

## IST 263 Project Milestone 2 – Copy Document

Note: In the “actual page text” section I am expecting you to write every bit of text that will appear on the page. If you write an outline or samples you should expect to receive a 0/10 on this assignment.

**Name:** Kira Aria Desai

### **Description (From Milestone 1):**

A guide to finding your style and throwing out micro trends. A huge problem with global warming right now is the fashion industry and more specifically, fast fashion. With new trends emerging every month people have lost their sense of self and just buy the cheapest version of whatever trending. While trends are fun, the rapid rate at which they are emerging is bad for the environment. This guide would show people how to find long lasting pieces they love and ignore the next cash-grab trend to emerge. Page 1 would be an introduction to why this is important and explaining the guide, page 2 -3 would be a step by step guide, and at the end I'd wrap it up with something nice and encouraging.

### **Home Page**

#### **Short Description**

An intro into what the guide is, why it's useful, and some stats.

#### **Actual Page Text**

Welcome to a sneak peek into your future wardrobe.

Tired of cycling through new cheap clothes every month, keeping up with micro-trends, contributing to the rise in global warming, wearing shirts made in sweatshops, and the increasing size of textile waste in landfills? Well look no further than where you are right now.

This step-by-step guide will enhance your knowledge on fast fashion and microtrends while helping you find your own personal style, saving money, and throwing away the next meaningless aesthetic social media pushes.

According to eath.org more than \$500 billion are lost yearly due to garment waste, 20% of global wastewater comes from textile dyeing, and fast fashion generated more carbon emissions than aviation and shipping combined in 2022.

Shop clean and save your green with this guide.

---

### **Page 2**

**Title:** Now What?

#### **Short Description**

Will be a description about how to find your style, explore self-expression, and

### **Actual Page Text**

You're probably wondering? Okay, now what?

1. Fashion is a form of self-expression. So, let's start by asking ourselves a few questions to ease into this journey. Look back to your childhood. What colors, patterns, and designs were you drawn to? Did you have a favorite piece of clothing? Why was it your favorite?

I'll give you an example. When I was about 4 years old, I loved shiny things. I never owned any myself, but when I walked past boutique stores, I always stared a little longer at metallic dresses that caught the sunlight. As I grew older and got to know myself better, I realized that I could incorporate this love of shiny things towards accessorizing. While I may not be able to afford those boutique dresses, I channeled my love for metallics into finding creative ways to incorporate metallic jewelry into my outfits!

Asking simple questions like these will allow you to better understand what you like, why, and where to look for these things.

Once you have those answers. Ask yourself today, the same questions. How do your answers vary? Are they similar? Or have they changed since your childhood? What do you admire on others today?

If you can better understand the evolution of your style, you have more ground to choose from! Self-exploration is the first step in finding your style, observe yourself, observe others, have fun with it. Be open to the possibilities and let your imagination run wild. Which leads us to our next step...

2. Experiment. Experiment. Experiment. Play around! While social media may be the main cause of microtrends and fast fashion, it can also be a good jumping off point to finding out what you like and providing inspiration.

However, an important distinction to make with social media is whether you like the clothes, or you like the clothes specifically on the person who is wearing them.

Start by making folders, Pinterest boards, or saving images that you resonate with or spark your imagination. Here's an example of one of mine: \*insert image here\*

If you don't like social media, try looking at magazine, runway show videos, even just people walking down the street.

See if you have any already existing clothes that match some of the images you are saving. Take note of *how* the clothes are styled and less of the exact pieces or designs people are wearing.

This allows you to have more creative freedom with building your wardrobe.

For example, I found myself saving lots of images with cool looking jackets and coats. I realized I liked the look of layering with a jacket. So instead of buying a bunch of coats I thought were cute, I found one statement jacket that I really resonate with, and I'll often cater my outfits to match the jacket; layering different shirts and necklaces on top of each other because I like the stacking affect.

