Sustain Our Fashion

CINQUE FOSTER
TEXAS STATE UNIVERSITY
DECEMBER 2017
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Many companies around the world are currently using “fast fashion” methods in order to produce garments. Fast fashion is a term used for describing the fashion industries’ production processes that are expedited in order to get new trends out in stores as quickly and cheaply as possible. This method of production is bringing more harm than it is good. An example of that is the fact that it takes over 700 gallons of water to make one T-shirt.

Fast fashion is contributing to harming the environment and needs to be brought to the attention of consumers in order to make a change. The challenge in doing this is getting people to listen, shop ethically and purchase sustainable garments. There is an opportunity to reduce the harm to the environment caused by fast fashion production and to change the behavior of consumers to purchase sustainable products.

The main goal for Sustain Our Fashion is for young adults to purchase and wear sustainable fashion products. To do this, the campaign will educate at least 15 young adult consumers at Texas State University about the environmental damage caused by fast fashion. To send key communication messages articles about the effects of fast fashion and sustainable fashion will be posted on Facebook, as a PSA created for KTSW. Pitches will be sent to the University Star and to Teen Vogue to educate these young consumers.

The campaign also aims to get five people to purchase clothing from sustainable and ethical retailers. An event on The Quad will be hosted where coupons to sustainable fashion retailers will be distributed. Lookbooks for sustainable brands will be created and photos or videos on social media showcasing these brands will be posted.
Problem:

The problem with fast fashion industries is that they are causing harm to the environment through the production methods that they are using.

Challenge:

The challenge is getting people to listen, shop ethically and purchase sustainable garments.

Opportunity:

This is an opportunity to reduce the harm to our environment caused by fast fashion production and to change the behavior of consumers to purchase sustainable products.

Many companies around the world are currently using “fast fashion” methods in order to produce their garments. “Fast fashion” is a term used for describing the fashion industries’ production processes that are expedited in order to get new trends out in their stores as quickly and cheaply as possible. This method of production is bringing more harm than it is good. An example of that is the fact the it takes over 700 gallons of water to make one t-shirt. “Fast fashion” is contributing to harming our environment and needs to be brought to the attention of consumers in order to make a change.
When it comes to talking about fast fashion and the negative impacts of this type of production, many people are not going to listen. Many consumers have a lack of interest for sustainable fashion. They find it easier to go to cheaper fast fashion retailers in order to buy their clothing products instead of go out of their way to buy sustainably. The facts about fast fashion need to be made more prominent in everyday life in order for people to realize what they are buying and how they are contributing to this trend.

Action needs to be taken to distribute the facts surrounding fast fashion so that consumers can inform companies that people care about how their clothes are being made not just that they are being made. According to a Marie Claire article titled, On Thin Ice, “fast fashion“ has been shown to contribute to our climate change and they believe that a change can be made no matter how long it takes.

Print and Online Materials:

i. **Fashioning the FUTURE**

   Lindsay Talbot discusses 12 brands/people on style and sustainability. Some of those consist of Emma Watson, Stella McCartney and Tiffany & Co. chief sustainability officer Anisa Kamadoli. It goes through and talks about their profession, eco-credentials and fashion mantra.

ii. **EARTH DAYS**

   The author discusses eco-friendly fashion style in regards to sustainable fashion. Some of the things talked about were the Levi’s checking on gallon of water used for washing a pair of their jeans and the eco fashion taught by Stella McCartney.

iii. **ON THIN ICE**
The effects of climate change and the efforts being made within the fashion industry to switch the role they play in it. They also talk about how the fashion business contributes to global warming and industrial water waste.

References:

i. **Fashion Fibers: Designing for Sustainability**
   Annie Gullingsrud talks about the chemical use, water, fair labor, energy use, consumer use/washing and biodegradability and recyclability of the fibers used in clothing.

ii. **Slow Fashion: Aesthetics Meets Ethics**
   The future of brick and mortar retail becoming better with fair trade, sustainable and organic products, vintage, second hand and local produce are discussed in “Slow Fashion: Aesthetics Meets Ethics.” It also talks about restorative economics and the well-being of our planet.

iii. **Sustainability in Fashion: A Cradle to Upcycle Approach**
   The editors in this book provide insight on sustainability and fashion in a retailing and market context. The chapters focus on sustainability and a range of fashion sector examples from high street to luxury.

