

LOST MEDIA

Second Chance



**How do we make teens buy
less fast fashion?**

Why do teens buy fast
fashion?

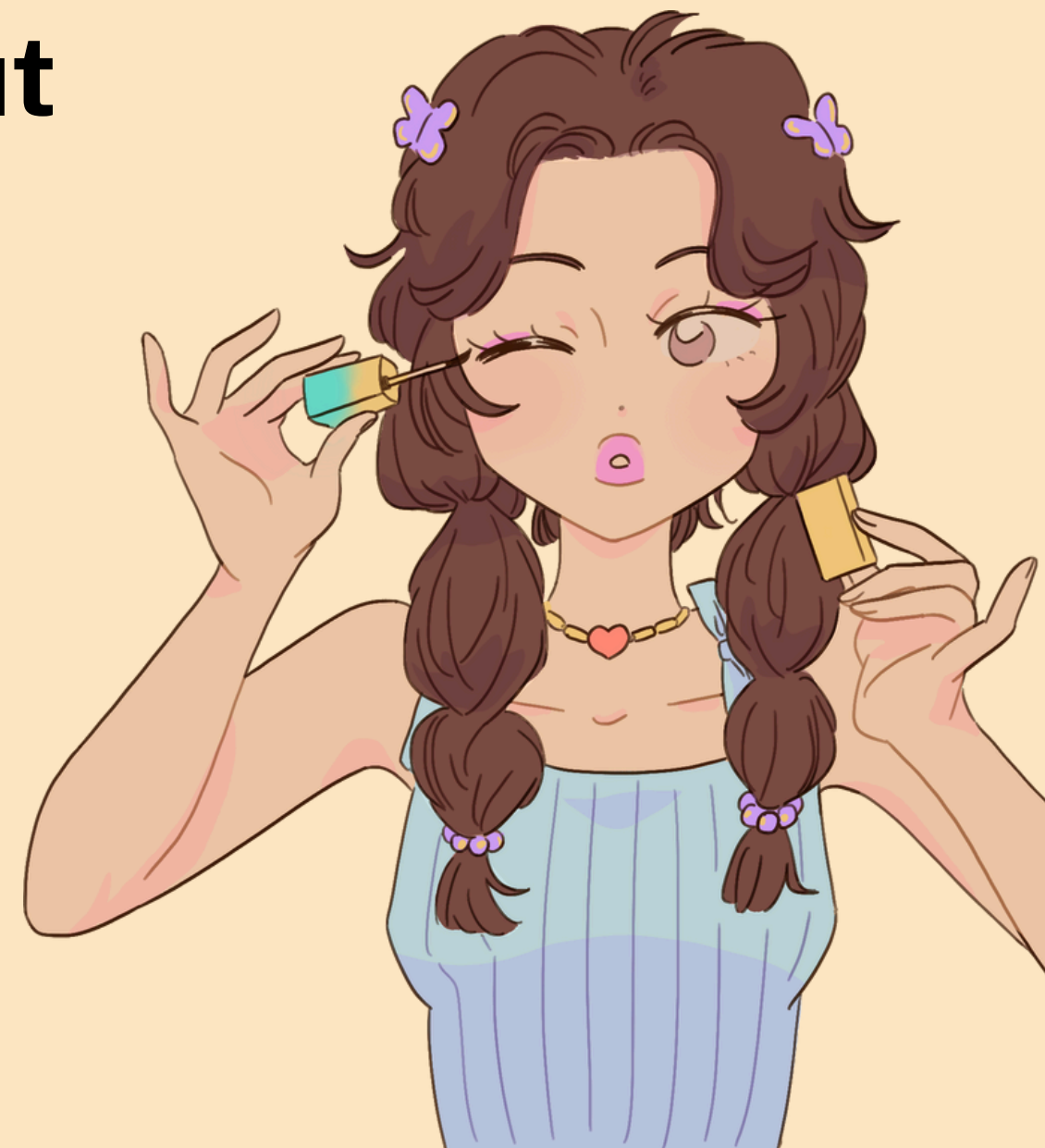
Out of **20 people** we asked
they all said:



Which teens go shopping the most?



