

## C. DETAILED EXPLANATION

With the content pillar in assignment 1 being "Sustainability in Fashion", we will have the main content of assignment 2 as follows:

### 1. Long-form content

This section will be posted on the Subpage of the MOT website called "A new style for a new gen"

#### 1.1. Opening Vignette:

- Word Count Estimate: 150-200 words.
- Engage readers with a brief, compelling introduction to the topic of sustainability in fashion and Môt's role in it.

#### Example:

In the heart of bustling Hanoi, where traditional meets contemporary, we find a small but significant beacon of change - Môt, our Vietnamese shoe brand. Amid the myriad of shops, Môt stands out not just for its sleek designs but for our commitment to something much larger than fashion itself – sustainability.

Our journey, from sourcing eco-friendly materials to crafting shoes that speak volumes about responsible fashion, mirrors a growing global movement. A movement that redefines luxury, not in terms of extravagance, but as a harmonious blend of style and sustainability.

We hope that every customer when they step into our store, they will step into the future of fashion - a future where each stitch and seam carries the promise of a more sustainable, thoughtful world.

#### *Tip:*

- Start with a Strong Hook: Begin with an engaging sentence or idea that immediately captures the reader's attention. This could be a vivid description, an intriguing fact, or a thought-provoking question about sustainability in fashion.

- Set the Scene Visually: Use descriptive language to paint a picture of the setting or context. For Môt, you might describe the bustling streets of Hanoi or the elegant simplicity of their store, creating a vivid backdrop for your narrative.
- Introduce MOT Early On: Mention Môt in the first few sentences. Clearly establish them as the focus of your vignette, linking them seamlessly to the broader theme of sustainability.

## **1.2. Merging Philosophy and Practice:**

- Word Count Estimate: 300-350 words.
- Elaborate on MOT's mission and values in sustainable fashion and how these are implemented in their products and operations.

Example:

+ MOT Mission:

We, at Môt, Vietnam's pioneering shoe brand, exemplify sustainable fashion, seamlessly blending our core mission with practical operations. With our steadfast commitment to environmental conservation and conscious consumerism, our approach transcends rhetoric, embodying a new standard in sustainable fashion. This summary delves into how we integrate our eco-friendly philosophy into our products and operations, a strategy that not only sets industry benchmarks but also aligns with global sustainability trends.

- + The sustainable values implemented in the products:
- Choice of materials: using organic cotton, recycled rubber, and non-toxic dyes, reflecting a deep commitment to minimizing environmental impact

→ Impacts: We are dedicated to local resources and sustainable production methods, ensuring that every product bears the mark of ecological responsibility. Our practices place us at the forefront of the sustainable fashion movement, serving as a model for eco-conscious manufacturing.

- + The sustainable values implemented in operational strategies:
- Employing a made-to-order model, the brand significantly reduces overproduction - a prevalent issue in the fashion industry

→ Not only curbs waste but also emphasizes the value of each product, aligning with the growing demand for responsible and mindful consumption.

→ A poignant reminder that fashion brands can effectively balance style with sustainability.

Our ethical practices and transparency in our supply chain underscore our commitment to not just environmental stewardship but also social responsibility at Môt. We ensure fair labor practices and maintain high standards for working conditions, setting an example for ethical operations in the fashion sector. Our integration of sustainability into every aspect of our brand – from materials to manufacturing and supply chain practices – positions us as an industry leader in sustainable fashion. Our brand's journey resonates with a global audience increasingly attuned to the importance of sustainable choices, making Môt a key player in shaping the future of fashion.

***Tip:***

- Focus on Relevant Keywords:

Identify and integrate keywords that are relevant to sustainable fashion and Môt. These might include "sustainable materials," "ethical fashion," "eco-friendly production," etc.

Use these keywords naturally throughout the section to improve SEO without compromising readability.

- Highlight MOT's Unique Practices:

Emphasize the specific sustainable practices that set Môt apart from other brands. This could be their use of organic materials, ethical labor practices, or innovative production methods.

