

The logo features the word "GrabWear" in a bold, dark brown, sans-serif font. The text is centered within a white, cloud-like shape with a scalloped border. This white shape is set against a solid yellow background. A dark brown vertical bar is located on the far left side of the image.

# GrabWear

BROUGHT TO YOU BY - PHANTOM

## Hunger for newness

IN 1 YEAR THE AVERAGE AUSTRALIAN WOMAN ...

Buys **27kg** of new clothing



Throws away  
**23kg** of clothing

Wears only **33%**  
of her wardrobe

## Landfill contribution



## TEXTILE WASTE

### Fast Fashion



### Textile Dyeing





# RECYCLED CONTENT IS OFTEN BEST OF ALL

**Reduce** (large green text)

**Reuse** (large cyan text)

**Recycle** (large blue text)

Other words in the cloud include:

- Reflect (purple, above Reduce)
- Rot (light blue, above Reduce)
- Remediate (dark blue, to the right of Reduce)
- Responsibility (green, to the right of Recycle)
- Replenish (purple, above Recycle)
- Return (purple, below Recycle)
- Relate (green, below Recycle)
- Restore (dark blue, below Recycle)
- Replant (dark blue, below Recycle)
- Respect (green, below Reuse)
- Realize (green, to the left of Reuse)
- Repair (purple, to the left of Reuse)
- Rethink (green, to the left of Reuse)
- Reinvent (green, above Reuse)
- Recover (dark blue, above Reuse)
- Refuse (dark blue, above Reuse)
- Remember (green, above Reuse)
- Rotate (dark blue, above Reuse)

# CHALLENGES & DIFFICULTIES

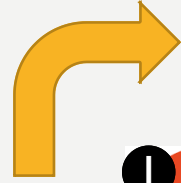


- **Resource:** Man-power
- **Management:** Space & Time consumption
- **Manual effort:** Classification & Sorting
- **Localisation:** Lack of centralisation & unification

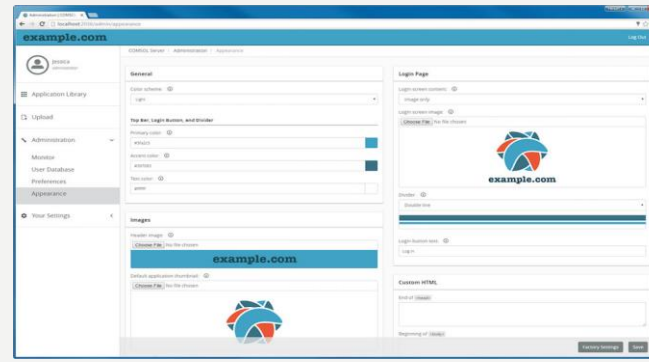
## SOLUTIONS - CLOTH DRIVE/LIBRARY

|              |   |
|--------------|---|
| <b>How?</b>  | Concept – Cloth donation, exchange, purchases & library with style triangle (Fit, Fabric & Style)                         |
| <b>What?</b> | Platform – Fashion chain through social & net-working   |
| <b>Who?</b>  | Target – People in need & indeed (Donation to victims, orphanage, old folks home, low income families & homeless shelter) |
| <b>Why?</b>  | Engagement – Economics, Ecological, moral impacts in an engaging and informative way, Sustainability & accessibility      |

# SOLUTION: GRABWEAR 1) DONOR



SHARE



Go to “GrabWear” and  
upload the wear



Fashion API Analyzer



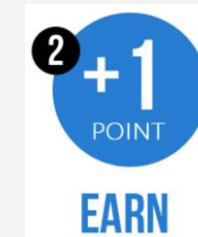
Grab a picture of  
the wear



REDEEM



Results store in Database



EARN

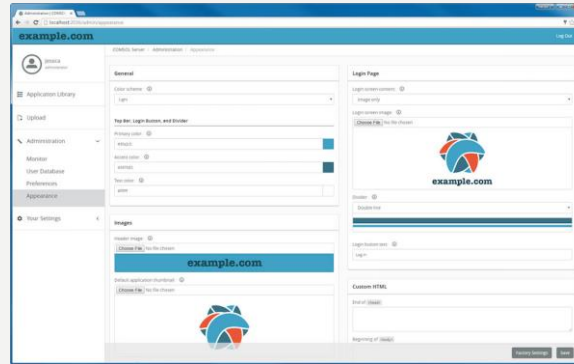


# SOLUTION: GRABWEAR

## 2) DONEE



Grab a picture of yourself



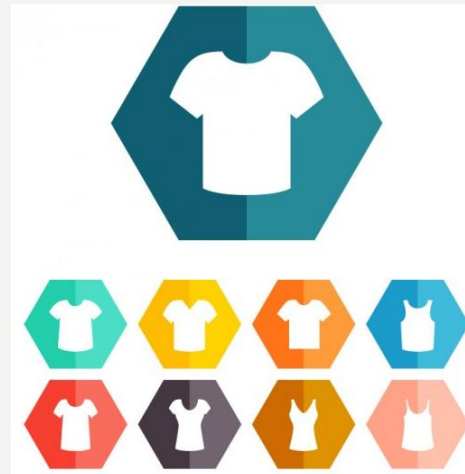
Go to "GrabWear" and upload the photo



Fashion API Analyzer  
personal fashion



Search the Database for available  
and suitable preferences



Choose from available list of fashion cloths

Grab &  
Wear!

**WE CARE, WE SHARE, WE WEAR!**

**TOGETHER  
WE MAKE A BETTER CHANGE!**

**A SMARTER, CLEANER, GREENER  
CITY**

**GrabWear**