



YOUR GUIDE TO GREENING THE JUNOS RED CARPET

2024

NO MUSIC ON A
DEAD PLANET

2024 HALIFAX | JUNO HOST
COMMITTEE



SUSTAINABLE STYLE

The big day is approaching and you are probably starting to think about what you're going to wear. When it comes to the red carpet, sustainability is not usually the first thing that comes to mind. But, given that what you choose to wear will very much be in the spotlight, it is an excellent opportunity for you to make a statement for people and the planet.

WHAT DO WE MEAN BY THAT?

The fashion industry is one of the world's worst offenders, from intense resource extraction and carbon emissions to the use of toxic chemicals and water pollution - the list goes on. The industry also takes a toll on the wellbeing of people. There are more than 70 million global garment workers, most of them women, who are not paid a living wage, who face gender-based violence, work in conditions that expose them to cancer causing chemicals, or in factories that are simply not safe. And, in some cases, their children are pulled from school and also forced to work in fields or factories.

The biggest issue is that the fashion industry operates in a linear economic system, or one of take, make, use, waste. Natural resources are taken to make clothing, which we wear and then dispose of. And this last part happens quicker than you might think. We now buy 60% more clothing today than we did 20 years ago, and we keep them for half as long. In fact, the average garment is worn only seven times! And, when it comes to special "red carpet" events, that number drops significantly.

You are likely familiar with the waste hierarchy: reduce, reuse, recycle. But, when it comes to fashion we have created the 7Rs : reduce, reuse, repair, repurpose, rent, resell, with recycling as a last resort. The 7Rs of fashion can (and should) be applied to both our everyday clothing and also when getting red carpet ready.

Arts and culture, including the music industry, can play a huge role in turning things around. Not only do you have the opportunity to reduce your own footprint (and feel good about doing the right thing) but you also have fans you can easily influence to do the right thing too. Invite them to join you on your journey towards a more sustainable future by turning your red carpet look, green!

We've put together a few tips to help you do just that.



BUY VINTAGE

Following the 7Rs hierarchy, reducing the amount of new clothes we buy is the most important thing we can do. And second to that is reuse, which means we keep an existing garment in use for as long as possible. So rather than buying something new to wear on the red carpet, consider instead purchasing a vintage gown, suit or tuxedo. Fashion trends are cyclical, so an outfit that was popular 10 or 20 years ago very likely has relevance today. When you choose to wear vintage you are making a statement of individuality and authenticity. Choose it because of its unique style, not because you were sponsored by a designer.

CELEBRITY SIGHTINGS

- **Bella Hadid** spotted at the Cannes Film Festival wearing 1987 Versace
- **Zendaya** in an elegant 1998 Bob Mackie gown
- **Cardi B** in a 1985 Mugler design
- **Kelsea Ballerini** in the same sequined white turtleneck dress by Marc Bouwer that Shania Twain wore to the 1999 Grammy Awards
- **Margot Robbie** at the 2020 Oscars wearing vintage Chanel

TIP

When it comes to wearing vintage on the red carpet one of the biggest challenges is sizing. Keep in mind that you might need to have it tailored to get that perfect fit.

TIP

Be sure to have your rented outfit delivered a few days before the big event so that you have time to make minor adjustments. Double sided tape is a great investment!

RENT OR BORROW

Until recently, renting a suit or tuxedo for a special event was commonplace, while renting a fancy gown was mostly unheard of. Thankfully, this is starting to change. And what better way to be a part of the 'sharing economy' than on the red carpet?! Just like Uber or Airbnb enables us to 'borrow' a car or vacation home, we can share clothes with others - particularly ones that are worn infrequently.

If you are lucky enough to have a stylist, then the chances are they have access to some great rental options. But there are also a growing number of businesses offering this service so it is no longer a coveted secret! And as an added bonus, the price point of renting vs buying something new is also much more economical.

UPCYCLED OR REPURPOSED

Another great way to keep stylish, and red carpet worthy, clothes in use is to repurpose them - also known as upcycling. Perhaps you own something that you would like to rewear, but it just doesn't fit quite the same way, or the style feels a bit dated. This is an excellent opportunity to find a tailor to work with you to adjust and update it so that it's perfect to wear again.

Another upcycling technique is to take pieces from multiple outfits and merge them together (obviously requires someone who has serious skills with a needle and thread!). Or, you can work with a designer that has leftover fabric from a previous design that might otherwise be thrown away.

TIP

Don't be afraid to break the rules with your upcycled look since you have the potential to create a whole new fashion trend!

BE AN OUTFIT REPEATER

In the past, celebrities were expected to wear a new look for every appearance they made. But lately, forward-thinking performers have been challenging those norms by “recycling” their outfits for multiple occasions, or what we like to call being an outfit repeater.

We encourage you to forgo the pressure to never be seen wearing the same outfit twice (or the need to delete photos from your social feed that show you wearing the same outfit!). Instead, rewear the same outfit and if someone (i.e. the media) calls you out on it, proudly tell them that you are wearing it again because you love it and there is no reason for you to have to wear something different for every occasion! This can go a long way to making a statement to your industry, and to show your fans that it’s a cool thing to do!