Case Studies:

i. **Marketing Challenges for an Eco-Fashion Brand: A Case Study**
   Some marketing strategies for eco-fashion brands are not as strong as they could be. The consumption of these brands is not extensive, which is big because environmental degradation and waste is constantly being talked about. This case study talks about how marketing plays a big role in increased interest in the brands.

ii. **Product Design Scenarios for Energy Saving: A Case Study of Fashion Apparel**
Guidelines were created for companies producing fashion products in an energy-saving and sustainable way. There were three stages in order to find the best approach: 1. Identifying energy-saving factors in producing apparel, 2. A survey to study fashion consumer’s attitudes towards energy-saving fashion products and 3. A study on the development of product design for sustainable fashion.

iii. *Discussing Consumption and Sustainability in Clothing Production: A Case Study of a Company in Recife/BR*

Pessoa, Araujo and Arruda’s main focus in this case study is describing the challenges in sustainable development of fashion production. They did it through a brand called “Refazenda,” a clothing company in Brazil that is based on recycling and uses sustainable concepts and processes.

*Media:*

i. *35 Fair Trade and Sustainable Retailers*

The Goode Trade showcases clothing retailers that produce their clothing with sustainability in mind. It shows the price ranges for each shop and gives a summary on what the retailer is.

ii. *Slow Fashion VS. Fast Fashion*

A brief definition of fast fashion is a low-cost clothing collection that mimics current luxury fashion trends. Slow fashion is a company practicing ethical manufacturing and use environmentally friendly materials. The author compares fast fashion and slow fashion in categories such as: materials, quality, volume, labor force, methods, ethics, sustainability and toxins.

iii. *Fast Fashion: Can it Be Sustainable*
Tamsin Lejeune goes in deep to talk about the fashion industry, sustainable fast fashion and the labor that goes into fast fashion

**Government Sources:**

i. **Sustainability Cuts the Right Cloth**

The main focus of this article was to report on the launch of a new plan to make sustainable fashion by the Department for Environment in Great Britain. It aims the battle the environmental impacts of fast fashion by bringing together retailers, designers and textile manufacturers.

ii. **FTC “Green Guides”**

The guidelines listed on the webpage are intended to help marketers avoid making misleading environmental claims.

iii. **Getting Green Certification for Your Products**

A list of official green certification seals that companies should use to allow customers to see that their product is eco-friendly. These certifications are all approved by the U.S. government. Some of the certifications include: Green Seal, Scientific Certification Systems, U.S. Green Building Council, The Chlorine Free Products Association, ENERGY STAR, USDA and Green e.

**Surveys:**

i. **Consumers’ Awareness of Sustainable Fashion**

Shen, Richards and Liu conducted a survey consisting of data from working and non-working students at a large state university. The survey showed whether each respondent agreed or disagreed with the sixteen different statement of eight sustainable fashion dimensions. The
eight dimensions were recycle, vintage, artisan, custom made, fair trade, locally made, organic and vegan.

ii. Drivers of Clothing Disposal in the US: An Exploration of the Role of Personal Attributes and Behaviors in Frequent Disposal

The purpose of this study was to explore the drivers of clothing waste and to find out the influence of demographic factors and personal attributes on disposal frequency. The researchers sent out an online survey to over 500 men and women in the US. The topics the survey covered were: trend sensitivity, shopping frequency, quality and price consciousness and demographic factors.

iii. Popularization of Sustainable Fashion: Barriers and Solutions

A questionnaire survey regarding whether you can be fashionable and environmentally conscious at the same time was sent out to consumers. The questionnaire showed that a consumer’s involvement in fashion is not necessarily linked to the thought of buying sustainable fashion. The main goal of this data collecting was to explore solutions to bridge the gap between the supply and demand for sustainable fashion.

