

behind the seams

The app that I imagined is called Behind the Seams. It's a fashion shopping app that, on the surface, functions similarly to the app for fashion retailer Asos, which carries clothing, footwear, accessories, etc. from a variety of brands. The items on the app are separated by gender, and then organized into categories such as "New Arrivals," "Best Sellers," "Clothing," and "Shoes." Each category contains smaller sub-categories to further organize the items. Such categories allow the user to shop by the specific type of product they are looking for, such as Tops, Dresses, Sneakers, Necklaces,

The app carries items from both ethical and sustainable brands and unethical fast-fashion brands. Items from ethical and sustainable brands are marked with a symbol (hands holding a leaf), whereas items from fast-fashion brands are not. The most notable feature of the app that creates friction is what occurs when the user adds an item to their cart. In order to add an item to their cart, the user is shown a 1-minute and 30-second to 2-minute unskippable video of the process of how items from that brand are made, regardless of whether or not the item is from an ethical brand or a fast-fashion brand. For example, if the item that the user is trying to purchase is from a fast-fashion brand, the video will show the fabrics used to make the clothing items (often ecologically harmful synthetic fibers like polyester and nylon), the unethical labor practices of the clothing brand, and the poor working conditions of the garment workers who produce the clothing items. The goal of the app is to force consumers to actually consider the ethics and sustainability of the clothing that they buy, highlighting how unethical and environmentally harmful fast fashion is.

