

TRENDS

STYLE // WELLBEING // CELEBRITY

OUT WITH THE NEW AND IN WITH THE OLD

Fashion is all about newness – that's what makes it fresh and exciting. But what happens to the old clothes? Finally, the industry is taking action to try and reduce waste. Increasing numbers of fashion brands are following H&M's lead in offering to take back your old clothes and recycle them.

At H&M, many of these old clothes are recycled into the fibres that go into their Conscious range – and they'll give you a fiver for every bag of old clothes you bring in (regardless of what brand the clothes are). Asda, M&S and

Primark all take back old clothes in their stores.

Now Oliver Bonas is partnering with Re-Fashion, providing bags to customers to fill with their old clothes. You post the filled bag to Re-Fashion (for free) and they will either sell, give to charity shops or upcycle your old stuff. Aspiga offers a similar service with Thrift+ and will give you a £10 credit note for your efforts too.



The next level? Why buy new at all? Asda is already there, selling second-hand clothes in its stores. George at Asda will stock Preloved Vintage Wholesale's used clothes in 50 stores, saving thousands of tonnes of garments from landfill each year.

Meanwhile Asos Vintage, Vinted and Depop all allow customers to sell on their own unwanted clothes.

ALISON TYLER

FREE INSIDE THIS SATURDAY'S

Daily Mail

LOSE UP TO A STONE* FOR SUMMER WITH WEIGHT WATCHERS REIMAGINED



Mango lassi bircher



Yorkshire pudding fry-up



Pimm's ice lollies

FREE
DELICIOUS
12-PAGE
MAGAZINE

*A recommended rate of weight loss is up to 2lbs per week

PLUS FREE* ONE MONTH WW DIGITAL MEMBERSHIP

*Mail account and online access required. 18+ only. Terms apply.

Worth up to
£22.95

FINDING YOUR INNER STRENGTH



SELF-CONSCIOUS ABOUT PUMPING IRON DOWN THE GYM? **SUSAN GRIFFIN** FINDS OUT WHAT IT MEANS TO BE STRONGER

A FEW years ago, Poorna Bell turned up to a boxing class to find she was the only woman there. The instructor singled her out, first by mock sparring with her, and then – shocked at her strength – heckled the men that they were being beaten by a woman. Bell reprimanded him for being sexist and has not stepped back into a boxing ring since.

'Now I gravitate towards spaces and gyms that are gender-neutral,' says Bell, 40, a journalist and amateur weightlifter who has written a new book, *Stronger: Changing Everything I Knew About Women's Strength*. 'If I feel there's an environment where people aren't treated equally, then I just don't work out there.'

Part memoir, part manifesto, Bell explores society's pressures and expectations where women's fitness is concerned. She tackles everything from toxic environments and self-esteem to ageism, sexism, desirability and why choosing between your potential and social acceptance can be limiting.

Bell's fitness journey began following the death of her husband, Rob, who took his own life in 2015 after battling depression. Months after his passing, she was in their flat attempting to flip a mattress.

'It was a shambles,' she recalls and a reminder of how she had 'relied on Rob's strength to get things done', so she took herself off to a gym with one intention: to get strong.

'Strength training offered a measure of control at a time when I didn't feel like I had much control over anything,' she says. 'I've got physically stronger but sometimes I'll go into a session thinking, "I can't possibly lift that weight", and then I'll do it. It's created a self-sustaining belief that I probably can achieve a lot more than I think I'm capable of.'

While Bell's story is the backbone of the book, she also interviewed women, highlighting the absence of role models.



Perfect fit: Poorna Bell's strong message

'It's such a minority that's represented in fitness magazines and social media,' says Bell, who runs a fitness diversity platform on Instagram called See My Strong. 'All you can see is what you aren't, rather than tap into what you

are, and I believe that to be such a massive blocker for girls and women.'

'I feel very strongly about role models within your own community and also about empowering

women. I want role models to represent the reality of fitness versus the aspirational version.'

What Bell is championing has nothing to do with toning physique or weight loss, or in other words, being 'beach body-ready'.

She says: 'Physical fitness should be about joy and capability rather than weight loss. Ask yourself what fitness means to you. How do you like to move? It has to be keyed into what makes you feel happy when you do it.'

Stronger by Poorna Bell is out now