Primary audience:

- Texas State University students who are frequent shoppers in San Marcos
- Other young adults in San Marcos
- Consumers interested in sustainable fashion
Secondary audience:

- Company managers at fast fashion stores at the outlets (F21, H&M)
- TXST H.E.A.T. organization
- TXST Fashion Merchandising Association
- Faculty and students at Texas State University
- Fashion designers

Future audience:

- University students on their path to get jobs and move on their own; starting to do their own shopping
- High school students
- Teens and tweens

Media:

Traditional media:

- University Star

Online media:

- TXST Fashion Merchandising Association’s Blog

Social media:

- Twitter poll
- Facebook
- Instagram
- Snapchat

Electronic Media:

- KTSW
Non-media:
- Fliers
- Posters around Texas State University and San Marcos

Demographics:
- Ages: 16 - 26
- Gender: all
- Income Level: any
- Education: some college
- Ethnic Background: all

Psychographics:
- Value fashion
- Value the environment

But also, people who:
- Appreciate fine goods

The Sustain Our Fashion campaign aims to educate about sustainable fashion and the benefits it has on the environment. In order to find out how many people were already aware of sustainable fashion, a survey of 10 questions was distributed. The survey was designed using Survey Monkey and was distributed through Twitter and Texas State University student emails.
The survey was sent on Oct. 21, 2017 to a total of 205 respondents. One hundred twenty-five students received an email with a link to the survey, and a Tweet with the survey linked to it was sent to 80 Twitter followers. Of the 205 of respondents, 21 participated in the survey.

The survey results, showed that nearly 81 percent of respondents have shopped a Thrift stores. When asked how often they thrift, the respondents were evenly divided with 29 percent. 29 percent said they shop at least once a month, 29 percent said at least every six months, and 29 percent said never. While a majority of respondents have shopped at thrift stores before, 54 percent say they haven’t heard of the sustainable brands that were listed on the survey.

Some new information that was discovered through survey was that 86 percent of respondents are aware that Forever 21 is causing environmental damage due to a lack of sustainable fashion production method. Although, when asked where they like to shop at, 38 percent of respondents said Forever 21.

What are your top two places to shop for clothing?

h&m, forever21
10/19/2017 3:36 PM

Belk and forever 21
10/19/2017 2:21 PM
**Figure 1:** The results show how many, out of the 21 respondents responded that Forever 21 was one of their top two places to shop at.

**Figure 2:** This graph shows 85.71% of the respondents are aware that Forever 21 causes environmental damage.
These two charts are important for the campaign because even though the respondents are aware of the environmental damage that Forever 21 causes they still consider it one of their favorite places to shop.

Sustain Our Fashion wants to educate young adult consumers on the effects of fast fashion and the benefits of sustainable fashion. That way, they can still find clothes similar to garments sold at Forever 21, but they won’t be contributing to environmental damage.

In the primary research, the results show that many of the respondents have thrifted or avidly thrift but don’t realize that they are participating in shopping sustainably by doing so. Sustain Our Fashion can bring more awareness to thrifting and the fact that it counts as a method of shopping sustainably because consumers are recycling old clothes and giving it new life.

While distributing the survey, there were issues using Google Forms. When sending out emails to students regarding the survey, the program that the university uses blocked the link. This delay put a hold on the survey until the website Survey Monkey was used to create the survey. By using Survey Monkey, the survey was limited to 10 questions.

Theme:
Sustain Our Fashion

Key Messages:

- Educate young adult consumers on the damage fast fashion causes to the environment
- Persuade young adult consumers to shop at sustainable and ethical retailers
- Persuade young adult consumers to help change the way fast fashion is produced by taking a stand against the retailers

Communication Channels:
Traditional/Legacy Media:
  - University Star

Electronical/Digital Media:
  - KTSW

Social Media:
  - Twitter
  - Snapchat
  - Facebook

Printed Media:
  - San Marcos Daily Record
  - Teen Vogue

Goal

For young adults to purchase and wear sustainable fashion products.

Objective 1

Educate 15 young adult consumers at Texas State University about the environmental damage caused by fast fashion by December 30th, 2017.

Strategy 1

Use electronic and social media to educate young adult consumers about fast fashion.

Tactics
• Post articles about the effects of fast and sustainable fashion on Facebook.

• Create a PSA for KTSW.

**Strategy 2**

Send pitches to different publishers.

**Tactics**

• Pitch story to the University Star.

• Pitch story to Teen Vogue.