CELEBRITY SIGHTINGS

- **Cate Blanchett's** iconic black lace dress at the 2014 Golden Globe Awards & the 2018 Cannes Film Festival
- **Gwyneth Paltrow's** red pantsuit at the 1996 MTV Video Music Awards and the 2021 Gucci Love Parade.
- **Tiffany Haddish's** white dress in 2017 (twice), 2018 (twice), 2019, AND in 2021.
- **Mindy Kaling's** LBD at the 2013 Writers Guild Awards & that same year at Verte Grades Of Green's annual fundraising event.
- **Kim Kardashian's** black dress at the 2011 Glamour Women Of The Year Awards & Kourtney Kardashian's wedding in 2022.
- **Kate Moss'** feather dress at the 1998 Cannes Film Festival & Coty's 100th Anniversary celebration.

TIP

If you don't want to be obvious in your choice to repeat an outfit, or if you want to change things up a bit, consider updating the look by adding different accessories. Don't already own something that you can repeat? Choose accessories you already own and repeat those instead!

BUY SUSTAINABLY MADE

If all else fails and you find yourself desperate to buy something new, then the best way to make it a green carpet look is to purchase something that you know was sustainably made. You can also work with your stylist, tailor or favourite designer to produce something unique for you that follows these guidelines.

But what exactly does sustainable mean in this context? There is a long list of definitions for sustainability when it comes to our clothes, so it can be a bit confusing. Hopefully this helps you make sense of it all.

BUY LOCALLY

While supporting Canadian owned businesses is important, you can't assume that their products were manufactured locally, or even in Canada. The 'Made in Canada' logo is a bit ambiguous since until recently it meant only 51% of the product had to be made in Canada. New Guidelines, however, have been introduced that distinguish between "Product of Canada" and "Made in Canada". "Product of Canada" claims must contain 98% Canadian content, while "Made in Canada" claims remain at a 51% threshold of Canadian content, and must state that the product also contains imported content.

So, why buy locally made? In addition to supporting the Canadian economy, the carbon footprint of locally made clothing is less than if it were made overseas. Most of the fabrics used to make clothing are produced outside of Canada, which makes it nearly impossible for designers to claim Product of Canada. But, fabric aside, what you want to make sure of is that the design and manufacturing of the garment was done locally. In most cases, this also means that the working conditions and the pay for the work is fair, compared to offshore manufacturing. Don't be afraid to ask questions about who made your clothes, and where!!



MADE WITH SUSTAINABLE FABRICS

It seems that sustainable, new and innovative fabrics are being introduced weekly, but for this Guide we have selected a handful of the most popular ones. For a complete list please check out our [Sustainable Fabrics Guide](#)

Organic Cotton: Cotton grown without the use of synthetic fertilizers, pesticides or defoliants. Right now, organic cotton represents less than 0.1 percent of all the cotton produced worldwide. Alternatively organic cotton never uses {GMO} and their seeds are untreated with the potentially harmful insecticides and fungicides. Soil and water tidbits: The conventional method of growing cotton puts down synthetic fertilizers whereas organic cotton builds strong soil through well-monitored crop rotation.

Hemp Silk: takes the beauty and shininess of silk and combines it with the durability and breathability of hemp, an ecological crop that is a renewable resource that requires little water and no pesticides to grow.

Vegan or Peace Silk: a type of silk that is produced without harming or killing silkworms. The cocoons are collected after the moths have emerged and the silk fibres are spun into yarns using traditional techniques. It is considered a cruelty-free and ethical alternative to conventional silk production.

Circulose: a branded dissolving pulp made by Renewcell from 100% textile waste, such as worn-out cotton jeans and cotton production scraps. It is used to make man-made cellulosic fibres, like viscose, lyocell, and modal, which are spun into yarns, woven or knitted into fabrics, and sewn into new textile products.

Tencel: produced using the pioneering REFIBRA™ technology which involves upcycling cotton scraps from pre- and post-consumer cotton textile waste. TENCEL™ lyocell is known for its softness, strength, and high moisture absorbency, and is commonly used in clothing, bedding, and other textile products.



LOOK FOR TRANSPARENCY

The fashion industry struggles with traceability and transparency. This is largely due to the fact that supply chains are global and most brands don't own the factories where their clothes are made. Being able to trace their supply chain all the way back to the fibre level (i.e. cotton growing on a farm) proves quite challenging, making it difficult for them to be open and transparent with their customers.

However, there are some brands that go above and beyond - the smaller the brand, the easier it can be for them to know their full supply chain. Some smaller designers will even visit the cotton farm, or community of sewers and pattern makers. Others take steps to explain their approach to chemicals, efforts to minimize waste, or how they are reducing emissions. Look for evidence of this on their website and on their social feeds. But be sure that these are valid claims with proof to back them up, otherwise this can be considered greenwashing.



FASHION
TAKES
ACTION



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