, extending the lifespan of clothing by just nine months could save up to 30% in CO<sub>2</sub>, water, and waste. The German Environment Agency (UBA) also confirms that the lifespan of a garment is the key factor for increasing sustainability in fashion consumption.

## TECHNICAL AND EMOTIONAL LONGEVITY

Durability is not just technical, but also emotional: we tend to take better care of clothing we associate with a story and wear it longer. Timeless designs, high-quality materials, and a mindful approach foster this connection, thereby enhancing a garment's sustainable value.

## SUSTAINABILITY NEEDS MANY PARTICIPANTS

The Kleiderei exemplifies how textile sustainability can work in everyday life. At the same time, political frameworks are needed, such as through an ecodesign regulation and repair incentives.

Companies are challenged to offer more durable products, and we all can make an active contribution through care, reuse, and reduction.

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# Fairjeans



Photos provided by Fairjeans (Fairjeans, 2025)

## Sustainable Jeans from Fair Production – Certified & Timeless



### What does Fairjeans Stand for?

Fairjeans represents fashionable, durable jeans made under fair working conditions and from certified organic cotton - without any compromises in style and quality.

- ✓ GOTS-certified (Global Organic Textile Standard)
- ✓ Vegan & plastic-free
- ✓ Produced in Europe
- ✓ Durable, timeless & high-quality

### The Concept:

#### Less, but Better.

Instead of constantly launching new collections, Fairjeans focuses on timeless design, clean cuts, and sustainable production methods. The jeans are designed to be worn for many years, serving as a countermodel to fast fashion.

*More than a trend,  
an attitude*

### Who is Behind Fairjeans?

The store is run by Miriam Henninger and Walter Blauth. They share a vision of thinking differently about fashion – honestly, fairly, and in an environmentally friendly way.

### The Materials

- Organic cotton (GOTS) from India and Turkey
- Zips from Germany
- Leather-free patches
- All components are vegan and sourced regionally wherever possible

### Fairly Produced

The jeans are made in Turkey, Portugal, and Tunisia. Fair wages are paid, and working conditions are safe.

### The Target Group

Anyone who wants to dress fashionably while taking responsibility for people and the environment.

### More than Just Jeans:

In addition to jeans, the shop also sells T-shirts, shirts, and accessories – simple, suitable for everyday wear, and with the same high standards of sustainability.

### Opening hours:

Mon-Fri:  
10:00 AM - 1:00 PM and  
2:00 PM - 6:00 PM  
Sat: 10:00 AM - 1:00 PM

### Address:

Vaubanallee 13a  
79100 Freiburg

Web: [www.fairjeans.de](http://www.fairjeans.de)

### Subscribe to the newsletter & save:

As a token of appreciation, everyone who subscribes to the newsletter receives a **5% discount** on their first order. Stay informed about new products, events, and fair fashion.

# Do it Yourself

## -UPCYCLING



UPCYCLING is a form of repurposing where waste products or seemingly useless materials are transformed into new, higher-value products. In contrast to recycling, where materials are broken down and reprocessed, UPCYCLING retains the original structure - it is about upgrading rather than dismantling.

### WHY IS UPCYCLING IMPORTANT?

Over **92 million tons of textile waste** are produced worldwide each year.

Approximately **7,500 liters of water** are required to produce a single pair of jeans, equivalent to about 50 bathtubs.

In Germany, **462,000 tons of used clothing** were exported in 2022, amounting to 5.5 kg per person.

Globally, one **truckload of clothing is burned** or disposed of in landfills every second (Ellen MacArthur Foundation, 2020). Less than **1% of textiles worldwide** are recycled into new clothing.

### ADVANTAGES OF UPCYCLING

UPCYCLING reduces waste, saves energy, conserves resources, and extends the lifespan of products.

Unleash creativity, preserve memories, and save money in the process?

UPCYCLING projects usually cost only a fraction of what buying new items would. A beloved old pair of jeans becomes a seat cover, and grandmother's tablecloth transforms into a shopping bag. This way, memories are preserved in everyday life.