**Evaluation of Objective 1**

In order to see if 15 consumers were educated on the effects fast fashion has on the environment the number of likes, shares and comments on Facebook will. At least 15 young adults will respond to the posts or radio/news stories by December 30\textsuperscript{th}, 2017.

**Objective 2**

Get five people to purchase clothing from sustainable and ethical retailers.

**Strategy 1**

Host an event on The Quad on sustainable fashion.

**Tactics**

• Hand out coupons on The Quad for sustainable fashion retailers.

**Strategy 2**

Put together look-books for sustainable brands to showcase their clothing and show that it is trendy

**Tactics**

• Post photos or videos on social media showcasing sustainable retailers clothing

**Evaluation of Objective 2**
In order to see five people started shopping at sustainable brands, I will track coupons redeemable at sustainable retailers will be tracked. At least five young adults will make purchases by December 30th, 2017.

**Objective 1:**

Educate 15 consumers on the environmental damage done by fast fashion by December 30th, 2017.

- $0 to post articles about the effects of fast and sustainable fashion on Facebook
- $0 to create a PSA for KTSW
- $0 to pitch stories to the University Star and Teen Vogue

Carried out by: Sustain Our Fashion

**Objective 2:**

Get 5 people to purchase clothing from sustainable and ethical retailers by December 30th, 2017.

- $19 for 100 coupon templates for sustainable brands ($0.19 each)
- $44.99 for canopy tent to put on The Quad when handing out coupons
- $38.88 for folding table to place coupons on
- $300 budget for sustainable clothing to showcase look-books on social media

Carried out by: Sustain Our Fashion and TXST Fashion Merchandising Association

**Timeline**

September 2017 – December 2017

**September 2017 – October 2017:**

- Conduct secondary research on sustainable fashion and the effect it has on the environment
- Create online survey to distribute to young adult consumers to collect primary research
- Distribute survey through Twitter and Texas State University student emails
November 2017:

- Begin objective one: educate 15 young adult consumers at Texas State University about the environmental damage caused by fast fashion
- Post articles about the effects of fast and sustainable fashion on Facebook and create a PSA for KTSW
- Pitch stories on sustainable fashion to University Star and Teen Vogue

December 2017:

- Begin objective two: get five people to purchase clothing from sustainable and ethical retailers
- Host event on The Quad and hand out coupons for sustainable fashion retailers
- Post look-books on social media showcasing sustainable retailers clothing
- Analyze social media results such as the number of likes, shares and comments on Facebook to see if objective was reached
- Check tracking on coupons redeemable at sustainable retailers to see how many were used

Appendix A

Survey Questions:
1. How often do you go shopping for clothing?
   - Once a month
   - Twice a month
   - Three times a month
   - Weekly

2. What are your top two places to shop for clothing?

3. How do you get money to shop for clothing? (Job, parents, etc.)
4. Have you ever shopped at thrift stores?
   - Yes
   - No

5. How often do you thrift?
   - At least once a month
   - At least once every six months
   - At least one per year
   - Never

6. Do you know which retailers cause environmental damage when producing their products?
   - Forever 21
   - Patagonia
   - Zara
   - H&M
   - People Tree

7. What sustainable (eco-friendly) brands have you heard of?
   - Reformation
   - ASS Green Room
   - H&M Conscious Collection
   - People Tree
   - None
   - Other (please specify)

8. Would you ever consider only shopping at sustainably (eco-friendly) retailers or thrift/consignment shops?
   - Yes
   - No
   - Maybe
   - If no, why not?

9. What gender do you identify as? (Leave blank if you prefer not to answer)

   

10. What is your age?
    
    
    Appendix B
- **Fast Fashion Retailers** are low-cost clothing collections that replicate current fashion trends.

- **Sustainable Fashion Retailers** practice ethical manufacturing and create products with environmentally friendly materials.

- Environmental problems such as global warming, air and water pollution, overpopulation and genetically modified crops are thought to be caused directly or indirectly by manufacturing patterns, consumer preferences and consumption behavior.

- The apparel, footwear, textile, toy and household product industries are on the front lines of a new ecological issue centered on toxicity to living creatures. Pollution havens in less-developed countries, environmental health in the workplace, and the export of consumerism.

