

Challenge

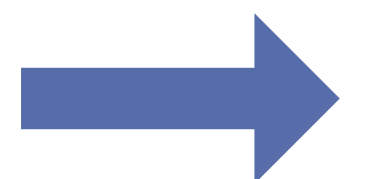
“How might we encourage users to make more use of their existing closets?”

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’***.



Research

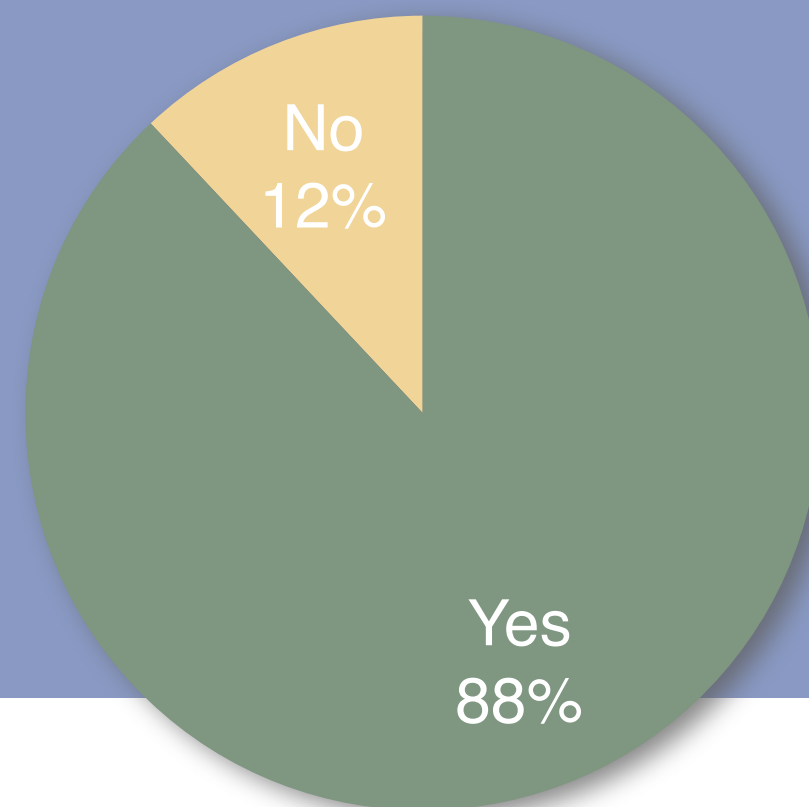
HOW

Combination of 30 survey responses & 6 live interviews

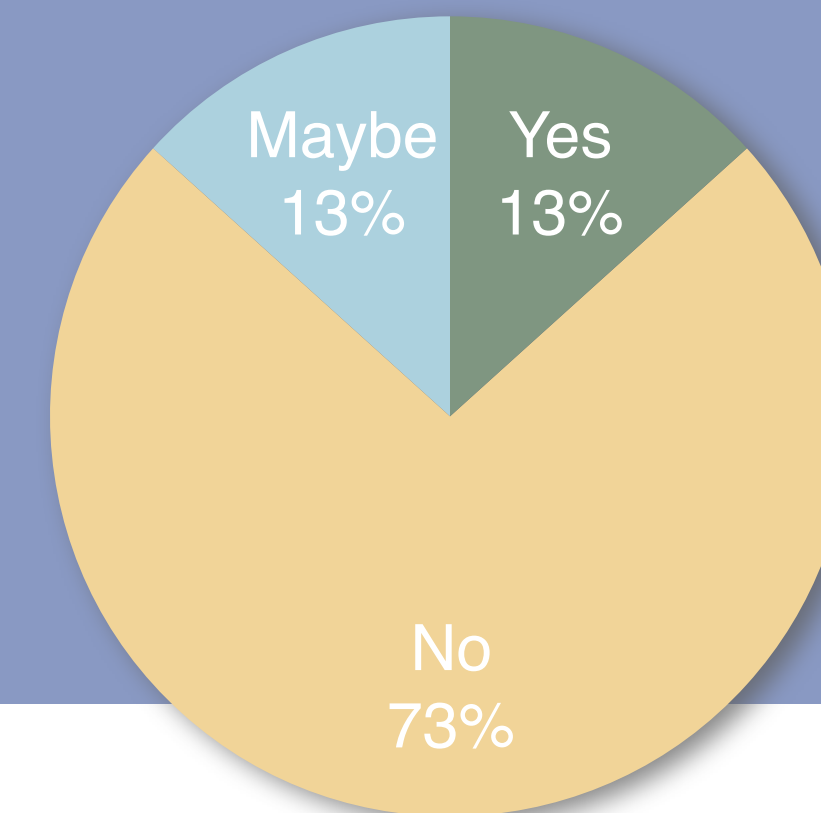
Demographic were women in their 20s & 30s

FINDINGS

Would you like to know everything that is in your closet?



Do you consistently wear every article of clothing you own?



Problem Area



Fast fashion encourages users to constantly buy more clothes and discard clothes after a few wears to keep up with trends

