

THE THRIFT GLOW-UP



AUTARK.BERLIN

Style smarter. Shop slower. Shine Brighter.

BY AUTARK.BERLIN



**"We have produced enough
clothing to dress the next six
generations."**

Introduction



Great that you are here! We have created this workbook, to help you to become a more conscious fashion shopper and make more use of clothes, which are already produced and worn. This helps to save natural resources and your money.

There are a lot of rumours about thrifted clothes out there. We support you to find your way and getting the thriffted glow. Let's start!

WHAT IS THRIFTING?

Thriftling refers to buying secondhand clothes. It saves money, reduces waste, helps the planet, and supports local communities while letting us show our unique style.

Podcast Deep Dive
The Rise of Second
Hand Fashion



Values Behind Thrifting – Discover What Matters to You

Goal: Explore the deeper values behind thrifting and connect them to your own personal values in a playful way.

Step 1: Quick Reaction

When you think about thrifting, which feelings come up first? Circle or highlight:

Freedom Creativity Sustainability Individuality Community Quality
Smart Shopping Trendy Adventure Saving Money Independence
Responsibility

Step 2: Value Match Game

Below are common values connected to thrifting.

Read them and put a next to the ones that feel important to you.

- Environmental Care – Protecting resources and reducing waste
- Financial Awareness – Spending money wisely
- Authenticity – Expressing your true self
- Creativity – Styling and combining pieces in new ways
- Independence – Not following every trend
- Community Support – Supporting local shops or charities
- Mindfulness – Buying with intention

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Values Behind Thrifting – Discover What Matters to You

Now choose your Top 3 values and rank them:

Step 3: Value Reflection

Why are these values important to you?

Does your current shopping behavior reflect these values?

What is one small **action** that would align your habits more with your values?

Bonus Challenge

Create a short sentence that connects your values to fashion.

Example:

"I choose second hand because creativity and responsibility matter more to me than fast trends."

Your sentence:

The Problem: (ULtra) Fast Fashion

Fast fashion is a business model where clothing brands quickly produce large amounts of trendy, low-cost clothes to keep up with the latest styles. New collections are released very often, encouraging people to buy more and replace items quickly instead of wearing them for a long time. The focus is on speed, low prices, and high sales.

Environmental Impact

Fast fashion has serious effects on the environment. Producing clothes uses huge amounts of water, energy, and raw materials. For example, making cotton requires large quantities of water and pesticides. Factories also create pollution through chemicals and carbon emissions. Because the clothes are cheap and trend-based, many items are thrown away after only a few wears, adding to landfill waste and increasing textile pollution worldwide.

Social Impact

Fast fashion also affects people. Many garments are produced in low-income countries where workers may face long hours, low wages, and unsafe working conditions. The pressure to produce clothing quickly and cheaply can lead to unfair labor practices.

The Problem: (ULtra) Fast Fashion

At the same time, fast fashion promotes overconsumption, making people feel they need to constantly buy new clothes to fit in or follow trends. Understanding these impacts helps us make more responsible and sustainable choices as consumers.

Clothing is not just a product; it is part of a global system. Every buying decision connects us to supply chains, economies, cultures, and natural ecosystems. When we understand this bigger picture, we see that fashion is about responsibility as much as style.

The Life Cycle of Clothing

A garment goes through many stages: design, material sourcing, production, transport, use, and disposal. Each stage creates consequences. The longer we use a piece of clothing, the more we reduce the overall impact of these stages. Extending a garment's life by just a few months can significantly lower its total footprint.

Consumption Habits

Impact is not only about production – it is also about behavior. Buying frequently, even small items, increases demand and speeds up the cycle of production. On the other hand, mindful shopping slows the cycle down. Asking simple questions like “Do I really need this?” or “How often will I wear it?” changes our role from impulsive buyer to conscious consumer.

Understanding the Impact – Looking Deeper

Cultural and Economic Influence

Fashion trends shape identity, status, and belonging. Social media accelerates this cycle, making trends move faster than ever. This creates pressure to constantly update our wardrobe. Choosing differently – for example swapping, repairing, or reusing – challenges this system and promotes a culture of value over volume.



Remember:
**Thrifting is not just
about clothes — it's
about what you
stand for.**

My Thrifting Check: Reflect & Explore

Goal: Understand your habits, experiences, and attitudes toward second hand clothing.

Your Experiences

- I have bought clothes from a thrift store, vintage shop, or app.
- I have received or borrowed clothes from friends or family.
- I have sold or donated clothes I no longer use.

Your Attitudes

- I like the idea of buying second hand clothes.
- I enjoy finding unique or creative outfits from second hand items.
- I think second hand clothes are “less cool” than new ones.

Barriers

- I don't know where to find good second hand stores.
- I worry about sizes or condition of second hand clothes.
- I feel embarrassed wearing second hand items.
- I prefer buying new because it's easier or faster.

My Second Hand Check: Reflect & Explore

Benefits

- I save money by buying second hand.
- I help the environment by reducing waste.
- I enjoy expressing my unique style.
- I support local charities or communities.

Reflections: Write 1-2 sentences about your current second hand habits and what stops you from thrifting.