- According to Edge Expo’s article on the fashion industries waste, clothing and textile industry is the largest polluter in the world, second to oil.

- The article Fashion Industry Waste Statistics states that you need about 713 gallons of water to make a typical cotton t-shirt, but it takes more than 5,000 gallons of water to make a T-shirt and a pair of jeans.

- The annual environmental impact of a household’s clothing is equivalent to the water needed to fill 1,000 bathtubs and the carbon emissions from driving an average modern car for 6,000 miles.

- Approximately 10-20 percent of textiles from the fashion industry result in waste.

- In the article Textile Recycling Facts and Figure, the fashion industry is responsible for 85 percent of all textiles that end up in textiles each year and for 10 percent of global carbon emissions.
According to the article Textile Recycling Facts and Figures, more than 15 million tons of used textile waste is generated each year in the US and the amount has doubled over the last 20 years.

The fashion industry is the second-largest user of water and is contributing 20 percent of the industrial water waste on the planet.

Sustainable products are designed to minimize energy consumption, use fewer natural resources and reduce toxic substances in the water, air and soil.

Sustainable Fashion uses locally-sourced fabrics, organic and natural fabrics, along with recycled materials.

Fast fashion tends to be cheap and of low quality, due to the companies quickly putting out designs.

Sustainability criteria includes eight categories: recycle, organic, vintage, vegan, artisan, locally made, custom and fair trade certified.

Only about 0.1 percent of recycled fiber collected by charities and take back programs is recycled into new textile fiber.

Up to 95 percent of the textiles that are land filled each year could be recycled.

A fast fashion business model is based on reducing the intervals between production and consumption.

Short fashion cycles and low-priced products have accelerated the growth in early-discarded clothing items.

References

- EARTH DAYS
- Drivers of Clothing Disposal in the US: An Exploration of the Role of Personal Attributes and Behaviors in Frequent Disposals
- ON THIN ICE
- Sustainability in Fashion: A Cradle to Upcycle Approach
- Product Design Scenarios for Energy Saving: A Case Study of Fashion Apparel
Fast Fashion

Fast fashion is currently still a major issue in our world today, and is the major source of clothing production across the globe. Sustainable fashion is still on the backburner when it comes to popularity. Although, it has been beginning to pop up more and more in past few years. Now, a lot of fast fashion retailers are starting to bring out lines within their stores that are sustainable products.

The Start of Fast Fashion

Fashion production has been around since the 1800s, when people would spin yarn to create their clothes. During the Industrial Revolution, more ways to make clothing came about and gave way to the process of creating clothes in bulk. During the 1800s, businesses hired people to work from home, for low wages, to create their clothing. It is said that this process is what lead up to the way clothing is produced today.

An Increase of Demand

The 1960s brought an increase in fashion trends, meaning people wanted to keep up with these changing trends. Affordable clothing was also in demand at this time, meaning that brands would want to
keep up with this so they started opening textile mills in developing countries. This helped U.S. and European fashion brands save millions of dollars by getting their labor from elsewhere.

**Future of Sustainable Fashion**

Sustainable fashion is being brought to light by social, human rights and environmental activists. This has caused established retailers to bring out ranges that are sustainable to cater towards their audience that wants environmentally friendly clothing. Consumer’s main focus’ has moved from only the products being sold by a brand, to the brands actual values and beliefs towards sustainable fashion.

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Elaine Welteroth, Teen Vogue, [web@teenvogue.com](mailto:web@teenvogue.com)

**Subject:** Sustain Our Fashion

Sustainable fashion is important to today’s environmentally-conscious teens. Because Teen Vogue’s readers represent this same demographic, you may be interested in writing a story about “Sustain Our Fashion.” This campaign aims to highlight the benefits of sustainable fashion. I believe that young people are starting to have a major impact on our society today, and bringing the topic of sustainable fashion to Teen Vogue will only lead to a revolutionary butterfly effect.

Non-sustainable fashion is made with cheap materials in order to keep up with trends and have the products roll out quickly in mass production. This lack of quality is important to young people because the products do not last long due to the cheap materials. With sustainable fashion, young people will not have to constantly buy the same product because the material is going to last them for a long time.

