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# SUSTAINABLE FASHION

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## Target Audience

The Target Audience of this website is around 18-24-year-old women who care about fashion and the environment. This website gives an opportunity to women to educate themselves and others on how to minimize their economic footprint while still living a fashionable lifestyle.

## Tone

Educational, Informative

## Visuals and Details

The website will feature existing brands and products that pertain and share the ideology of sustainable living. In terms of reporting, the brands featured must give consent and allow for their brand to be promoted through the website and various social media promotions.

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## CREATIVE BRIEF

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### Project Background and Overview

This website is for the purpose of education and interest of those who are admirers of fashion and may be passionate for sustainability of the fashion industry. This website is an opportunity to inform readers of the great past of fashion, and the best ways to keep it from harming the planet, as fast fashion has been doing. This website will display and promote various brands/companies that create clothing in the most ethically and environmentally responsible ways possible. Society's main issue today is that clothes, such as fast fashion are the cheapest option, but often result in increased pollution and unsafe working conditions. This project is an opportunity for consumers to find inexpensive clothing that does not harm the environment.

### Goals

The goal of this website is to bring awareness to sustainable clothing brands and companies, as well as making sustainable clothing more accessible to consumers.

### Competitors

Potential direct competitors may be scarce due to the fact that this is an educational platform. However, potential competitors to companies that will be showcased on the site could be fast fashion brands. These brands may include H&M, ZARA, Forever 21, Fashion Nova. What this website hopes to accomplish, in terms of awareness, will help in competing against these huge brands on an ethics level, which should deter competition.

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Sustainable fashion