### UPCYCLING IS MORE THAN JUST CRAFTING - IT IS AN ATTITUDE

It is about handling things more consciously and valuing them.

"Do I have to throw this away, or can I make something new out of it?"

This question changes our consumption habits.

### WHAT CAN BE UPCYCLED?

#### Clothing and Textiles:

T-shirts can be turned into bags, pillowcases, or cleaning rags. An old pair of jeans can become a bag or a dog toy.

#### Furniture / Wood:

Old pallets can be transformed into garden furniture. Door frames can be upcycled into picture frames.

#### Everyday Items:

Tin cans can become flower pots, an old glass bottle can be turned into a new lamp, or organizers can be made from old cartons. Your creativity knows no bounds.

### DIY TIPS FOR BEGINNERS

**Tip 1:** Start with simple projects such as T-shirt bags without sewing.

**Tip 2:** Collect materials with potential: buttons, fabric remnants, and belts.

**Tip 3:** Use tutorials (YouTube, Pinterest) for inspiration and instructions.

**Tip 4:** Organise DIY evenings or swap meets.

**Tip 5:** Repairing is also UPCYCLING! Darning, sewing – everything counts.

### UPCYCLING IN FREIBURG

#### Upcycling Workshop:

In different workshops, used bicycle/motorcycle tubes are transformed into various everyday items such as bags or belts. Registration via email.

#### Workshop Store Nikano:

In a small workshop located within the store, bags and pouches are made from remnants of upholstery production. You can watch the owner at work.

#### Sources:

Europäisches Parlament. (2023). BERICHT über eine EU-Strategie für nachhaltige und kreislauffähige Textilien. In Europäisches Parlament (2022/2171(INI)). Retrieved September 29, 2025, from [https://www.europarl.europa.eu/doceo/document/A-9-2023-0176\\_DE.html](https://www.europarl.europa.eu/doceo/document/A-9-2023-0176_DE.html)

Greenpeace. (n.d.). Hintergrund Überproduktion und Warenvernichtung: Auswirkungen von Fast Fashion und Wegwerf-Elektronik auf Klima und Umwelt. In Greenpeace. Greenpeace in Zentral- und Osteuropa. Retrieved September 29, 2025, from [https://greenpeace.at/uploads/2023/07/20221019\\_hintergrundpapier\\_warenvernichtung.pdf](https://greenpeace.at/uploads/2023/07/20221019_hintergrundpapier_warenvernichtung.pdf)

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Verbraucherzentrale NRW e.V. (2025, July 23). Was ist Upcycling? Und wann ist es sinnvoll? Verbraucherzentrale. Retrieved September 29, 2025, from <https://www.verbraucherzentrale.de/wissen/umwelt-haushalt/nachhaltigkeit/was-ist-upcycling-und-wann-ist-es-sinnvoll-68377>

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# Gute Kinderstube



## Sustainable Shopping for Families with Children in Freiburg and Staufen

The "Gute Kinderstube" is a store for the little ones. With two locations - one at Engelbergerstraße 23 in Freiburg and another at Hauptstraße 35 in Staufen - the store caters to parents who value a thoughtfully curated selection and personalised advice.

### What Does the Gute Kinderstube Offer?

The range covers the needs of children from baby age to school age (size 50 to 140). It includes everyday clothing, rainwear, and kindergarten essentials such as backpacks, seat cushions, or lunch boxes. Toys and child-friendly tableware are also part of the range.



### Where Do the Products Come From?

The products from the Gute Kinderstube come from trade fair sales.

### Which Customers Make Purchases?

According to the owner, the customer base is stable and particularly appreciates the well-thought-out selection. Many families shop here specifically because they want to consume more consciously. However, due to the ongoing economic crisis, shopping behaviour has changed: families are less likely to purchase high-priced products and pay closer attention to price.

