

Creative Brief

Gracie Liu
11/8/17

1. Project Overview

- a. General educational survey of sustainable fashion

2. Resources

- a. https://en.wikipedia.org/wiki/Sustainable_fashion
- b. https://www.youtube.com/watch?v=hZRL_mPPB9A&t=15s
- c. <https://www.youtube.com/watch?v=UypCBi4UCAc>
- d. <https://www.youtube.com/watch?v=1OtdxpyFKDw>

3. Audience

Young adults who are interested in fashion and consume

- a. Buy it on a frequent basis

4. Message

- a. Turn towards sustainable fashion and away from fast fashion

5. Tone

- a. Educational, encouraging, light-hearted

6. Visual Style

- a. Minimalistic and chic
- b. Non-gendered



As seen in
THE ADVANCE
[SHOP OUR EDITORIAL](#)

A woman is shown from the waist down, wearing a black biker jacket over a dark top with a small floral print, paired with dark pants featuring a delicate floral embroidery. She is standing against a white background.



New Shop Ref Jeans Stories Who we are

Reformation



Being naked is the #1 most sustainable option. We're #2.