Sustainable fashion also helps the environment. Non-sustainable products cause major environmental damage. For example, it takes over 700 gallons water to make one T-shirt. Bringing sustainable fashion to Teen
Vogue will not only shed light on a subject that needs to be talked about more, but young people reading your magazine will appreciate your publication advancing this cause.

Thank you for taking the time to read this email. I will follow up in a week or so through web@teenvogue.com to see if you are interested in writing a story.

FOR IMMEDIATE RELEASE

Nov. 17, 2017

Contact: Cinque Foster, c_f112@txstate.edu

**Fashion Merchandising Association to Host Sustainable Fashion Show**

SAN MARCOS, Texas – The Texas State University Fashion Merchandising Association will host a sustainable fashion show on Wednesday, Nov. 1st in the LBJ Ballroom on campus to introduce sustainable fashion.

While at the fashion show, viewers will learn more about sustainable fashion.

**MORE**

Sustainable fashion is an alternative method to producing clothing. The process uses environmentally friendly materials to create their products. The opposite to sustainable fashion, is fast fashion, a method that is common in the fashion industry currently. Fast fashion consists of retailers trying to quickly produce items in order to keep up with the ever-changing trends in the fashion industry. To quickly produce items, they purchase low-cost materials that end up being cheaply fabricated. Because of this cheap material, it can cost more than 700 gallons of water to produce one t-shirt. This is a trend in the fast fashion industry, and that is only a small glimpse of the environmental harm these companies are causing.
The Fashion Merchandising Association at Texas State is an organization for fashion lovers. The association hosts a semi-annual fashion show and this Fall the group is focusing on sustainable fashion. Each piece in the show will be a product of a sustainable retailer, or it will be recycled from a thrift store. Thrifting is also a way to keep away from fast fashion and recycle old clothing to give them new life. The program will include music and playing along with the music will be facts about fast fashion and the environmental damage it is causing. Consumers will learn how to be fashion forward without having to continue to contribute to fast fashion.

###

**Get Your Thred’s Up with Sustainable Fashion**

By Cinque Foster | Nov. 3rd, 2017

The term “sustainable fashion” doesn’t just refer to retailers that are *creating* sustainable products. It can also mean shopping at thrift stores, or resale shops, to get your clothing. When shopping at thrift stores, you are essentially recycling gently-used clothing and giving them new life in your wardrobe. This helps the environment because these pieces won’t be sent to the clothing landfill where clothing fibers release potent greenhouse gases into the environment.
If you find yourself interested in thrift shopping, but are often quite busy and aren’t able to go out and shop, there’s a solution for you. An online thrift store called, Thred Up is the world’s largest online thrift store. On their site, you can get up to 90 percent off of the original retailing price of an item.

Photo Courtesy: @thredup on Instagram showcasing Free People jacket and pants

Thred Up has a variety of brands from Forever 21, H&M, American Eagle and Free People to designer brands such as, Gucci, Kenzo and Balenciaga. So, depending on your personal style, you can pick what brands you shop most often. Another great thing about Thred Up is that you can put in your sizing for tops, bottoms, dresses, shoes, anything and everything. Then, while your searching for new clothes, it only shows you items in your size so you don’t have to skim through the 50,000+ items on the site.
Thred Up also has a “Clean Out” system. The Clean Out Kits give you a chance to donate your clothes for money back. Thred Up offers three different Clean Out Kits that you can get. The first is a Free Standard Bag where you get paid for the items Thred Up accepts and there are no fees deducted from your earnings. This one can take up to five weeks to process once your bag is received. The second is a $16 Expedited Bag where a fee of $16 is deducted from your earnings, but your bag will be processed within one week of receipt. The last kit is a Free Donation Bag where all the items you send are donated to charity and you receive a tax receipt.

Clean Out Kits are a great option if you want to clean out your closet, and revamp it with new clothes. You can use the money you get back from your accepted items to buy new clothes from Thred Up, or from another thrift store or resale shop. You’ll not only be helping the environment, but you will also be getting clothes at a highly discounted price so you can get a whole new wardrobe for a low price.
Small, But Fashionable, Steps to A Better Environment

By: Cinque Foster

Vanessa Alvarado, a junior at Texas State University, is a pro at making her own clothing. She got her start in 8th grade but didn’t find her passion for it until her sophomore year in high school. Last year, she stopped sewing completely but now she has her own sewing machine and finds herself making clothes often.