Offering distinct information makes your content valuable and more likely to be ranked higher in search results.

- Use Subheadings for Structure:

Break the content into smaller, digestible parts with clear subheadings. This enhances readability and makes it easier for search engines to understand the structure of your content.

Subheadings should also be SEO-friendly, incorporating relevant keywords where appropriate.

### **1.3. Story of Materials and Craft:**

- Word Count Estimate: 350-400 words.
- Narrate the journey of sustainable materials used by Môt and detail the eco-friendly techniques involved in crafting their shoes.

#### **Example:**

- *Start by describing the origin of sustainable materials used by Môt. This could include organic cotton, recycled rubber, or non-toxic dyes. Explain the ecological and social benefits of these materials, such as reduced carbon footprint, support for local farmers, or safer working environments.*

=> **Example:** We begins our journey of sustainability by carefully selecting materials that align with its eco-conscious philosophy.

- + Organic cotton, locally sourced from Vietnamese farmers, forms the foundation of many Môt designs. This choice not only reduces the carbon footprint but also supports local agriculture.
- + Additionally, we incorporate recycled rubber in its soles, repurposing waste into functional and stylish components.
- + The use of non-toxic dyes in our production process further underscores our commitment to the environment. These dyes, free from harmful chemicals, ensure that the production process is safer for both the environment and the workers.

→ This approach aligns with global sustainability standards, positioning Môt as a leader in responsible fashion manufacturing.

- *Detail the Craftsmanship: Elaborate on the craftsmanship involved in making Môt shoes. Highlight the blend of traditional techniques with modern sustainable practices. Discuss the impact of these methods on product quality and environmental sustainability.*

=> **Example:** Our dedication to craftsmanship at Môt is evident in our manufacturing techniques, which prioritize handcrafting over mass production. Each of our shoes is crafted with precision, reflecting a blend of traditional Vietnamese craftsmanship and modern design. Recently, we have collaborated with a number of other brands, including Coolmate, and launched collections featuring designs that are rich with Vietnamese identity. These designs include motifs like the old tile roofs in Hoi An and the coastline along the Vietnamese coast, beautifully encapsulated within our shoes.

<https://extrim.vn/blog/mot-doi-giay>

→ This method not only enhances the quality and durability of the shoes but also reduces waste commonly associated with mass production.

In addition to sustainable materials and techniques, we employ a made-to-order model. This approach, while challenging, ensures minimal waste, as we only produce shoes to meet existing demand.

- *Conclusion:*

=> Through these practices, we at Môt not only champion eco-friendly fashion but also set a standard for the industry. By narrating the story of our materials and craft, we inspire a movement towards more sustainable and ethical fashion choices.

#### 1.4. Founder Visibility:

- Word Count Estimate: 300-350 words.
- Include narratives or interview excerpts that provide insight into the designers' approach to sustainable design at Môt.

#### **Example:**

In the world of sustainable fashion, we at Môt are not just creators; we are innovators and visionaries. In a recent interview with "L'OFFICIEL," our Co-founder Huỳnh Quang Ngọc Hân spoke about the philosophy that drives our designs. 'At the same time, we are always aware of the impact on the environment, therefore, each Mot product does its best to address the exact needs of the target customer group we are targeting, ensuring every

aspect of the products we make satisfies the essential needs in life - nothing more, nothing less.”

<https://www.lofficielvietnam.com/local/cau-chuyen-cua-nhung-doi-giay-mot-don-gian-thang-than-khong-cau-ky>

### **1.5. Data as Narrative:**

- Word Count Estimate: 250-300 words.
- Transform infographics into a narrative, highlighting Môt's impact and practices in sustainability.

