

# Clothing Matters Celebrates 16 Years~ Discovering How Good Clothing Gets

by Marta Swain



Best selling skirt & shirt of 16 years by Clothing Matters' longest Michigan design partner, Yana Dee. Skirt works short or long & also as 4-season shawl (shown below in lavender).



Thank you to four generations of diverse & discerning clientele who travel from near & far to support our award winning, world class collection of sustainability manufactured apparel that reduces carcinogens, conserves resources & promotes social justice.

We serve those who enjoy discovering apparel that makes it easy to look great & feel good about what they wear—including bamboo, soy, hemp, organic cotton & recycled fibers. Conventionally grown cotton—mistaken for decades as “the fabric of our lives” -- consumes 25% of the world’s insecticides & 10% of the world’s agricultural chemicals —one t-shirt requires 1/3 pound of these toxins. The Pearl River, lifeblood of civilizations, and now the world’s denim production capital, is toxic with heavy metal dyes and & other carcinogens.

Yet apparel – “what we wear” – is missing from most sustainability conversations, classrooms & conferences. FACT: The retail manufacturing industry is the second most polluting industry on Earth, second only to oil.\*

Taking responsibility for the clothing they choose to put on their precious bodies and how it impacts their health & ecosystem, our customers embrace the elegant exercise of improving the quality of life with an extremely comfortable everyday layer of sustainability. Our farmers and we deserve to thrive. Hemp is perhaps the most valuable gift we have been bestowed for improving our quality of life. It produces food, fuel & exquisite textiles without chemicals or irrigation and grows four times the biomass on the same acreage as trees. Hemp is a natural resource capable of supporting sustainable development of diversified regional economies throughout the United States.

Since 1996, we’ve partnered with over 100 designers – local, regional, domestic & international – demonstrating commitment to changing the flow of energy and information in true apparel innovation. Clothing Matters is a culture graced by an infinitude of brilliant experiences that help people improve personal, social and ecological well-being in a single act. In 2011, we tripled sales of products designed and hand-made in Michigan.

\* Source: fashioningchange.com

**Clothing Matters • 141 Diamond S.E., Grand Rapids (behind Marie Catrib’s)  
MON-FRI 10 to 7 • SAT 10 to 5, Groups of four or more by appointment  
(616) 742-2818 • [www.clothingmatters.net](http://www.clothingmatters.net)**