Challenge: Pick one barrier and plan a small step to overcome it this week (e.g., visit a thrift store, swap clothes with a friend, or explore a resale app).

8 Smart Fashion Reuse Tips

Shop with a Wish List

avoid impulse buying

Think Cost-Per-Wear

wearing often matters

Size Up Your Options

try it on

Imagine 3 Outfits

could you create 3 outfits with it

Choose Timeless Over Trendy

classic cuts, neutral colors

Check Quality First

fabric, check seams, zippers, buttons

Buy to Love, Not Just to Save

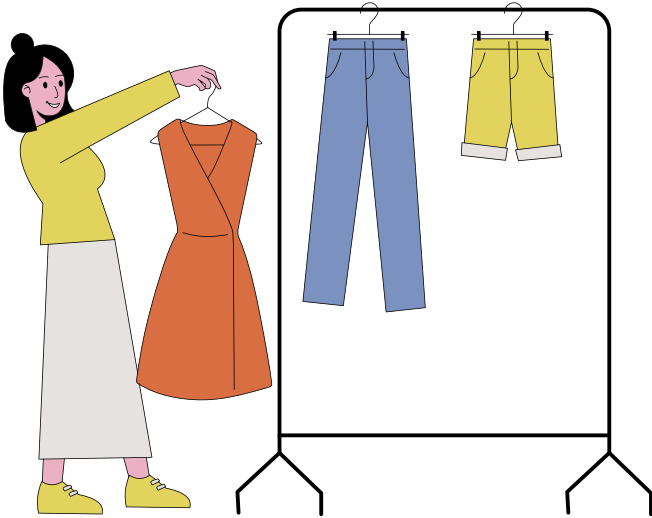
genuinely love & wear proudly

Look Beyond the Rack

Explore all sections sometimes the best finds are unexpected

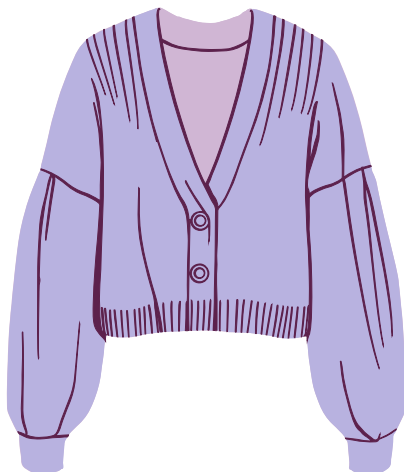
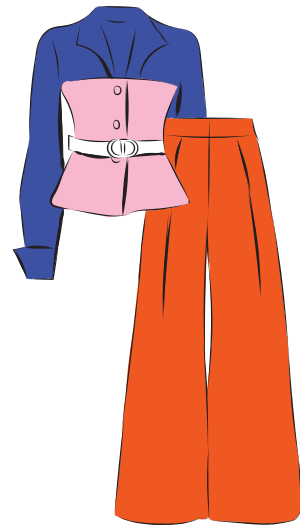


Community Voices



"Thrifting completely changed the way I shop. I find unique pieces that feel like they were waiting just for me."

"Buying second hand feels like treasure hunting — and the best part is knowing I saved money and resources at the same time."



"I started thrifting to save money, but I stayed for the creativity. My wardrobe has never felt more 'me.'"



Top Choices

Top 5 list of online second-hand fashion stores in Europe



1

Vinted

One of Europe's largest peer-to-peer platforms for buying and selling second-hand clothes and accessories across many countries.



2

Vestiaire Collective

A popular platform for authenticated pre-loved designer and luxury fashion items.



3

Depop

A vibrant global marketplace with a strong fashion community, especially popular for quirky, vintage and trend-driven items.



4

Sellpy

A Swedish online reseller focused on making thrifting easy with curated listings across Europe.



5

Tradera

A Swedish auction-style marketplace where you can buy second-hand clothing and accessories from other users.

Use Filters



Fast & Focused Online Thrifting
Shop smart on platforms like Vinted, Depop, eBay, or Vestiaire Collective.

1. Get Clear (1 Minute)

Define before searching:

- Exact item (e.g., “black wool blazer”)
- Your size (check measurements)
- Preferred fabric
- Max budget
- Clarity prevents impulse buys.

2. Filter First, Scroll Second

Immediately apply:

- Size
- Condition (Very good / Like new)
- Material
- Price range
- Location
- Sort by Newest (rare finds) or Lowest price (best deals).

3. Do a 60-Second Quality Check

Check:

- Fabric composition
- Close-up photos (seams, underarms)
- Signs of wear
- Seller ratings
- Measurements
- No measurements? Ask.

4. The Glow Test

Buy only if:

It matches 3+ items you own
You'd pay full price for it.
Quality justifies shipping.

Filter fast.
Choose intentionally.
Glow sustainably.



Second-Hand Style Icons

Cate Blanchett

Rewears archive couture on major red carpets.

Tilda Swinton

Known for avant-garde vintage and archival fashion.

Keira Knightley

Frequently chooses vintage-inspired and reworked designer pieces.