#### **Example:**

- Our journey in sustainable fashion is more than just a story; it's a data-driven narrative of impact and commitment
  - + Talking about sustainability, we cannot simply advise people not to do this or limit the use of that while we do not know the worries in their lives. So Mot wants to accompany you on this journey. If MOT wants to advise you not to use plastic bags, MOT will give you a cloth bag. MOT thinks you only need one pair of shoes for work, school, and going out, so MOT only has one shoe model. After all, I just want you to know that we understand what you need.

<https://vietcetera.com/vn/mot-niem-tu-hao-moi-cua-giay-viet>

→ This stems from their innovative use of organic and recycled materials, a pivotal change that transformed the environmental impact of their production processes.

=> These statistics paint a clear picture: Môt is not just creating shoes; they are crafting a sustainable future. Each number and percentage is a testament to their dedication to making fashion a force for good. Môt's story, told through data, is one of progress, responsibility, and hope for a greener world.

### **1.6. Interactive Community Engagement:**

- Word Count Estimate: 200-250 words.
- Offer sustainable fashion tips and insights, and encourage reader interaction and contribution towards sustainability.

**Example:**

Dedicated to building a sustainable fashion community, Môt sets a stellar example and actively invites others to join us in this transformative journey. As highlighted in "The Green Wardrobe Guide", there are several ways individuals can contribute to a more sustainable fashion future.

<https://www.livegreenish.com/sustainable-wardrobe/>

- + Embrace the concept of a "capsule wardrobe" → reduce waste & overconsumption
- + Advocates for the 'repair, don't replace' philosophy → A study by the found that extending the life of clothing by just three months can lead to a 5-10% reduction in carbon, water, and waste footprints.

<https://www.acuitykp.com/blog/transitioning-to-sustainable-fashion-mitigates-environmental-impact-of-fast-fashion/#:~:text=Design%20for%20durability%20and%20modularity,carbon%2C%20water%20and%20waste%20footprints.>

→ We design our durable shoes with this in mind, offering longevity over disposability. Together, these practices and insights offer a roadmap for anyone looking to make more sustainable fashion choices. Our commitment to this cause goes beyond our products, as we aim to cultivate a community dedicated to eco-conscious living

***Tip:***

- Offer Practical and Actionable Tips:

Provide clear, easy-to-follow sustainable fashion tips that readers can realistically implement. Focus on practical advice like choosing eco-friendly materials, tips for maintaining and repairing clothes, or how to create a capsule wardrobe.

- Highlight Môt's Practices as Examples:

Use Môt's sustainable practices as real-world examples. Explain how these practices can be adopted or adapted by individuals in their daily lives.

- Encourage Reader Interaction:

Invite readers to share their experiences or ideas about sustainable fashion. This could be through social media engagement, comments on a blog post, or contributing to a community discussion.

- Incorporate Community Stories or Testimonials:

If possible, include short stories, quotes, or testimonials from individuals who have successfully adopted sustainable fashion practices. This adds credibility and relatability to your tips.

## **1.7. Conclusion and Call to Action:**

- Word Count Estimate: 150-200 words.
- Summarize the key messages about sustainability and inspire readers to embrace and promote sustainable fashion, using Môt as an example.

### **Example:**

In conclusion, our journey at Môt in the realm of sustainable fashion is not just a corporate mission; it's a clarion call for industry-wide transformation. As demonstrated through our mindful selection of materials, commitment to traditional craftsmanship, and innovative designs, we stand as a beacon of what the future of fashion should embody – responsibility, sustainability, and ethical practices.

Now, the call extends to each one of us. As consumers, we hold the power to drive change. By choosing brands like Môt, which prioritize the planet and people, we can make a collective impact. It's time for us to step up, make conscious choices, and advocate for a sustainable fashion industry. Let's begin this journey of transformation, one step, one choice, one Môt shoe at a time.

