

THE CORE STORE

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QUALITY COMES AT A PRICE

Let's talk about the elephant in the room – Price!

First, let's discuss the obvious. Good things are not cheap and cheap things are not good. Some of you may remember a time when things were made to last! But there is more to it than just the price of sustainable quality products vs disposable products. In our fast-fashion world we have witnessed quality giving way to quantity. Yes you might be able to find a cheaper version, but at what cost?

After watching CBC Marketplace on January 19, 2018 – Clothing Waste: Fashion's dirty secret (cbc.ca), I was shocked to discover that dropping off all of our used clothing for "charity" was not doing as much good as we think. The devastating effect it is having on world landfills and our environment was shocking. I too was guilty of donating large quantities of disposable products to what I thought was a good cause! On a business level, I was forced to examine our business practice very closely. As retailers and consumers, we must take some responsibility for our carbon footprint.

I was not really surprised to learn that many of our products are already ethical and eco-friendly but I wanted more. I immediately sourced out and are now proud to also offer sustainable, Canadian made clothing.

Here are some excerpts from our supplier's websites:

Clothing - www.miik.ca

"For us, sustainability goes beyond simply using greener fabrics and production processes. It even goes beyond producing locally in order to minimize our carbon footprint. What happens to the garment after it's produced is just as important. By custom milling durable luxury fabrics and creating timeless yet contemporary pieces, Miik is challenging the fast-fashion model of temporary, disposable clothing. Our goal is to lengthen the time between purchasing the clothing you love, and it's eventual disposal. It's that simple."

Bottom Line

It may cost a little more for sustainable well made products, but they will last longer. It will be money well spent!

Tips:

Buy eco-friendly and ethical. Shop local wherever possible. Wear your clothes and shoes until they actually wear out or at the very least, purchase recyclable materials.

We have become a nation of compulsive consumers.

Invest in your future wisely - change your lifestyle and help save our planet.



Kybun AG (kyBoot footwear) www.kybun.com

"As you know, people's well-being is at the heart of what kybun AG does. It is what drives the company. By producing products that are beneficial to health such as the kyBoot, kyBouncer, kyTrainer and kySsen, our aim is to make a positive contribution to people's lives.

In this respect, kybun AG is not only concerned about the health of its end customers and staff. It also makes every effort to ensure that working conditions are as good as possible for those working for its suppliers. Wherever in the world they may be. This is one of the reasons why kybun AG has no wish and is not in a position to pursue a low-price strategy – not least to protect people, animals and the environment. Such an approach to sustainable production comes at a price, but this price is worth it for us."

kyBoot
walk-on-air

Gymnic-Ledraplastic SpA (exercise products) www.gymnic.com

Since 1963 was one of the first to use non-toxic vinyl. All products are based on movement and wellness concepts. Follows the current regulations on chemicals (REACH-EC1907-2006). Thanks to long-sightedness concerning safety standards, the company is capable to offer a full range of phthalate free and latex free products.