### Opening hours:

Mon-Fri: 10:00 AM - 1:00 PM  
and 2:00 PM - 6:00 PM  
Sat.: 10:00 AM - 2:00 PM

### Address:

Engelbergerstraße 23  
79106 Freiburg

# Old Clothes



AI-generated image from ChatGPT (OpenAI, 2025)

## DONATING USED CLOTHES PROPERLY: HOW YOUR CLOTHING CAN TRULY HELP – AND NOT END UP IN THE TRASH

Well-preserved clothing should ideally be reused rather than discarded. Many cities have clothing donation containers from charitable organizations like the German Red Cross, Caritas, or Diakonie. Alternatively, garments can be donated directly to thrift stores, Oxfam, food banks, or local aid projects such as clothing banks and refugee initiatives. Clothing can also be given away or sold through online platforms like eBay, Vinted, or nebenan.de.

Heavily damaged or soiled clothing, such as those contaminated with mold or oil, should not be placed in clothing donation containers but should be disposed of as residual waste. However, this should only be considered a last resort.

Clothing donation containers are generally suitable for wearable clothing, shoes (tied together in pairs), bedding, and towels. The clothing should be clean, dry, and preferably packed in bags. Items that are heavily soiled, wet, or torn are not suitable. It is important to pay attention to the labeling of the containers: charitable organisations are usually clearly identifiable, while commercial providers often operate less transparently - and typically do not pursue a social purpose.

Some recycling centers also accept used clothing, especially those that are no longer wearable. These items are directed towards textile recycling, for example, to produce cleaning rags or insulation materials. Another option is creative repurposing: old T-shirts can be turned into bags or pillows or used as sewing and crafting materials through a process known as upcycling.

You should definitely avoid leaving clothing next to full containers, as this is considered illegal dumping and can result in fines.

Collected used clothing is sorted by quality in sorting facilities, often located abroad. Well-preserved "first-choice" clothing is usually exported and sold in second-hand markets, for instance, in Africa, Eastern Europe, or Asia. Wearable clothing with minor defects ("second-choice") is also resold or exported. Non-wearable textiles are directed to industrial recycling.

For commercial providers, financial gain is particularly important. High-quality garments are exported at high prices, and the rest is sold by weight to recycling companies. The proceeds from these sales do not benefit charitable causes but rather go into the company's coffers. Therefore, it is advisable to donate clothing to charitable organisations to create true social and environmental benefits.

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# Schlepprock

*Come in, browse, contribute, fairness comes first!*



## **Fashion doesn't have to be expensive - but fair.**

Located in the heart of Freiburg, Schlepprock has been consistently offering second-hand fashion for over 20 years. The store was founded in 2001 as a countermodel to expensive brands and overpriced vintage fashion with a clear vision: to make clothing affordable.

### **A Store with Integrity**

From the very beginning, fairness has been at the center - not only socially, but also in terms of pricing. Instead of fashion at trend-driven prices, there are honest and stable prices. Each item is individually assessed and priced in a completely transparent and understandable manner.

### **The Target Audience?**

As diverse as the clothing: students, teenagers, and people of all age groups will find good, affordable fashion here, far from fast fashion and mass-produced goods.

### **Secondhand with a System**

The clothing comes partly from wholesalers in Europe and the USA, partly from private individuals. Submitted items are carefully inspected, and any that require care are repaired and sewn before sale. Each garment is washed, labeled, and organized with great care and craftsmanship. Schlepprock is realistic: even secondhand is not completely emissions-free, but it is significantly more resource-conserving than any new production.

#### **Opening Hours:**

Mon.-Fri.: 10:00 AM - 7:30 PM  
Sat.: 10:00 AM - 7:00 PM

#### **Address:**

Salzstraße 23  
79098 Freiburg

### **Clear Critique of Greenwashing & Fast Fashion:**

Whether it is large fashion chains or trendy vintage shops, many claim to be sustainable but do not actually practice it. Schlepprock deliberately sets itself apart from this. It is not about trends here, but true longevity: clothing, technology, and furniture are all maintained and used for as long as possible.

### **Sustainability in All Areas**

Whether it is the washing machine, cash register system, or clothing racks, the store focuses on quality and durability. Waste is reduced, and repair is prioritised over new purchases in all areas, not just clothing.