### ***Tip:***

- Summarize Key Points: Briefly recap the main messages discussed in the earlier sections, particularly focusing on Môt's sustainable practices and their significance in the broader context of fashion.
- Connect with the Reader: Write in a way that resonates with the reader's values and interests. Emphasize how sustainable fashion choices can align with their personal goals or beliefs.
- Highlight Môt's Role: Reiterate how Môt serves as an exemplary model in sustainable fashion. This reinforces the credibility and relevance of the content.
- Clear and Direct Call to Action (CTA): Include a clear CTA that guides the reader on what to do next. This could be an invitation to share their sustainable fashion journey, participate in a campaign, or explore more about Môt.

## **8. Visual Journey with Photo Essay:**

- Word Count Estimate: 150-200 words (for captions).
- Choose a series of photos that visually represent Môt's dedication to sustainability, with brief captions that complement your narrative.
- All photos are of subjects or people other than yourself, no selfie.
- Reference to popular photo practices in visual content creation is allowed, however, you need to include your own touch of creativity. A total replica of others' photo ideas will be considered plagiarism.
- Craft an Engaging Caption:
  - Start with a captivating opening line that immediately draws attention.
  - Clearly communicate the essence of your content – Môt's commitment to sustainability in fashion.
  - Use a tone that resonates with your target audience, whether it's informative, inspirational, or conversational.
- Choose an Eye-Catching Image:
  - Select a photo that visually represents the sustainable practices of Môt. Ideally, this should be an image of their products, possibly in an eco-friendly setting or with natural elements.

- Ensure the image is high-quality and aesthetically pleasing to attract more engagement.
- Theme Relevance and Brand Identity:
  - Ensure each photo aligns closely with the theme of the essay. If your theme is Môt's sustainable fashion practices, choose images that clearly depict this aspect.
  - Reflect Môt's brand identity in your photos. This could include their style, colors, or any unique design elements associated with the brand.
- Embrace Creativity and Originality:
  - Be creative in how you capture and present your images. Think about unique angles, lighting, and compositions that can make your photos stand out.
  - While being creative, ensure your work is original and avoid copying or closely imitating others' work
- Some websites you can refer to: Unsplash, Pixabay, Pexels,..

### **Suggested content pillar for photo essays:**

Organic Cotton Fields in Vietnam:

- "Vietnam cotton fields"
- "Organic cotton farming"
- "Sustainable agriculture Vietnam"

Artisans Crafting Môt Shoes:

- "Artisans at work"
- "Shoe making craftsmanship"
- "Traditional shoemaking"

Môt's Dyeing Process:

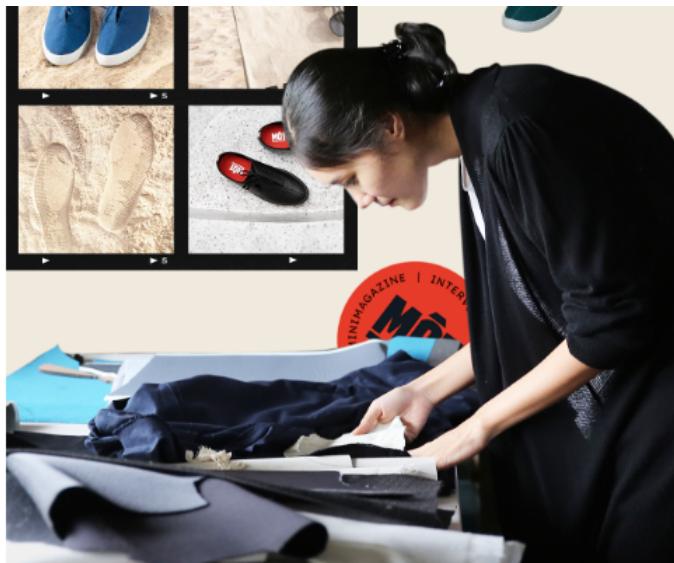
- "Eco-friendly dyeing process"
- "Non-toxic fabric dyes"
- "Sustainable textile dyeing"

Môt Store Exterior:

- "Eco-conscious store design"

- "Sustainable fashion store"
- "Green retail space"

**Example:**



Caption: A workshop where you get to embroider your own shoes. You know, when you make something yourself, you love it more. MOT too, we want you to cherish your own shoes too



We employ the use of environmentally safe, non-toxic dyes in the manufacturing of our shoes, a practice that guarantees the protection of the environment from harmful chemicals and also ensures the health and safety of the workers involved in the production process

## 2. Short-form content

- Limit the characters, words, and hashtags appropriately in your Facebook posts on your chosen platform.
- Optimize your content for SEO by using effective keywords.

