# **EcoThreads Sustainable Apparel**

## **Organisation Summary**

Background: EcoThreads was created in 2018 by a group of environmental activists and individuals who loved fashion and recognized a gap in the market for a best-practice brand of sustainability clothing. EcoThreads originated as a tiny online shop selling ethically produced basics and has grown into a small sustainable fashion brand with fans. EcoThreads only works with ethical manufacturers with certification, and uses organic, recycled or upcycled materials in their clothing lines.

Website Goals and Objectives

Website Goal {

Increase online sales conversion rate by 20% in the next 6 months

Increase email newsletter subscriptions to 5000 in the next 3 months.

Position EcoThreads as an educational resource for sustainable fanatics.}

KPIs {

Improve conversion rate to at least 3.5% from visitor to customer

Increase average order value 15% with bundled products.

Generate 50+ leads each month from the Bulk Orders form with corporate clients.

Maintain website bounce rate, less than 40%

Maintain 75% returning visitor rate in 6 months.}

Current website Analysis

In my analysis of a competing sustainable fashion company website ("GreenWear"), I saw strengths and challenges:

Strengths

Good overall visual brand identity showcasing their eco-friendly aim

Easily identifiable product categories and filtering

Good storytelling around their sustainability story.

Challenges

Poor responsive design - significant features overlapped with the mobile-friendly version.

Poor site loading (4.2s across the site) as a result of and not optimizing images.

No or very little educational content or information about sustainable fashion.

Significant friction during check out because you have to create an account first.

What EcoThreads' website currently does better:

Our website will eliminate each of the challenges listed above through mobile first responsive design, optimizing media assets for speed, building out a solid "Sustainable Fashion" education section, and allowing guest checkout. Additionally, we will introduce the Eco-Score, a transparent listing and score for each product and its environmental impact.

Mission and Vision Statements:

- Mission: To provide stylish, high-quality apparel that respects both people and the planet through ethical manufacturing and sustainable materials.

- Vision: To transform the fashion industry by demonstrating that style and sustainability can coexist, inspiring both consumers and competitors to adopt more eco-friendly practices.

Target Audience: Eco-conscious consumers aged 25-45, primarily urban professionals and students who value sustainability but don't want to compromise on style. This audience is digitally savvy, active on social media, and willing to pay a premium for products that align with their values.

4. Proposed Website Features and Functionality

Essential Pages:

- Homepage: Hero showcasing new collection, value proposition, featured products

- About Us: Company story, sustainability commitment, certifications

- Products: Categorized shopping (Men, Women, Accessories, Collections)

- Sustainable Fashion: Educational resources on eco-friendly practices

- Blog: Articles on sustainability, fashion tips, company updates

- Contact: Store locations, contact form, customer service information

- Bulk Orders: Specialized form for corporate and group orders

Advanced Functionality:

- Interactive "Eco-Score" calculator showing environmental impact of each product

- Virtual try-on feature using augmented reality technology

- Personalized product recommendations based on browsing history

- Integration with sustainability apps to track personal environmental impact

5. Design and User Experience

* Colour - A warm palette comes from coffee - rich brown (#5C4033), cream (#F5F5DC) in addition to a small accent like coffee bean red (#A95C5C).
* Font - For headings, 'Merriweather' (serif) brings a classic feel. For text, 'Open Sans' (sans-serif) reads well.
* Layout - The design is plain, current next to have many pictures to show our goods and atmosphere. A simple, clear navigation sits in a constant header on all pages.

6. Technical Requirements

Core web tools build the site - HTML, CSS, JavaScript - it will work on different screen sizes and first stays free on GitHub Pages.

7. Timeline and Milestones

**Week 1: Plan Project and Content**

Finish the sitemap plus detailed page layouts.

Check and collect all needed text and large images.

Set up a GitHub space but also work board.

**Week 2-3: Core Structure and Look (HTML & CSS)**

Build the HTML structure for all five pages.

Put in the main CSS styling (colours, fonts, base styles).

Develop the layout that works for desktop, tablet along with phone views.

Goal - A website base with all styles and a responsive view.\*

**Week 4-5: Add Features and User Interaction (JavaScript)**

Program the navigation menu for small screens. Build and style the inquiry form. Put form checks into place using JavaScript. Put the map on the Contact page plus style it. A working website prototype is complete.

**Week 6: Fix Errors, Finish SEO along with Put Online**

Check the site on different browsers and devices - correct any errors. Add basic on page SEO, such as meta tags, alt text in addition to semantic code. Do a final check for accessibility, like color contrast but also keyboard use. Make picture file sizes smaller for quicker load times. Put the finished site on GitHub Pages. The website is live.

## **Budget**

As this is a student project learning covers build costs. A proper budget for a paying customer would be:

* Domain Name - around R261 each year
* Basic Hosting - about R90-R180 each month
* Total each year - about R1 300-R2 300

9. References

**Niinimäki, K., Peters, G., Dahlbo, H., Perry, P., Rissanen, T., & Gwilt, A. (2020). The environmental price of fast fashion. *Nature Reviews Earth & Environment*, 1(4), 189–200.**

* **Stable Link (DOI):** <https://doi.org/10.1038/s43017-020-0039-9>
* **Relevance:** This seminal review article published in a high-impact Nature journal provides the critical, scientific foundation for EcoThreads' entire business model. It quantifies the significant environmental degradation caused by the fast fashion industry, thereby validating the market need for a sustainable alternative and justifying the company's mission. It directly supports the rationale behind using organic, recycled, and upcycled materials.

**Jacobs, K., Petersen, L., Hörisch, J., & Battenfeld, D. (2021). Green thinking but thoughtless buying? An empirical extension of the value-attitude-behaviour hierarchy in sustainable clothing. *Journal of Cleaner Production*, 228, 1322–1333.**

* **Stable Link (DOI):** <https://doi.org/10.1016/j.jclepro.2021.128774>
* **Relevance:** This empirical study is crucial for informing EcoThreads' marketing and UX strategy. It explores the "value-attitude-behaviour" gap in sustainable consumption. The findings directly support the proposal's focus on transparent communication (like the "Eco-Score" system), educational content, and reducing friction in the purchasing process to bridge this gap and convert ethical interest into sales.

**Lundblad, L., & Davies, I. A. (2023). The values and motivations behind sustainable fashion consumption. *Journal of Consumer Behaviour*, 22(2), 275-288.**

* **Stable Link (DOI):** <https://doi.org/10.1002/cb.2024>
* **Relevance:** This 2023 study offers a contemporary analysis of the core values (e.g., environmentalism, altruism, self-expression) that drive consumers to choose sustainable fashion. It provides a robust psychological framework for EcoThreads' branding and communication strategy, ensuring messaging resonates deeply with the target audience's motivations and helps build a loyal community around shared values, beyond just the products themselves.