### **Sustainability also Means Sharing Knowledge.**

Schlepprock is currently training an apprentice, thereby contributing to social sustainability and demonstrating that fair fashion also considers fair working conditions.

### **Outlook**

Schlepprock demonstrates that fair fashion is possible and that true sustainability is more than just a green label. Those who shop here support not only a local project but also a conscious, honest approach to resources and people.

# How Sustainable is Second-hand Really?



Second-hand is often considered a sustainable alternative to buying new clothing.

By purchasing used clothing, the lifespan of textiles can be extended, thereby reducing the consumption of resources such as water, energy, and CO<sub>2</sub>. Studies show that by extending the use of a garment by just nine months, around 2,000 to 3,000 liters of water can be saved (EuRIC, 2023).

From a social perspective, second-hand also offers advantages: used clothing is usually cheaper and therefore accessible to more people. Additionally, the second-hand sector creates local jobs in areas such as repair, sorting, and sales.

However, the second-hand market also has its limitations. A large portion of clothing is sourced through international wholesalers, often from the USA or other parts of Europe. The long transport routes cause CO<sub>2</sub> emissions.

Secondly, an increasing amount of low-quality fast fashion enters the market, which is not durable and difficult to resell.

Additionally, the second-hand trade is part of the existing economic system rather than a closed-loop economy. Commercial trends like "vintage" shops or kilo shops drive prices up and cater more to the current fashion market than to sustainability.

Consequently, second-hand alleviates symptoms but does not solve the structural overproduction problems of the fashion industry (Ellen MacArthur Foundation, 2017).

Secondhand is truly sustainable only when the purchase consciously replaces a new purchase and the clothing is actually worn for a long time.

A second-hand item worn once and then discarded is just as unsustainable as a new one.

Other factors, such as repair, upcycling, and an overall reflective consumption, play an important role as well. Secondhand can make a valuable contribution to resource conservation, but it is not a free pass for thoughtless consumption.

*It's up to you!*

#### Sources:

Ellen MacArthur Foundation. (2017). A New Textiles Economy: Redesigning fashion's future. In Ellen MacArthur Foundation. Retrieved September 29, 2025, from <https://www.ellenmacarthurfoundation.org/a-new-textiles-economy>

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# GAIA - Fair & Ethical Fashion



GAIA embodies sustainable fashion in line with the people behind it.

At Gerberau 26 in Freiburg, there is a store that is more than just a boutique. Behind it lies a moving story that began in India and is characterised by personal commitment, intercultural collaboration, and a desire for fair fashion.

The founder, Pedro, spent several years living in India, initially dealing in antiques and thus forming close relationships with the people there. Today, small workshops in rural areas produce ethical fashion under fair conditions, with respect for both the environment and people. The range includes dresses, skirts, shirts, pants, hats, jewelry, and much more.

In 2012, the first fashion store was opened in Freiburg.

Here, fashion is:

- fairly produced
- sustainably minded

Particularly impressive is the upcycling approach: GAIA uses high-quality leftover materials from large productions that would otherwise be destroyed. This results in unique collections that are sustainable and resource-conserving.

GAIA also advances socially: instead of mass production in cities, the company values rural production, aiming to combat rural exodus and strengthen local structures.

The store's name refers to GAIA, the Earth goddess, symbolizing an attitude that seeks to preserve the planet as a livable place for future generations.

Accordingly, Pedro hopes that each piece of clothing will be a small contribution to a more conscious interaction with the world.

## Opening Hours:

Mon.-Thu.: 10:00 AM - 7:30 PM

Fri.: 10:00 AM - 8:00 PM

Sat.: 10:00 AM - 7:30 PM

## Address:

Gerberau 26  
79098 Freiburg

*Experience and carry the spirit  
of nature in your everyday life!*



Photos from Canva (Canva, 2025)

## Leather Alternatives

Animal leather is increasingly criticised for environmental pollution, high water consumption, and especially ethical issues related to animal husbandry. As a result, plant-based alternatives are coming into focus.