**Teenage girls, who care about
fashion.**



**How do we make teen girls
buy less fast fashion?**

Make them
feel guilty

Make them
empathize

Show them
benefits of alternatives

OR



[illegible]

you

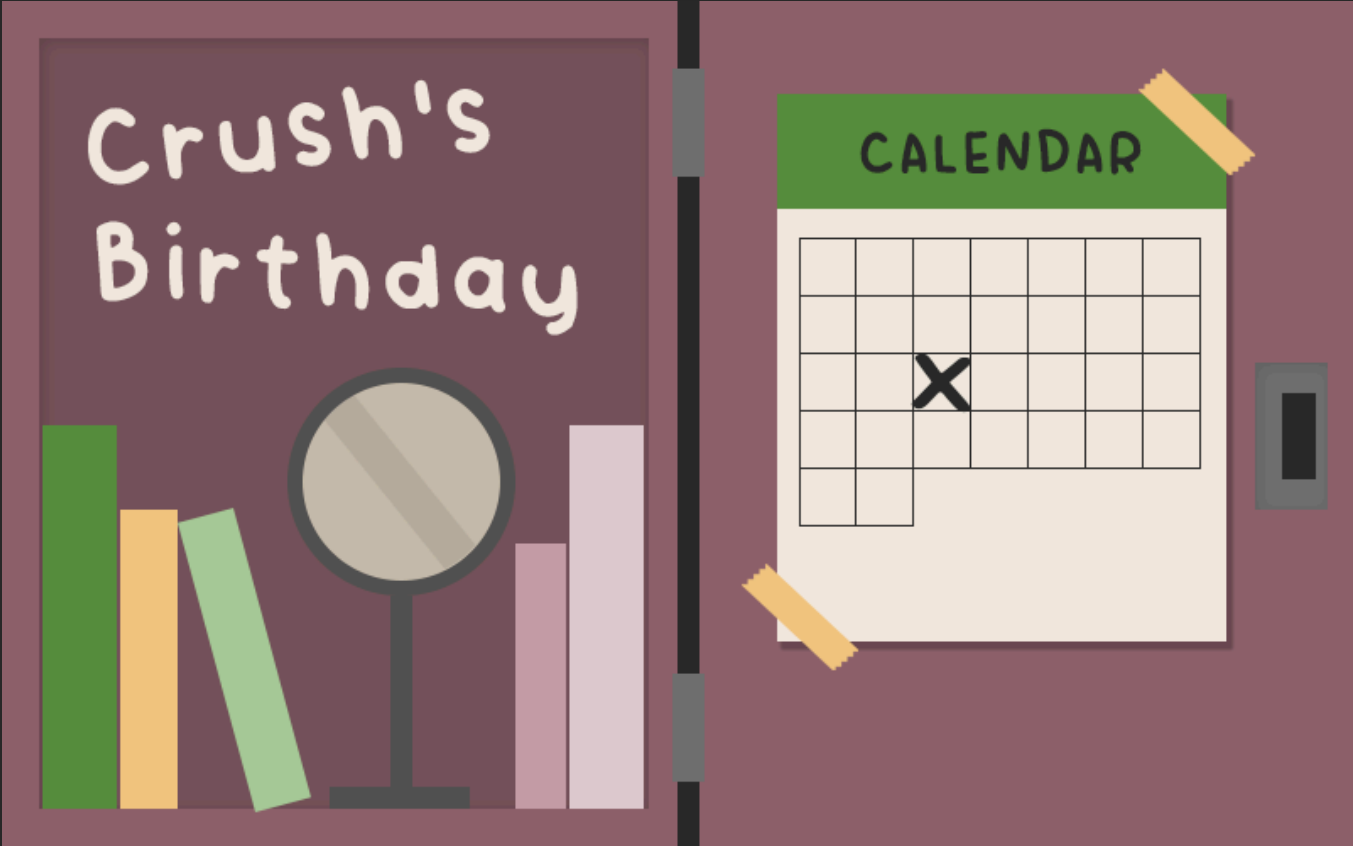


last year



almost empty

Events



First Day of School

It's the first day of school. You have a few Fast Fashion pieces in your wardrobe. You can either buy new ones or decide to wear what you already have.