- Edited images should be related to the content of your essay or article. Image size depends on your chosen platform.
- Use visual language to enhance your content and ensure that it tells a cohesive story.

**Example:**

"🌿 Discover the Journey of Sustainable Fashion with Môt 🌿

Join us as we unveil the story behind every Môt shoe - from organic cotton fields to the art of eco-conscious craftsmanship. Explore how Môt is paving the way for a greener future in fashion, one step at a time. Dive into our latest feature to see sustainability in action and be inspired to take your own #SustainableStepsWithMôt.

👉 Read the full story here: [Link to the article]

#MôtEcoStyle #SustainableFashion #EcoFriendlyDesign"



**D. TIPS & TRICKS**

**1. Understand the Assignment:**

First, ensure the student fully understands the assignment's requirements and objectives. What is the main topic? Are there specific questions or themes that need to be addressed?

**2. Identify Key Points:**

Ask the student to list out the main points or ideas they want to convey in their piece. This could be based on their research, class notes, or personal insights.

**3. Determine the Purpose and Audience:**

Discuss the purpose of the writing. Is it to inform, argue, describe, or narrate? Also, consider who the audience is and what they might expect or need from the writing.

**4. Brainstorm and Organize Ideas:**

With the key points and audience in mind, brainstorm how these ideas can be organized. Which points should be introduced first? How will they logically flow from one to the next?

**5. Create a Basic Outline:**

Convert the organized ideas into a basic outline with headings for each main section. This might include an introduction, several body sections, and a conclusion.

**6. Refine the Structure:**

Review the basic outline. Does it cover all aspects of the assignment? Is there a logical flow? Encourage the student to adjust the structure as needed for clarity and coherence.

**7. Plan the Content for Each Section:**

For each section in the outline, discuss what specific content will be included. This step transforms the skeleton outline into a more detailed plan.

**8. Consider the Introduction and Conclusion:**

Guide the student to think about how they will introduce their topic (setting the stage and grabbing the reader's attention) and how they will conclude (summarizing key points and leaving a final impression or call to action).

**9. Integrate Additional Elements if Needed:**

Depending on the assignment, discuss if additional elements like visuals, data, or personal narratives should be integrated and where they would fit best in the structure.

## **10. Review and Adjust:**

Finally, review the detailed structure. Encourage the student to make any adjustments for a better flow, ensuring that the structure effectively communicates their ideas and meets the assignment's requirements.

## **E. SOURCES**

<https://motstore.vn/pages/cau-chuyen>

<https://motstore.vn/blogs/ve-mot/mot-thuong-hieu-giay-viet-nam>

<https://cafebiz.vn/co-founder-giay-mot-made-in-viet-nam-ke-chuyen-4-nam-chi-san-xuat-duy-nhanh-1-mau-giay-ai-cung-co-the-di-vao-chan-va-tuyet-doi-khong-the-sao-chep-vi-qua-kho-176221213144147582.chn>

<https://www.lofficielvietnam.com/local/cau-chuyen-cua-nhungdoi-giay-mot-don-gian-thang-thanh-khong-cau-ky>

<https://extrim.vn/blog/mot-doi-giay>

<https://vietcetera.com/vn/mot-niem-tu-hao-moi-cua-giay-viet>

<https://www.acuitykp.com/blog/transitioning-to-sustainable-fashion-mitigates-environmental-impact-of-fast-fashion/#:~:text=Design%20for%20durability%20and%20modularity,carbon%2C%20water%20and%20waste%20footprints.>