Problem Area

Impact of Fast Fashion

The average consumer bought **60% more** clothing in 2014 than in 2000 but kept each garment **half as long**

Source: McKinsey & Company
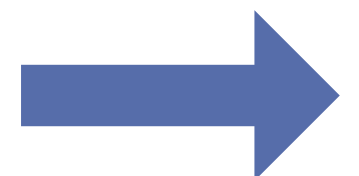
Fast fashion encourages users to constantly buy more clothes and discard clothes after a few wears to keep up with trends
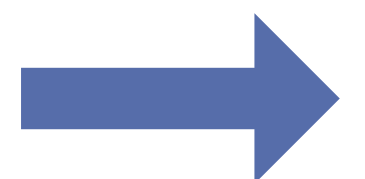
Challenge

"How might we encourage users to make more use of their existing closets?"

INITIAL MARKET RESEARCH

Existing sustainable fashion resources are focused on encouraging buying new clothes from sustainable brands
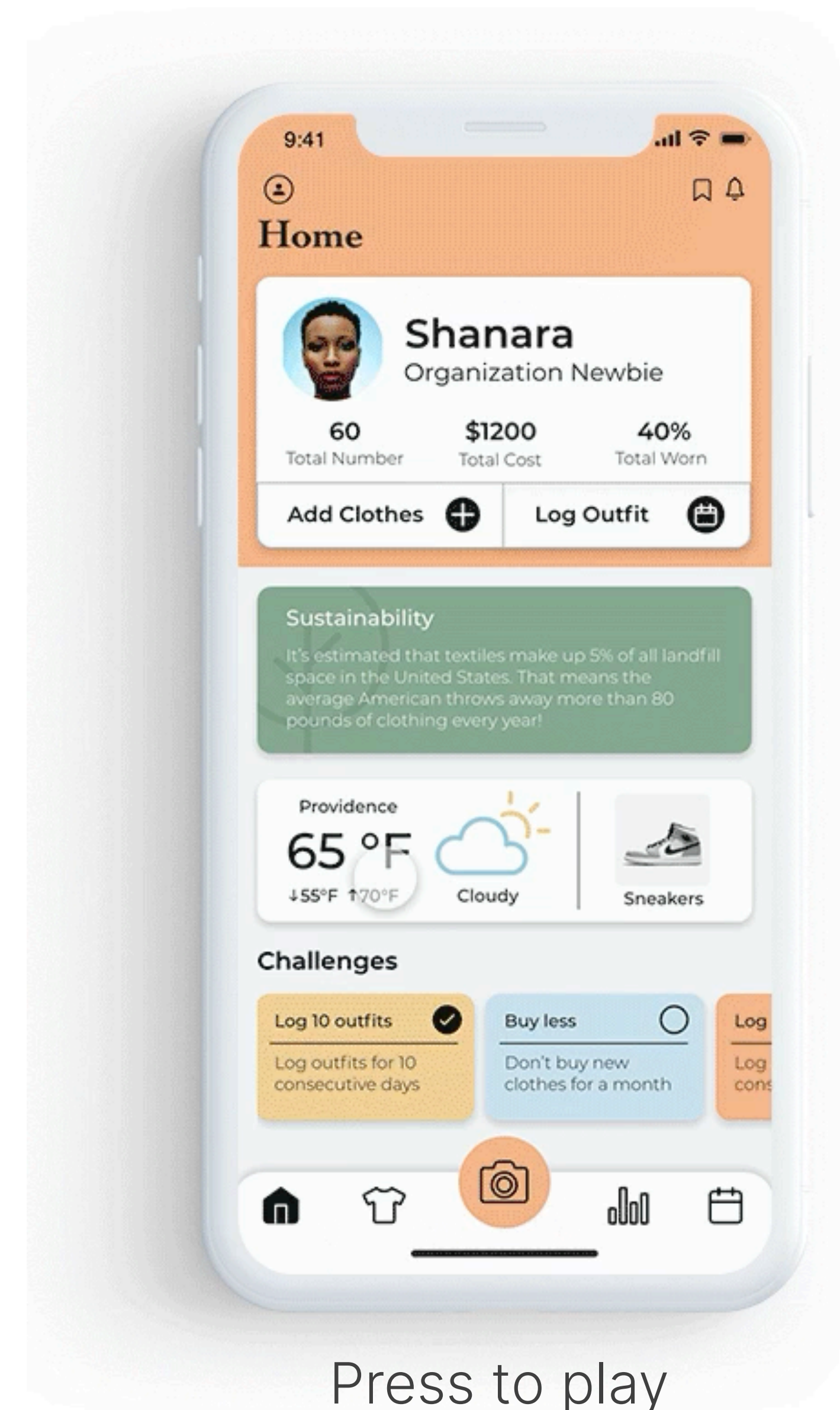
OUR TAKE

Instead of encouraging continually buying new clothes, we based our app's concept around the idea *'The most sustainable item of clothing is the one already in your closet'*.

Redress

CONCEPT

A clothing organization app promoting sustainable clothing habits

Press to play