WEAR FROM CLOSET

BUY ITEM



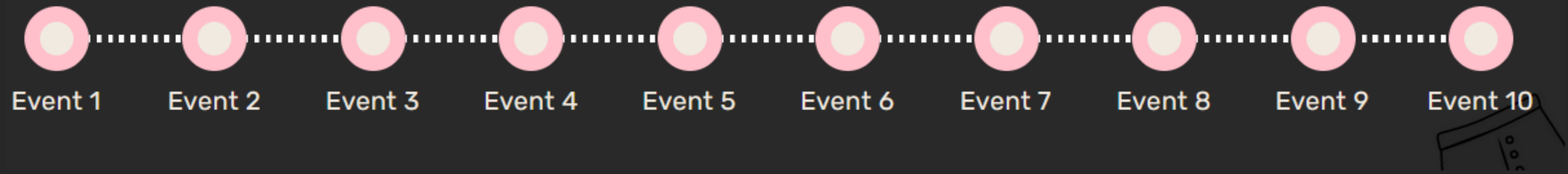
**Fast
Fashion**



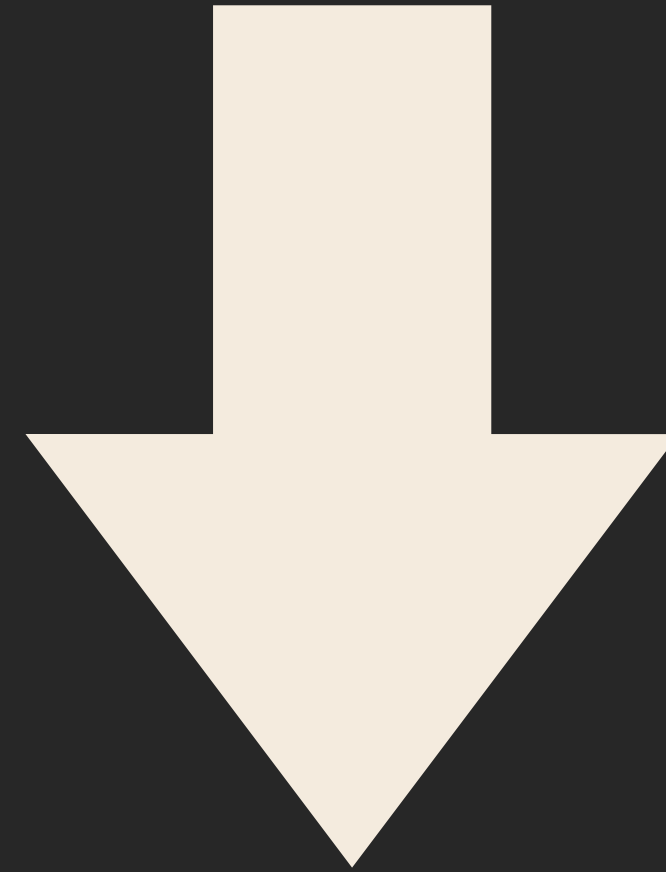
**Reliable
Brand**

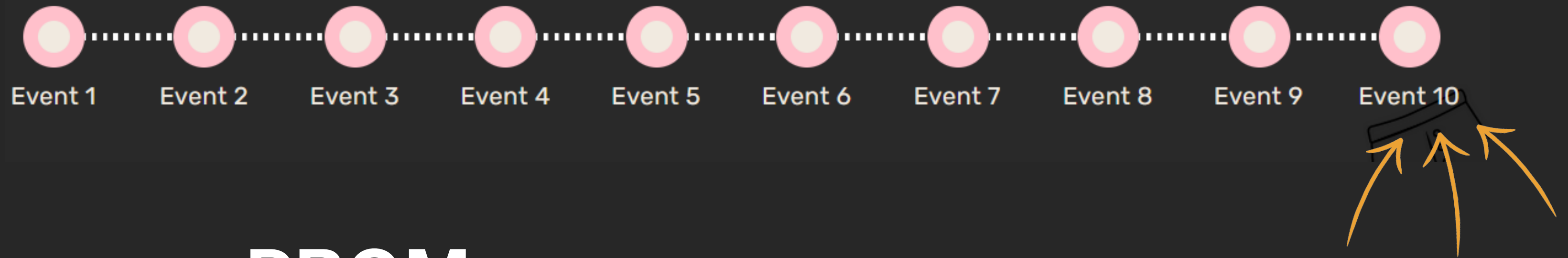


**Second
Hand**



Durability





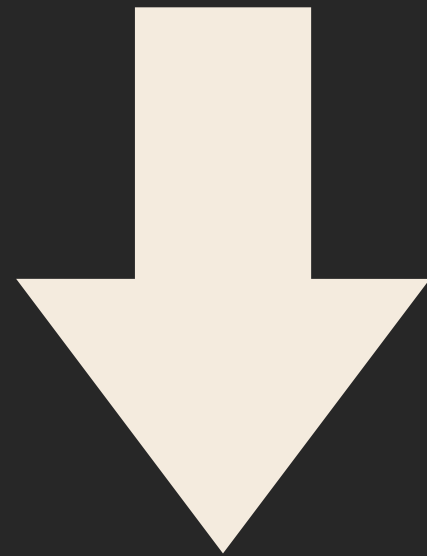
PROM



If you buy Fast Fashion:



Durability



If you buy alternatives:



Durability



Epic Trailer

Future improvements

- Game mechanics and realism
- Design improvements
- Making the game feel more competitive



Thank you!



*Any
questions?*