Harry Styles

Integrates vintage designer into stage and editorial looks.

Dua Lipa

Regularly wears 90s/Y2K designer vintage.

Emma Watson

Advocate for sustainable fashion and rewear culture.

Billie Eilish

Promotes conscious fashion choices.

Lena Meyer-Landrut

Speaks openly about sustainable shopping.

Sombr

Known for curated vintage and gender-fluid styling.

Whom do we miss?



5 Ways to Make Second-Hand Fashion Fun

Host a Swap Party

Organize a clothing swap with friends. Everyone brings 5–10 pieces they no longer wear. It's free, social, and you refresh your wardrobe without spending money.

Style Challenge Night

Create outfits from swapped or thrifted pieces and vote for "Best Vintage Look" or "Most Unexpected Combo." Turn it into a mini fashion show at home.

Ask Your Most Stylish Friend

Go thrifting together or send screenshots before buying online. A second opinion makes it more fun — and often leads to better choices.

Set a Thrift Treasure Goal

Instead of random browsing, hunt for one exciting piece (e.g., a 90s blazer, silk scarf, leather bag). Treat it like a treasure hunt.

Celebrate the Money You Saved

Decide in advance what you'll do with the saved money:

- Invest it
- Save for travel
- Upgrade quality basics
- Book a special experience
- Build a "future goals" fund



**Second-hand isn't just smart — it's creative,
social, and empowering.**

Blueprint Exercise

Exercise: The Ideal Second-Hand Purchase

Objective: Define what the ideal second-hand shopping experience must look like.

Answer in short bullet points.

1. **Finding it - What makes it easy?**
2. **Trusting it - What must be clear?**
3. **Buying it - Why do you click "Buy"?**
4. **Receiving it - What makes you happy?**



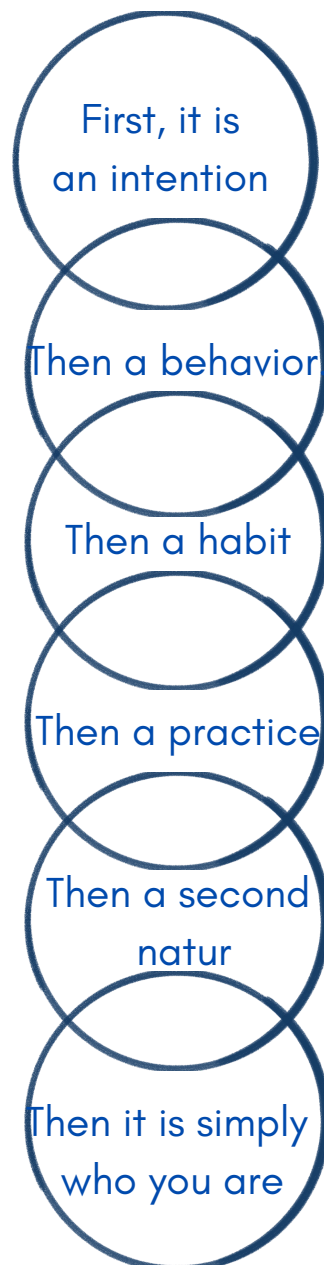
Final Question

The perfect second-hand purchase is:

(One clear sentence.)

Your Transformation

Attitude Behaviour Gap - "Know better, act better – bridge the gap between what you value and what you do."



Knowledge is Not Power Until It Is Applied

Final Challenge: Try It in Real Life
Second-hand is not just theory.
Now it's time to experience it.

Choose at least one of the following and actually do it:

Go to a flea market.

Visit a second-hand store.

Explore an online resale platform.

Organize a small swap party with friends.

Search for a designer piece you've always wanted – but couldn't afford new.

While you do it, observe:

How do you feel?

What surprises you?

What is better than expected?

What is frustrating?

Would you do it again?

Write short notes.

Final Reflection

Complete the sentence:

"After trying second-hand myself, I realized that ..."

notes

A series of 18 horizontal dotted lines for writing notes.

About

Hi, I'm Kristina

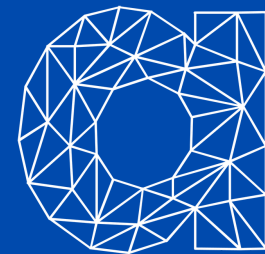
I live in Berlin, Germany and co-founded autark.berlin in 2019 together with Mandy. We created autark.berlin as an online platform that makes sustainable fashion consumption easy, practical, and actually fun. We offer short courses, podcasts, blog articles and even games – because we believe learning about fashion should feel empowering, not overwhelming.

Our mission? To show that everyone can build smart habits when it comes to fashion consumption – without giving up style or joy.

Honestly, I was a late second-hand explorer. But once I started, I was hooked. The thrill of finding real treasures? Unmatched. Pieces I would never pay full price for – suddenly affordable. I even found my favorite but lost beanie again after it disappeared from stores. And the best part? I can experiment with trends completely guilt-free. Second hand isn't compromise – it's a glow-up.



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Please check also our online video course The Power of Second Hand Clothing at www.autark.berlin

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Every bit helps!

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Thank you!