Education tool about fast fashion

Why the need?

Fast fashion is often considered bad for several reasons:

1. Environmental impact
2. Ethical concerns
3. Social impact
4. Lack of quality

Overall, the fast fashion industry prioritizes profit over sustainability and ethical practices, which has a negative impact on the environment, workers, and society as a whole

Why the need?

In 2022 the fast fashion brand Sheine is the most popular fashion brand. A brand with well known history of using sweatshops and huge lacking in human right policies and they have big toxic chemical footprint from the factory.

My interest in this field came from when I worked in the fashion industry in Australia for boutique brands and I worked closely with production in countries like china and Indonesia. I received a clear insight to the people that manufactured the clothes, their conditions and environment the around them.
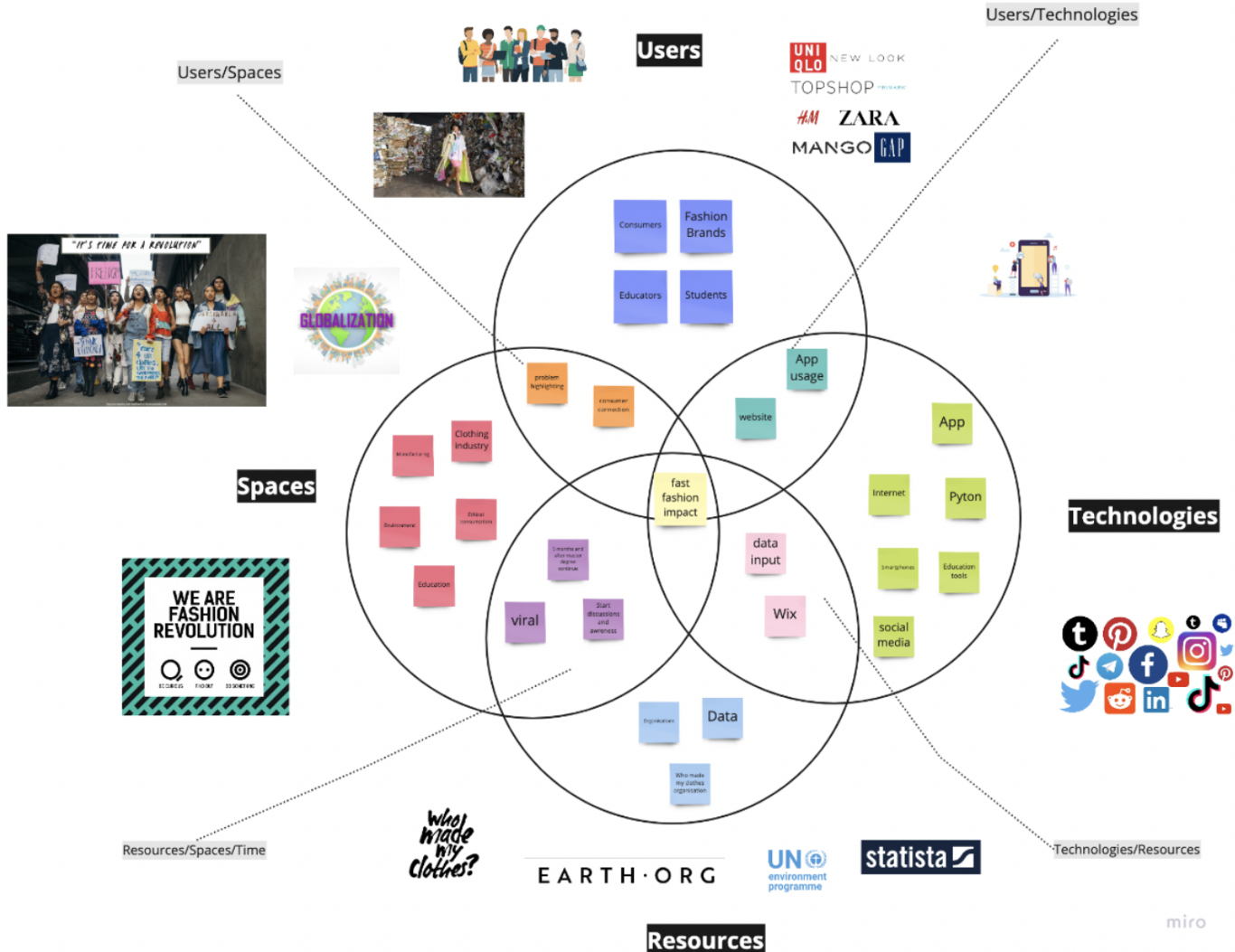
Stakeholders

Consumer

Employers in factories

The environment

Fashion labels

Users

UNI QLO · NEW LOOK

TOPSHOP

H&M · ZARA

MANGO GAP

GLOBALIZATION

Spaces

WE ARE FASHION REVOLUTION

Technologies

Consumers

Fashion Brands

Educators

Students

App usage

website

App

problem highlighting

consumer connection

Internet

Python

fast fashion impact

data input

Clothing Industry

manufacturing

Environment

Ethical consumerism

smartphones

Education tools

Education

3 months and after module degree continue

viral

Start discussions and awareness

Wix

social media

Data

Trignometery

Who made my clothes organisation

who made my Clothes?