There are many factors that contribute to the change of our climate, but one of them that many people may not know about is fashion. The fashion that causes the most harm is “fast fashion.” Fast fashion occurs when companies quickly produce products in order to keep up with changing trends and produce clothing quickly. These retailers buy cheap fabrics in bulk, but these cheaply-made materials end up being dyed, printed on and even doused in chemicals. Retailers are relying on current trends to keep customers traffic in stores and consumers tend to get rid of anything that is not in style. This leads to the clothes being dumped in landfills and incinerators that end up releasing harsh chemicals into the environment.

An alternative to fast fashion is sustainable fashion. Sustainable fashion is a method of producing clothing that is good for the environment. Sustainable fashion can range from retailers that only use environmentally friendly materials, to thrift, consignment or resale shops which help in recycling clothes so they are not sent to landfills.

Another form of sustainable fashion is making your own clothing. By doing this, you aren’t contributing to fast fashion retailers. When Alvarado is creating ideas for a piece, her inspiration comes from the world around her.
“Inspiration can come from anywhere,” said Alvarado. “The key is to always look at the world with a creative eye. That’s when you find inspiration through your environment and things that wouldn’t normally be seen as inspiration.”

Shopping fully sustainably, can be a hard task to get accustomed to. Alvarado says that although she loves making her own pieces, she often shops at fast fashion retailers to get pieces she can’t make.

*Photos courtesy of: Vanessa Alvarado – showcasing a tank top she made that is double-sided*

“When I’m not making clothes, I like to shop at Zara for the convenience and eye-catching pieces,” Alvarado said. “I also love shopping online at ASOS.”

Not only does Vanessa make her own clothes and shop with some fast fashion retailers, she also shops at thrift stores. Shopping at thrift stores is a great way to find one-of-a-kind pieces, and to give new life to old clothing.

“My favorite thrift stores to shop in the area are Goodwill and other resale shops on The Square,” said Alvarado. “I’m more familiar with thrift stores in the Houston area, but I always love finding new places to shop.”
It is difficult to get into shopping sustainably because it is a new concept, and not many retailers are participating in it. Right now, it is easier to go to a fast fashion retailer to buy cheap clothing quickly rather than searching out for a sustainable retailer whose clothing may be pricier.

“I’d say I definitely shop in store more than I make clothing,” said Alvarado. “However, I’m slowly trying to make my clothing as I see how easy some pieces can be made and in turn, more customizable.”

"Photo courtesy of: Vanessa Alvarado – showcasing a mustard pinafore dress that she made"

Many times, consumers don’t see the point in shopping at thrift stores or resale shops. Others don’t know what sustainable fashion is. Even if a consumer does know about sustainable fashion, a lot of times they will often not purchase it because it can be expensive. Meagan Mars, a senior at Texas State University, is a great example of that type of consumer. Mars’ go-to places to purchase clothing are at fast fashion retailers such as Urban Outfitters, ASOS, Zara and Missguided. Although she has shopped at resale shops before, fast fashion retailers are her main priority.

“I’ve shopped at Buffalo Exchange on occasion to find pieces, but never any actual thrift stores,” said Mars. Buffalo Exchange is a resale store where you can go to sell your old clothes. The difference between a resale store and a thrift shop, is that at thrift shops you don’t sell your clothes for any profit you just give them away as a donation."
The reason Mars usually shops fast fashion is because the items she finds herself liking seem to only be carried at fast fashion retailers. This is probably because these retailers keep their stores stocked with “on-trend” items that attract Mars’ fashion taste.

“I find that thrift stores don’t have pieces that I enjoy,” said Mars. “I like pieces that are extravagant, modernized and unique. Most of which I seem to only find at stores that I frequent.”

Not everyone has the same mindset as Mars. Zari Foster, a 23-year-old San Marcos resident, believes that thrifting can force you to be creative when it comes to buying and styling clothes.

“All I do is thrift,” said Foster. “I shop at any thrift stores in the Austin/San Marcos area. I thrift because you can find pieces that no one else is going to have. And it’s cheap so you can get a lot of cool, unique pieces for a price that is equal to one winter coat from a normal retail store.”

