

### GOING BARE

Recycling manages waste. But pre-cycling prevents it. Customers bring their own containers to fill with what they need, at a crop of new “zero-waste” stores, where everything – from wine to fresh produce – sold is entirely free of packaging.

The Soap Dispensary ([thesoapdispensary.com](http://thesoapdispensary.com); right) in Vancouver, Canada, for example, offers dozens of biodegradable, animal cruelty-free cleaning products and toiletries on tap. And in Vienna, Austria, customers at organic grocery store Lunzers Mass-Greisslerei (*Heinestrasse 35*, Tel: 43 1 212 1387) fill their own jars with spices, flour and tea, paying according to weight.



# BUYING WITHOUT REGRET

It's easier to shop sustainably as stores reduce waste in creative ways.

BY CARLA AVOLIO



### REINTERPRETING JUNK

In upcycling, bike chains are wrought into picture frames and seat belts woven into backpacks. Upping the creative ante is The Squirrelz ([thesquirrelz.com](http://thesquirrelz.com)). Based in Shanghai, the shop works with over 20 designers to turn landfill-bound items into beautiful goods like these handmade bags made from misprinted food packaging (left).

In New York City, Reformation ([thereformation.com](http://thereformation.com)) goes beyond the vintage clothing store model by transforming antique fabrics, surplus materials and sustainable Tencel into effortlessly chic clothing (left) that have become a cult favourite of celebrities like Rihanna and Taylor Swift.



### LOOKING BEYOND BEAUTY

In a world struggling to feed its growing population, over 20 per cent of produce is thrown away just for not looking flawless. But major supermarkets are now getting on board a global campaign to convince people to buy so-called ugly fruit and vegetables that are, in fact, perfectly edible.

In January, celebrity chef Jamie Oliver teamed up with Britain's third-largest supermarket chain, Asda ([asda.com](http://asda.com)), to promote their “wonky” produce sold at a discount. Australian chain Harris Farm Markets ([harrisfarm.com.au](http://harrisfarm.com.au)) goes a step further, offering a line of “Imperfect Picks” (right) as well as gourmet dips made from them.

**MATERIAL GOODNESS**

First used by architect Shigeru Ban as a quick solution for disaster shelters, the humble cardboard is fast becoming the top choice for eco-conscious retailers. This cheap, recyclable material is modelled into dramatic shapes and forms, from an entire wall of tubes in the Los Angeles store of skincare brand Aesop ([aesop.com](http://aesop.com)), to whole chairs, tables and light fixtures at L'Atelier Cafe ([atelier-cafe.ro](http://atelier-cafe.ro)) in Cluj, Romania.