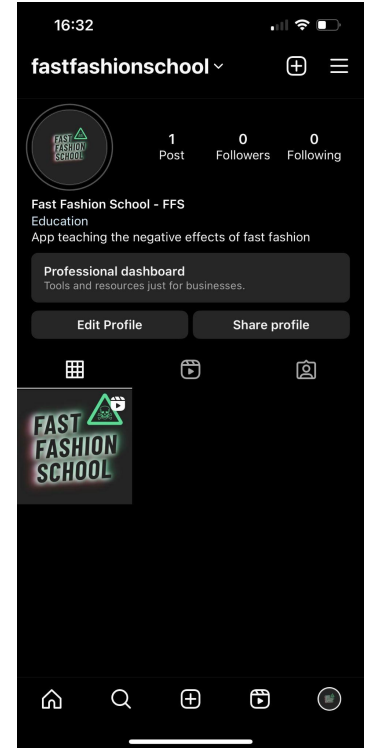EARTH·ORG

UN environment programme

statista

Resources

miro

Community

Demographic:

-Gen Z
-Senior high school students
-University students fashion/manufacturing
-Overall eco conscious consumers

Global community with members sharing the same concerns and interest.
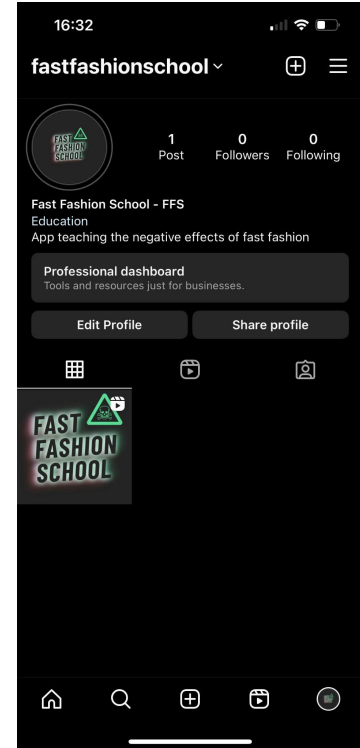
Community building

Online Strategy

-Social Media presence - keywords/hashtags, using video content, reels efficient to gain reach. Goal is to create content that goes viral and stops people in their mindless scrolling. Sub consciously changing behaviour without feeling pressured

Offline Strategy

-Use in schools

-When the community has grown initiation of protests/marches

-Launchparty at the conduit in london, invite guest speakers/experts, have the app being a starting point and springboard for the community
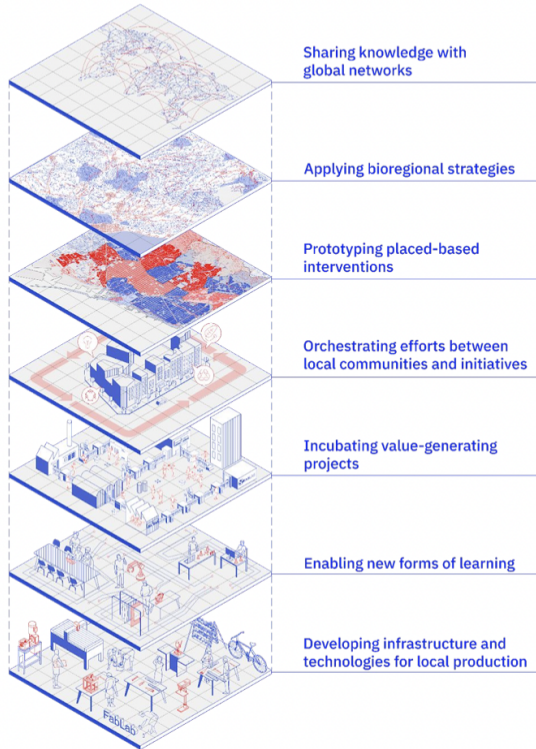
Reference analysis

"Good on you app" more from an only consumer perspective

Activists groups

My app focusing on the effect of fast fashion from an educational perspective. How much water does it take to create one shirt?pants etc

Fullstack implementation strategy

Sharing knowledge with global networks

Applying bioregional strategies

Prototyping placed-based interventions

Orchestrating efforts between local communities and initiatives

Incubating value-generating projects

Enabling new forms of learning

Developing infrastructure and technologies for local production

Planetary:
Building global community through a platform.
Creating positive change for a global community and the environment

