The 30 Year Christmas Sweatshirt by Tom Cridland

The fashion brand Tom Cridland has just designed the world’s first ever Christmas sweatshirt with a 30 year guarantee. This product was created thought the use of technologies and the quality italian fabric, to go against consumerism and fast fashion.
Tom Cridland is a sustainable fashion brand created by Tom and his girlfriend Debs Marx thanks to a £6,000 government start-up loan, after they graduated from Uni. They always promote a “buy less, buy better” ideology; in fact,during these three and a half years, they have worked to create truly durable clothes.
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