### APPLE LEATHER

Apple leather is an innovative material made from the leftovers of apple juice production. Apple peels, cores, and pomace, which are usually considered waste, are dried and processed into powder. This powder is then mixed with the binder polyurethane (PU) and subsequently made into a leather-like sheet.

#### Advantages:

- Use of organic waste products, which allows food scraps to be put to good use.
- Vegan, requires significantly less water and energy to produce than real leather, and is considered a more environmentally friendly alternative.
- Visually and haptically, it is very similar to real leather.

#### Disadvantages:

- Material is usually not completely biodegradable due to the contained plastics.
- Less tear-resistant and durable compared to animal leather.
- Relatively expensive & not produced in large quantities yet.



### PINEAPPLE LEATHER

Pineapple leather, known by the brand name Piñatex®, is a plant-based material made from the fibres of pineapple plant leaves. These leaves are a byproduct of the harvest and do not require additional cultivation. The fibres are mechanically extracted, dried, and processed into a non-woven fabric. This fabric is then coated with a material, usually plastic-based, to make the surface more robust and water-resistant.

#### Advantages:

- Ecological production, as no additional land or irrigation is needed.
- Vegan, breathable, lightweight, and versatile.

#### Disadvantages:

- Not fully biodegradable
- Limited in terms of tear resistance and durability.
- Appearance may vary from traditional leather depending on the application.

#### Sources:

DW Deutsch. (2017, May 3). Modedesign aus Ananas | DW Deutsch [Video]. YouTube. Retrieved October 3, 2025, from [https://www.youtube.com/watch?v=V7WeiWxCo\\_M](https://www.youtube.com/watch?v=V7WeiWxCo_M)  
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# Maas Natur



## A Family Business for Conscious Fashion

Maas Natur stands for sustainable, fair clothing - and has been doing so for over 40 years. The location in Freiburg has been established for 6 years. Throughout Germany, there are 11 stores and an outlet offering sustainable fashion. Twice a year, a warehouse sale is held where even items with minor defects are offered - nothing is thrown away.

## Something for Everyone

Maas Natur originated from a personal need: the founders wanted to wrap their baby in sustainable wool but could not find anything suitable. This need gave rise to their own range, which now dresses generations from babies to grandparents. The company is and will continue to be family-run.

## More Than Just Fashion

Maas Natur's own brand is complemented by carefully selected labels that also produce sustainably. It is always checked that sustainable standards are being adhered to and there is no room for greenwashing.

Maas Natur pays attention to trends, but not blindly. The design usually remains classic, but with modern cuts and a very large selection of colours for individual products.

- personal assistance
- calm, friendly, transparent atmosphere
- natural materials, sustainable packaging
- high-quality goods
- no overproduction, conscious consumption management
- Collect points with a customer card: discounts and loyalty benefits
- environmentally and animal-friendly manufactured textiles



*Sustainability is not only sold here, but also made tangible!*

### Opening Hours:

Mon.-Fri.: 10:00 AM - 6:00 PM

Sat.: 10:00 AM - 4:00 PM

### Address:

Nußmannstraße 5

79098 Freiburg

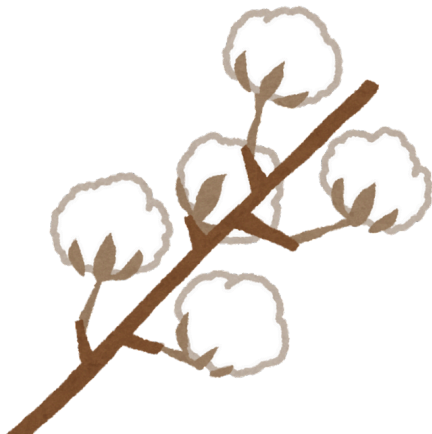
web: maas-natur.de

# Organic Cotton



## The Most Important Facts at a Glance

- From certified organic cultivation (kbA)
- No use of chemical pesticides or synthetic fertilisers
- No genetic engineering
- Lower water consumption compared to conventional cotton
- Preservation of soil fertility through crop rotation and natural methods
- Socially acceptable working conditions through certification (e.g., GOTS, Fairtrade)
- Supports a more environmentally and health-friendly textile industry
- Excellent hygienic properties
- Easy to clean



Icon from Canva (Canva, 2025)

## Organic Cotton Jeans

At Maas Natur, you will find a wide selection of organic cotton products, including various jeans styles made from certified organic cotton. With a low elastane content of 0-1.3%, these jeans are extremely comfortable to wear thanks to their lightweight, high-quality organic cotton fabric.

