



'The future is GREEN!'

Krystina Kasprzak, Owner of Green Queen



## CASE STUDY: GREEN QUEEN (Bega)

**Focus:** An environmentally conscious approach to overconsumption within the clothing industry.

**Background:** Established in 2019, Green Queen provides Bega Valley residents and visitors with the opportunity to shop sustainably and locally. By offering a curated selection of quality pre-loved pieces, the local community can engage in and contribute to the development of a circular fashion economy within the Bega Valley. In 2023, Green Queen was awarded Excellence in Innovation and Sustainability by the Bega Valley Business Group, highlighting their ongoing commitment to sustainability and positive environmental impact.

**Circular innovation:** Green Queen specialises in high-quality, natural fibres (wool/cotton/silk/linen). These materials are biodegradable and have a significantly lower environmental impact compared to synthetic alternatives. Green Queen is disrupting the traditional "take, make, waste" model of the fashion industry. The business operates by sourcing clothing items locally from individuals on a consignment basis/ model. By promoting the reuse and recycling of garments, Green Queen reduces the environmental impact of fast fashion while providing an accessible sustainable option for the local community.

**Impact and future development:** In a world dominated by fast fashion, purchasing second-hand clothing made from high-quality natural fibres helps reduce carbon emissions, waste to landfill, and the water and energy consumption associated with garment production. As Green Queen continues to grow, their goal is to expand their offerings, further promote sustainability within the community, and inspire others to adopt the circular economy model.

**For more information:** [www.facebook.com/greenqueenbega](https://www.facebook.com/greenqueenbega).