



CHICO STATE TALK SHOW

Group 3

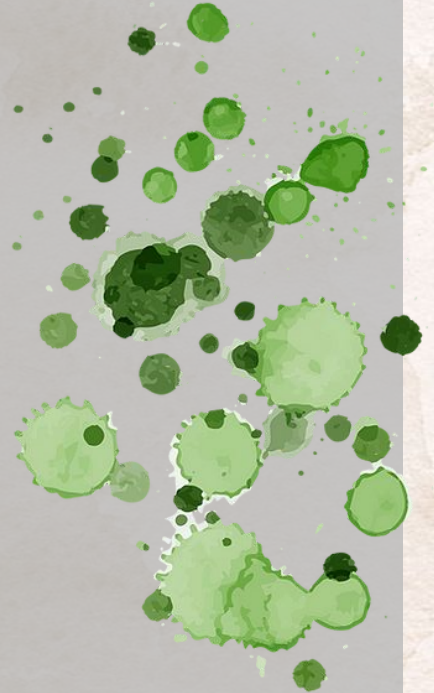
- ❖ Camryn Wilson
- ❖ Savina Green
- ❖ Emily Doe
- ❖ Bella Carcamo

Tree House



Synopsis, Premise, Concept

Our talk show topic is about the importance of sustainability in relation to fashion. We would like it to be short to medium length segments that include variations of guests who are either into fashion or have any relations to sustainability in an influencing way. This would target a younger audience, probably ages 15-25 and would help discuss important topics that some education systems are lacking in regards to sustainability. Some topics may include fast fashion, thrifting, and environmental awareness.



Synopsis, **Premise**, Concept

Intro to Talk Show - Put a little funk in your fashion as well as contributing to saving the environment with Sustainable fashion! Sustainable fashion is a process that helps the fashion industry evolve towards a more environmentally friendly standard. It's not just about the industry needing to change, but also us, as the buyers, needing to stand up for ethical integrity in our day to day lives."

Synopsis, Premise, Concept

Seven simple ways to expand your wardrobe in a sustainable way!

- 1- Rent, Lease and Swap
- 2-Secondhand and Vintage
- 3-Custom Made
- 4-Green and Clean
- 5-High Quality
- 6-Fair and Ethical
- 7-Repair, Redesign, and Upcycle

With these seven factors the possibility of sustainable fashion could be endless.

With thrifting and upcycling you can put a twist on your look with buttons, patches, seam lines, and more!

What most people don't know is that in one way or another they have probably already contributed to sustainable fashion,

- *trading shirts with a friend for a day
- *purchasing a top that is made of hemp
- *cropping or cutting up an old shirt

Pinterest LookBook / Set Design



Pinterest lookbook

<https://www.pinterest.com/smilelikebella/talk-show-look-book/>

Color - Texture - Vibrancy



Mood and Aesthetic



Topics and Trends



Font options



Folksingers
sing tales of
wandering
women &
lost lovers

Guests / Host / Inspiration

Nikki Reed

- *environmental activist
- *actor
- *has her own sustainable clothing line

Ashley aka "Best Dressed"

- *social media influencer
- *sustainable fashion channel
- *youtuber



Zoe Kravitz

- *environmentalist
- *actor
- *singer
- *model



Shailene Woodly

- *environmental activist
- *actor
- *has her own sustainable brand

Tree House Interview Questions:

What brands are resourceful for obtaining sustainable fashion in a fast fashion industry?

What are some alternatives to corporate chains that help contribute to reducing fast fashion?

What got you into sustainable fashion and why is it important to learn about it?

What is sustainable fashion?

Why should people care about fast fashion?

What are some cheap clothing options that help with obtaining sustainable fashion?

What is your plan for sustainable fashion?

Extra Questions:

What are the benefits of secondhand and vintage fashion? And how do I shop secondhand?

Intro Video:



Outro Videos





THE END

Questions?

Rachel Elms