Foster does her best to patronize with thrift stores, but she usually finds herself going to fast fashion retailers to find accessories, usually jewelry.

“The only time I don’t shop at a thrift store is if I find a piece at a retailer that I know I would never find thrifting,” said Foster. “I also get a lot of my jewelry from retailers because I just like the selection better than the ones at thrift stores, but I do sometimes find jewelry while thrifting.”

I’ve already mentioned, sustainable fashion is growing. Sustainable fashion is not at a point that it will cause a huge dent in the environmental damage from fast fashion, but more consumer awareness about fast fashion may start a change in preventing environmental damage.
Script Treatment

“Sustainable Fashion”
1 minute video

Opening shot of Forever 21, H&M PacSun, etc. Cuts to clothes rack, with me shifting through the clothes. On each piece that passes, there are facts on fast fashion and sustainable fashion.

**Facts:**
- SECOND TO OIL, THE CLOTHING AND TEXTILE INDUSTRY IS THE LARGEST POLLUTER IN THE WORLD
- MORE THAN 713 GALLONS OF WATER IS USED TO MAKE A TYPICAL COTTON T-SHIRT
- THE FASHION INDUSTRY IS THE SECOND-LARGEST USER OF WATER AND IS CONTRIBUTING 20 PERCENT OF THE INDUSTRIAL WATER WASTE ON THE PLANET
- MORE THAN 15 MILLION TONS OF USED TEXTILE WASTE IS GENERATED IN THE U.S. AND THE AMOUNT HAS DOUBLED OVER THE LAST 20 YEARS
- 95 PERCENT OF THE TEXTILES THAT ARE LAND FILLED EACH YEAR COULD BE RECYCLED
- THE FASHION INDUSTRY IS RESPONSIBLE FOR 10 PERCENT OF GLOBAL CARBON EMISSIONS
- SUSTAINABLE FASHION USES LOCALLY-SOURCED FABRICS, ORGANIC AND NATURAL FABRICS, ALONG WITH RECYCLED MATERIALS
- SUSTAINABLE PRODUCTS ARE DESIGNED TO MINIMIZE ENERGY CONSUMPTION AND REDUCE TOXIC SUBSTANCES IN THE WATER, AIR AND SOIL

Closing shot of text on screen

Closing text: SHOP SUSTAINABLY. SAVE THE ENVIRONMENT.

Video: [https://www.youtube.com/watch?v=ocglG7MgYDQ](https://www.youtube.com/watch?v=ocglG7MgYDQ)
SUSTAIN OUR FASHION

LOWER CARBON FOOTPRINT
Sustainable fashion uses organic fibers and sustainable fibres that do not use toxic dyes or pesticides. So when clothes are sent to a landfill, they will not release these toxins into our atmosphere.

CONSERVE WATER
Fast fashion can use up to 713 gallons of water to make one t-shirt. Sustainable fashion aims to use less water in production.

SAVE ANIMALS
Sustainable fashion uses no leather or any animal byproducts, when creating clothing.

REDUCE WASTE
Donating or reselling clothes are forms of sustainable fashion. Your old clothes that are thrown away end up in a landfill and pollute the atmosphere.

LASTS LONGER
Since sustainable fashion uses organic fibers and sustainable fabrics, clothing will last longer than cotton clothing that uses pesticides and toxic dyes during production.

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EDUCATION | TEXAS STATE UNIVERSITY, SAN MARCOS
BACHELOR OF SCIENCE: PR | GRAD YEAR: 2018

   Course Work
   o Media Writing
   o PR Research
   o Media Design
   o Writing for PR

WORK EXPERIENCE | SALES ASSOCIATE RUE 21
MAR 2016 – MAY 2016

   o Selling fragrances at the front of the store
   o Helping customers on the sales floor
   o Straightening clothing racks and shelves during closing hour


   o Conducting patient visits to the Health Care system
   o Helping with special events (Veterans Day, Christmas, etc.)

SKILLS |
   o Knowledge of Social Media: Twitter, Facebook, Instagram
   o Beginner Adobe Premiere
   o Microsoft Applications: Word, PowerPoint
   o WordPress
   o Beginner Adobe Photoshop