Get to experimenting with what you already have before buying a bunch of new pieces. Try new hairstyles, wear your accessories differently, pair the shirts you always wear with different pants that you don't think about often. I'll say this again and again, just have fun with it.

(\*Include sources to social media, magazine, videos etc., throughout paragraphs\*)

3. After experimenting take note of what you feel most confident in. When you feel good, you look good. Get in the groove of styling yourself to feel good. Ask yourself do I like wearing this? Or did somebody online tell me to like wearing this? Like I said fashion is a form of self-expression. So really get in touch with your emotions. How do you present? How do you *want* to present? Who are you? Does your style reflect who you are?

## **Page 3**

**Title:** Time to Revamp

### **Short Description**

Will be a description of how to go about finding pieces you like ethically, and how to plan your wardrobe based on your own budget, accessibility level, and feasibly, opting for more timeless pieces.

### **Actual Page Text**

Now that you know what you like here are some affordable and creative ways to find timeless pieces that match your style! Revamp the wardrobe.

1. **Thrift Stores and Secondhand Shops**  
Thrift stores offer a wide range of pre-loved clothing at affordable prices. Shopping secondhand reduces demand for new clothing production, which helps minimize the environmental impact of the fashion industry. At some second hand stores their profits go to charity so it's a win-win for everyone. This is the perfect place to explore and find timeless, good quality sometimes even designer pieces at an affordable price. It can even make for a fun activity to hunt for the perfect item that catches your eye. By shopping or donating second-hand you are helping eliminate global textile waste.
2. **Online Thrift and Reseller Platforms**  
Websites and apps like Grailed, Depop, or Poshmark allow you to buy and sell secondhand clothing online for those who like to shop from the comfort of their home! These platforms provide access to a diverse range of styles and brands while promoting a circular economy by

extending the lifespan of garments. It is an efficient way to find clothes in your style, these apps allow you to use style key word tags that bring you to exactly what you're looking for.

3. Clothing Swaps, Clothing Exchange Events, and Hand-me-downs

Organize or participate in clothing swap events with friends, family, or community groups. Clothing swaps let you trade unwanted clothes with others, providing an opportunity to refresh your wardrobe without spending money or contributing to clothing waste. Participating in clothing swaps fosters a sense of community and promotes the reuse of clothing resources. Ask your family and friends if they have any clothes they don't wear anymore, you just might find something you like.

4. Local Artisan Markets or Craft Fairs

Shop local everyone! Explore local artisan markets or craft fairs to discover unique, handmade clothing and accessories. Purchasing from local artisans supports small-scale producers and artisans, often providing fair wages and supporting traditional crafting techniques. Buying directly from these local or small businesses also fosters connections between buyers and sellers, promoting transparency and ethical production practices. Some of my favorite pieces are from local flea markets and getting to know the artist behind the clothes always makes the purchase feel more special.

5. Ethical Fashion Brands and Online Retailers

Research and support ethical fashion brands that prioritize sustainable materials, fair labor practices, and transparent supply chains. Many ethical brands offer online shopping platforms, providing convenient access to ethically produced clothing and accessories. By choosing to support these brands, you can contribute to positive social and environmental impacts within the fashion industry. A key indicator of an ethical online shop is when the vendor clearly sticks to one style and practice rather than mass producing new styles according to trends every month. One of my favorites lately has been awkwardfishco.

6. Clothing Rental Services

Consider renting clothing for special occasions or everyday wear from clothing rental services like Rent the Runway or Le Tote. Clothing rental lets you to access designer pieces and elegant styles without the commitment of ownership. Renting reduces the demand for new clothing production and promotes a more sustainable approach to fashion overconsumption.

By choosing secondhand, supporting local artisans, or renting clothing, you can minimize your environmental footprint, support fair labor practices, and promote sustainable consumption habits within the fashion industry.

Let this guide be the beginning of a lifelong outlet of self-expression and self-love, get to know yourself and care for the world around you by opting for timeless pieces that match your one-of-a-kind style. It starts with you.