

A woman with long dark hair, wearing a white, flowing, short-sleeved dress, is running through a lush green field in the rain. Her hair and dress are blowing in the wind. To her left, a large, dynamic splash of black liquid is captured mid-air, with many droplets falling. The background shows rolling green hills under a grey, overcast sky. The overall mood is natural and serene, contrasting with the artificial black splash.

**10 Reasons to Go Natural:
Why We Shouldn't Wear Synthetic Fabrics**

The fashion industry has spent decades convincing us that polyester, nylon, acrylic, and elastane are symbols of modernity—technical, convenient, endlessly adaptable. But beneath the marketing sheen lies a truth the industry rarely admits: synthetic fabrics are fossil fuels in disguise. They are coal, crude oil, and gas spun into thread, woven into garments, and sold as “innovation.”

1. Natural fibres don't trap heat and toxins against the skin.

Polyester and nylon are plastic membranes. They block breathability, trap sweat, and create the perfect environment for bacteria to thrive. Natural fibres—cotton, linen, hemp, wool—allow the skin to regulate temperature and moisture, reducing irritation and odour without chemical intervention.

2. Synthetic fabrics shed microplastics with every wash.

Each load of laundry releases thousands of microscopic plastic fibres into waterways. These fragments accumulate in rivers, oceans, soil, and even human bloodstreams. Natural fibres biodegrade; synthetics accumulate for centuries.

3. Fossil-fuel fabrics lock us into the carbon economy.

Polyester is made from petroleum. Nylon is made from coal and gas. Every synthetic garment is a direct extension of the fossil-fuel supply chain. Choosing natural fibres is one of the simplest ways to reduce fashion's dependence on oil and gas.

4. Natural fibres age with dignity; synthetics degrade into waste.

Linen softens. Wool adapts. Cotton moulds to the body. Natural fibres develop character over time, while synthetics pill, warp, and lose structure. Their decline is built in, and their disposal is toxic.

5. Synthetic fabrics require chemical finishes to feel wearable.

To mimic the softness or absorbency of natural fibres, synthetics are coated in chemical treatments—anti-odour, anti-wrinkle, anti-static. These finishes wash out into waterways and often contain endocrine-disrupting compounds. Natural fibres don't need these additives to perform.

6. Natural fibres support regenerative agriculture.

When grown responsibly, cotton, hemp, flax, and wool can restore soil health, support biodiversity, and strengthen rural economies. Synthetic fibres do the opposite: they centralise power in petrochemical giants and extractive manufacturing hubs.

7. Synthetics trap odour permanently.

Because polyester fibres are hydrophobic, sweat and bacteria cling to them. No amount of washing fully removes the smell. Natural fibres absorb moisture, release it, and resist odour without relying on antimicrobial chemicals.

8. Synthetic fabrics distort our sense of value.

Fast fashion's reliance on cheap synthetics has normalised the idea that clothing should be disposable. Natural fibres reintroduce the idea of longevity—garments that are repaired, cherished, and kept.

9. Natural fibres are safer at end-of-life.

A cotton shirt returns to the earth. A polyester shirt becomes landfill plastic, leaching toxins as it breaks down. The difference is not aesthetic; it is ecological.

10. Choosing natural fibres is a political act.

Rejecting synthetics is not just a personal preference. It is a refusal to participate in an industry built on fossil fuels, opacity, and environmental harm. Every natural-fibre garment is a vote for transparency, soil health, and a future beyond petrochemical dependency.

The Global Fashion Supply Chain: Fossil-Fuel vs. Natural-Fibre

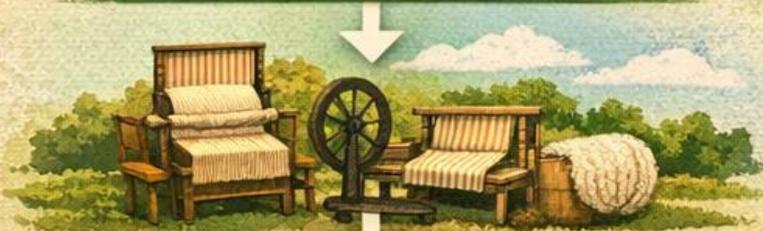
FOSSIL-FUEL FASHION

NATURAL-FIBRE FASHION



OIL, COAL & GAS EXTRACTION

RENEWABLE FIBRE FARMING



PETROCHEMICAL PROCESSING

TRADITIONAL TEXTILE MILLS



SYNTHETIC FIBRE PRODUCTION

ETHICAL PRODUCTION



FAST FASHION FACTORIES

REUSE & BIODEGRADABLE



FOSSIL FUEL DEPENDENCE

EARTH-FRIENDLY FUTURE

The Global Natural-Fibre Shopping Guide

Choosing natural fibres isn't nostalgia. It's a refusal to clothe ourselves in the architecture of extraction.

To help you in your journey to become fossil free. Here is a region-spanning map of where to buy **linen, cotton, hemp, and wool** worldwide—without slipping into synthetics, greenwashing, or petrochemical blends.

Natural-fibre shopping is not evenly distributed across the world. Some regions specialise in linen, others in wool, others in regenerative cotton or hemp. What follows is a global guide that respects those geographies and directs you to the places where natural fibres are not an afterthought but a cultural, agricultural, and economic foundation.

Global Natural-Fibre Shopping Guide

Where to Buy Linen, Cotton, Hemp, Wool & Silk Around the World



Europe — The Linen, Wool, and Heritage Fibre Powerhouse

Europe remains the world's strongest region for **flax linen**, **wool**, and **heritage textile mills**.

