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**Fashion Revolution response to news that Missguided is selling bikinis for just £1**

Nobody needs a bikini for £1. Cheap prices make us believe they bring about savings for consumers. This may appear true in the short term, with a narrow focus and looking just at the money in our wallets, but all of us, as global citizens, will ultimately end up paying the external cost, the true cost for the unsustainable consumption and production of cheap clothing.

The bikini might be pitched as a bit of fun, but when you factor in the environmental cost of making the polyester, transportation costs and ultimately burying it in landfill – suddenly it’s not so funny after all. The problem is the message this sends about the value of our clothing. It’s about overconsumption. This is why, when garments are priced as cheaply as single-use items, it implies that our clothing is disposable. And if we buy that message, we are buying into a very ugly side of fashion.

Regardless of price, we strongly advocate that everyone should buy less, buy second hand, wear your clothes longer and if buying new then to support young and sustainably minded and Fairtrade designers/brands – but if you do shop on the high street, then ask those powerful questions like #whomademyclothes, because it lets those brands know their customers care and expect better.

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