## The Range

On the Maas Natur website, you will find a special gadget: the 'Jeans Guide'. Here, you can not only discover the perfect sustainably produced jeans for you based on your measurements, but also learn more about the fibres of the fabric.

## Maas Natur - Our Values

Committed to nature – open to new ideas. Ecological and social responsibility – that is the basis for all our decisions.

## Lables

- IVN
- GOTS
- kbA - kbA – certified organic cultivation
- kbT – certified organic animal husbandry

# YUM YUM



## A Store with Character

In the heart of Freiburg, Matthias Oberle and his wife Karin Weiß run their fashion store YUMYUM with a conscious personal touch. They are often personally present in the store, advising customers and creating a familial, relaxed atmosphere. Everyone is welcome here, whether they are 16 or 60.

## Sustainability as a Lifestyle

For both of them, sustainability is nothing new but a given. Long before it became trendy, they bought second-hand, browsed flea markets, and valued quality and durability. This attitude is reflected in the entire concept of YUMYUM.

## Fair Labels and Handpicked Secondhand Pieces

The range extends from minimalist streetwear to timeless basics. Brands like ARMEDANGELS, Dedicated, and Dr. Denim stand for fair production, environmental consciousness, and reliable quality. The collection is complemented by carefully selected secondhand pieces personally curated by Karin, sometimes from flea markets, sometimes through specialised wholesalers.

## Timeless Rather Than Fleeting

YUMYUM focuses on fashion that lasts. There is no constant change of trends, but clothing you buy today and still love to wear a year from now. This fosters a more conscious approach to clothing, benefiting both customers and the environment.

## Shop Locally, Decide Consciously

There is deliberately no online shop or major social media presence, but instead, a genuine shopping experience on-site. Matthias sums it up: "We never wanted to show everything in advance. It should be fun just to walk in, look around, and discover something new."

### Opening Hours

Mon. - Sat.:  
11:00 AM - 7:00 PM

### Address:

Löwenstraße 8-14  
79098 Freiburg

Fairtrade  
-  
Sustainable  
-  
Organic

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# Little Tibet Vintage



## Second Hand with Heart in Freiburg

If you are in search of unique vintage treasures, Little Tibet Vintage is a must-visit. This lovingly managed store offers special clothing that you will not find just anywhere. From elegant one-of-a-kind pieces to casual everyday outfits, there is something for everyone.

The focus here is not on mass-produced goods or quick profits, but on genuine sustainability and personal connection. There is no online shop by design, as the emphasis is on browsing in-store, trying on clothes, and engaging in direct interaction.

Little Tibet Vintage is more than just a shop. It is a place where sustainability means not only conserving resources but also taking social responsibility and embodying humanity. It is a gathering spot for those who love fashion, want to shop sustainably, and value a warm sense of community.

So come by, discover your new favorite piece, and become part of this special community!

*Everyone  
is  
welcome!*

**Opening Hours:**

Mon. - Sat.: 10:00 AM - 7:00 PM

**Address:**

Schnewlinstraße 5a  
79098 Freiburg

# Labels and Certificates

## WHY DO WE NEED THEM?

- Guidance for consumers
- Promotion of fair and environmentally friendly production
- Transparency in the supply chain
- Clear standards for companies

## WHAT IS BEING EXAMINED?

- Origin of materials
- Environmentally friendly production
- Social standards
- Ethical conduct throughout the entire process
- Goal: Making sustainability visible & comparable