Territorial:
Education tool enabling new forms of learning,
Distributed design sharing knowledge
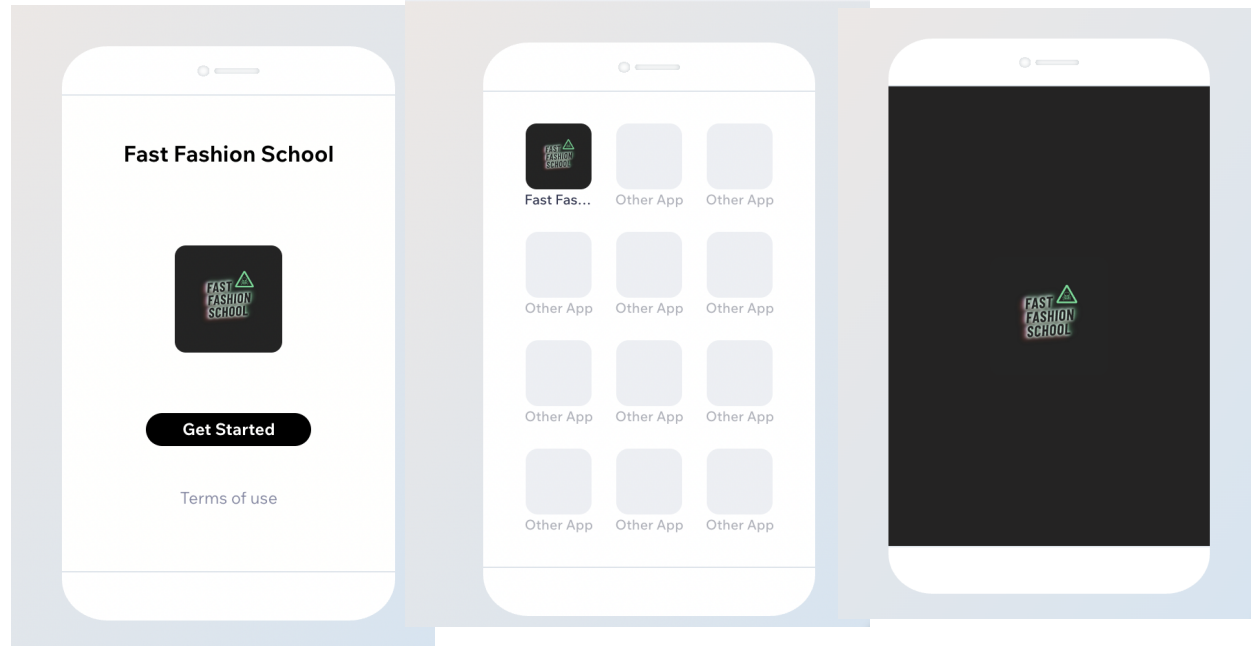
Communities:
Off-line engagement & meet ups

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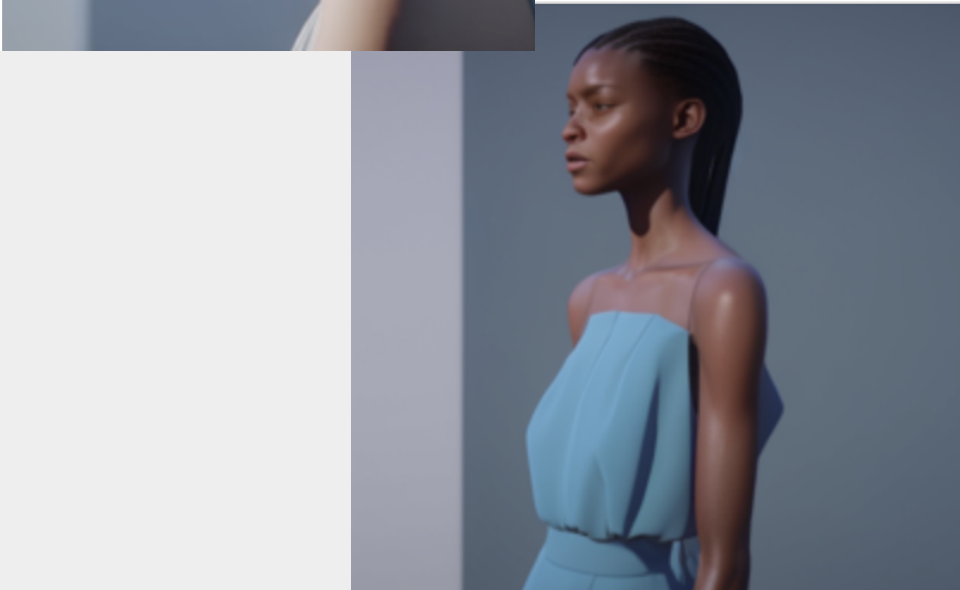## Applicaton Tech & Challenges

-Started building the app in a app template logo maker. To early to say if I need further coding as I go along. Will see how we go as I further develop the UX wireframe

-Think ill be fine using a template software cause majority will be data input.

-Challenge to create an engaging user experience and interactive app with easy to consume content

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Get Started

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Future AI image

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