

FASTI0N

Reusable • Recyclable • Responsible



The fashion industry produces approximately 100 billion items of clothing annually. Less than 1% of that is later recycled into new clothing.



The average person today buys 60% more clothes than back in year 2000. In some countries, as much as 40% of bought clothes are never used before they're thrown away.



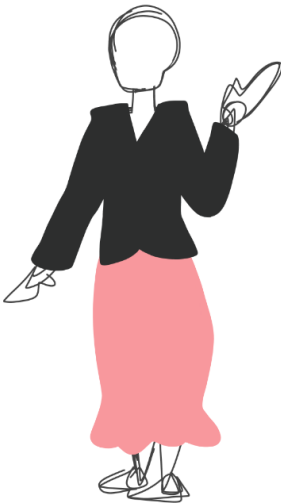
Around 20% of all the wastewater worldwide comes from dyeing and treating fabrics. The fashion industry is responsible for 10% of all CO₂ emissions in the world.

FASTI0N is smart, just like you

Reducing waste is smart. Keeping the planet alive is smart. Dressing smart is smart.

Form follows function

Fashion is at best just a guess of what people need. Remove the uncertainty and do it your way.



On the surface, it might look like nondescript fabric. Don't let looks deceive you. It's the last piece of clothing you'll ever have to buy.

The membranes inside the fabric lets you stretch it to any desired length and give it any shape or form. Be your own fashion designer with a few taps on your phone and you're done.

The nano cells covering the surface will reflect the light back on any wavelength the human eyes can detect. Antibacterial, indestructable, radiant. In just the right hue, anytime.