Belgium & France — The global centre of flax linen

This is where the world's highest-quality linen is grown and processed. Brands sourcing from here include:

- **Not Perfect Linen (Lithuania)** — small-batch, 100% linen garments, globally shipped.
- **Deiji Studios (Australia, EU distribution)** — French-flax linen sleepwear and dresses.
- **Linenfox (Lithuania)** — handmade, Oeko-Tex certified linen clothing.

UK & Ireland — Wool, tweed, and natural knitwear

The British Isles remain unmatched for woollen mills and knitwear traditions.

- **Aran Woollen Mills (Ireland)** — pure wool jumpers, no acrylic blends.
- **Peregrine (UK)** — British wool, traceable, fully natural.
- **Finisterre (UK)** — merino, wool, and natural insulated outerwear.

Italy — Cotton, linen tailoring, and natural luxury

Italy's mills specialise in long-staple cotton and linen blends that remain fossil-free.

- **Loro Piana** — cashmere, vicuña, merino; no synthetics in core lines.
- **100% Capri** — ultra-high-end linen tailoring.

North America — Regenerative Cotton and Small-Batch Makers

The US and Canada have become hubs for **regenerative cotton**, **hemp**, and **independent natural-fibre designers**.

United States

- **Christy Dawn** — regenerative cotton dresses grown on partner farms.
- **Jungmaven** — hemp-dominant basics, made in the US.
- **Coyuchi** — organic cotton and linen home textiles and loungewear.
- **Wool&** — merino dresses designed for longevity and low-wash wear.

Canada

- **Kotn** — ethically grown Egyptian cotton, fully traceable.
- **Encircled** — natural-fibre travel basics (modal, cotton, merino).

Asia — Silk, Cotton, and Ancient Fibre Traditions

Asia is the birthplace of **silk**, **hand-loomed cotton**, and **plant-based artisanal fibres**.

India

- **Anokhi** — hand-block printed cotton, naturally dyed.
- **FabIndia** — hand-woven cotton, silk, and wool from artisan cooperatives.
- **Khadi cooperatives** — hand-spun, hand-woven cotton with near-zero energy input.

Japan

- **Evam Eva** — natural wool, cotton, and linen in muted palettes.
- **45R** — slow-made cotton and indigo garments, no synthetics.

China

- **Silk cooperatives in Suzhou and Hangzhou** — the global centre of mulberry silk production.

Australia & New Zealand — Merino and Climate-Smart Fibres

This region dominates **ethically raised merino wool** and climate-adapted natural fibres.

- **Icebreaker** — merino basics, traceable supply chain.
- **Smitten Merino** — Tasmanian merino dresses and knitwear.
- **Deiji Studios** — Australian linen with EU flax sourcing.

Africa — Cotton, Linen, and Regenerative Fibre Economies

Africa is a rising centre for **regenerative cotton, hand-loomed textiles, and low-impact fibre systems**.

West Africa

- **Burkina Faso & Mali cotton cooperatives** — organic, rain-fed cotton.
- **Studio 189 (Ghana/US)** — hand-woven cotton garments.

North Africa

- **Moroccan linen and cotton ateliers** — small-batch, hand-woven textiles.

East Africa

- **Kenyan wool and cotton cooperatives** — natural fibres with local dyeing traditions.

Latin America — Alpaca, Pima Cotton, and Indigenous Fibre Knowledge

Latin America is the home of **alpaca, Pima cotton**, and some of the world's most durable natural fibres.

Peru

- **Alpaca del Perú** — pure alpaca knitwear.
- **Pima cotton cooperatives** — long-staple cotton with exceptional softness.

Mexico

- **Oaxacan weaving collectives** — wool, cotton, and natural dyes.

Synthetic-Free Shopping Guide for UK & EU Consumers

A regionally precise directory of where to buy **linen, cotton, hemp, wool, and cashmere** across the UK and EU—supported by real stores, real products, and real fibre composition.

UK: Verified Natural-Fibre Retailers:

The Natural Fibre Shop (UK): A fully natural-fibre retailer offering linen dresses, wool knitwear, and lambswool/cashmere blends. Their catalogue is explicitly fossil-free.

Beaumont Organic (Manchester, UK): Organic cotton, linen, and natural-fibre womenswear with transparent sourcing.

The Hemp Shop (UK): One of the UK's most established hemp-only clothing suppliers, offering menswear, womenswear, and childrenswear—no synthetics.

Hemp Horizon (UK/EU): Handmade hemp garments shipped from the UK and Spain. 100% hemp, no blends.

Y.O.U Underwear (Oxford, UK): Fairtrade, organic cotton underwear—zero polyester, zero elastane in core lines.

EU: Verified Natural-Fibre Retailers:

Not Perfect Linen (Lithuania): Small-batch, 100% linen garments made from EU-grown flax.

Linenfox (Lithuania): Handmade linen clothing with Oeko-Tex certified dyes.

Haris Cotton (Greece): Mediterranean linen and cotton garments, fossil-free and EU-made.

Aspiga (EU distribution): Premium European-certified linen menswear and womenswear.

What UK/EU Consumers Should Look For:

To stay truly synthetic-free, check for:

- **100% fibre labels** (e.g., “100% linen”, “100% hemp”, “100% cotton”, “100% wool”).
- **No elastane** in trousers, leggings, underwear, or knitwear.
- **EU flax certification** for linen (France, Belgium, Netherlands).
- **GOTS certification** for cotton.
- **No “recycled polyester”**—still petrochemical plastic.

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