## CHALLENGES

- Label diversity = confusing
- Standards in transition
- No guarantee of 100% sustainability
- Greenwashing due to weak labels



(Green Button, 2025)

### Green Button

- Government seal for textiles
- Checks companies' social and environmental responsibility
- Risk analysis along the supply chain
- Transparent reporting
- Anonymous complaint mechanism
- Based on UN and OECD guidelines



(GOTS, 2025)

### GOTS

#### (Global Organic Textile Standard)

- Internationally recognised
- At least 70% natural fibres from organic farming or species-appropriate animal husbandry
- Strict rules for dyeing and bleaching
- Mandatory minimum social standards
- Annual on-site inspections



(Fairtrade Textile Production, 2025)

### Fairtrade Textile Production

- Goal: fair trading conditions & secure jobs
- Mandatory living wage (within 6 years)
- Clear rules on working hours, overtime & contracts
- Regular independent inspections
- Environmental requirements, e.g., in the handling of chemicals

# Zündstoff



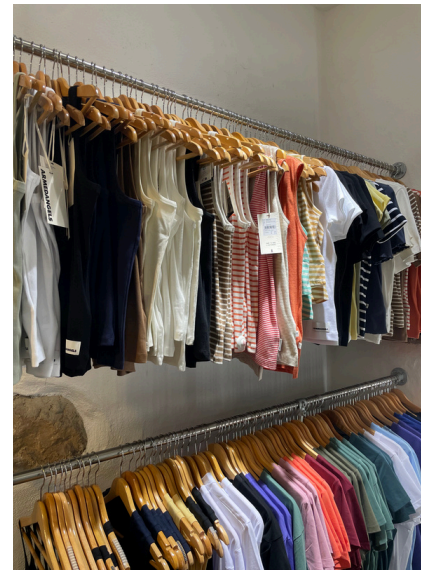
Zündstoff is a specialty store for fair and ecological fashion in Freiburg. Since its founding in 2006, Zündstoff has specialised in clothing produced under socially fair and ecologically sustainable conditions.

The range includes women's and men's clothing, shoes, and accessories. Products are offered from brands that focus on transparent supply chains, fair working conditions, and environmentally friendly materials like organic cotton or recycled fabrics.

In addition to sales, the team places great importance on providing information about fair production conditions and sustainable consumption.

Zündstoff Clothing and Footwear offers a wide selection of various sustainable brands, such as:

Veja, armedangels, thinking mu, pinqponq, knowledge cotton apparel, ekn footwear, sandqvist, flamingos life, von jungfeld, kuyichi, moken, nudie jeans.

**Opening Hours:**

Mon.-Fri: 10:00 AM - 7:00 PM  
Sat: 10 AM - 6 PM

**Address (Footwear)**

Belfortstr. 27  
79098 Freiburg

**Address (Clothing)**

Moltkestr. 31  
79098 Freiburg

# Flea Markets in Freiburg



Freiburg offers a wide variety of flea markets throughout the year, from small neighborhood markets to large events at the exhibition center.

Flea markets are a great opportunity to pass on clothing, books, or household items, or to discover affordable and unique pieces yourself.

Whether in the city center, the Grether-District, or the E-Werk, anyone who loves to browse will surely find something in Freiburg.

## WHERE CAN I FIND INFORMATION ABOUT FLEA MARKETS?

- Google
- Flyer
- Posters
- Instagram
- Local newspapers, e.g., Badische Zeitung
- Word of mouth

## FLEA MARKETS IN FREIBURG

- Bährle Flea Market (Wiehre & Güterbahnhof)
- Trade Fair Flea Market
- Habsburg Flea Market
- Flea Market at the E-Werk
- Girls' Flea Market
- Sophia's Flea Market

## REASONS FOR FLEA MARKETS

- Sustainable consumption
- Save or earn money
- Find unique items
- Declutter



Graphics from Canva (Canva, 2025)

Change begins with people  
who take the first step!



future.fashion.walk

Own design / icons from Canva (Canva, 2025)

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Lecturer: Nadine Kitzlinger

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