

philosophy box

An environmentally sustainable, **affordable** 10 piece clothing line designed to fulfill your essential wardrobe needs

chosen retailer: **ASOS**

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EXECUTIVE SUMMARY

Despite increasing awareness and utmost concern for issues like environmental impact, Generation Z cares more about affordability than anything else when purchasing clothes. At a time when 41% of Gen Z feels financial anxiety, young adults have less disposable income than ever to put towards the causes they feel strongly towards. Thus, fast fashion has become dominant despite its antithetical nature to consumers' philosophies. This begs the question:

How can you consume ethically and affordably?

The Philosophy Box, first and foremost, is the answer to this question. Composed of four tops, four bottoms, and two outerwear, the Philosophy Box is a line of sustainably sourced and durable clothing designed to be the foundation of anyone's wardrobe.

Capable of creating around 40 different outfits on its own, the Philosophy Box can create endless possibilities when paired with unique and vintage pieces that Gen Z enjoys from thrift stores, marketplaces, and online retailers like ASOS.

By bundling 10 wardrobe staples in a single purchase, the cost per piece becomes competitive with fast fashion alternatives. This introduces a Costco model to fashion, where buying in bulk allows you to access higher-quality goods at a lower expense per item.

ASOS, a member of the Ethical Trading Initiative, is already an emerging leader in ethical fashion. Not only would the Philosophy Box prove their commitment to this campaign, but it would also provide an entry-point to the rest of their collection for new customers. Furthermore, their customers, after purchasing the Philosophy Box, gain a new perspective that is advantageous to ASOS. For instance, a \$30 top transforms into a \$30 outfit when using the Philosophy Box as its support. This new mindfulness leads consumers to invest in and focus on eclectic statement pieces, which ASOS primarily produces.



Now more than ever,

young people care about the environment.

In a 2019 study by Porter Novelli/Cone, 87% of Gen Z are worried about the planet's health. Moreso, these young people are looking to companies to address their environmental concerns.¹

The number one issue Gen Z wants companies to address is the environment, seconded by poverty/hunger, and followed by human rights.¹

It comes as no surprise that their eyes are shifting to the fashion industry as a major player when it comes to these concerns. Fast fashion relies on the production of synthetic materials and toxic chemicals and dyes, leaving a massive carbon footprint. In fact, the fashion industry is responsible for 10% of the world's total carbon emissions.²

What does this mean

for the fashion industry?

According to a study by First Insight, Inc., 73% of Gen Z would reportedly pay more for sustainable products.³ At first, these statistics look great for the future of fashion.

The caveat? The continued rise of fast fashion does not reflect these findings. Although fast fashion has experienced a decline due to COVID-19, it is expected to experience a strong growth by 2023.⁴

Why is that? Turns out, people are not actually spending more on sustainable alternatives. According to another study, only 33% would actually pay a premium.⁵ This reflects a greater trend that goes beyond fashion, something the Harvard Business Schools calls “the intention-action gap”.⁶

Does this mean that Gen Z doesn't actually care about sustainability? Actually, no.

Affordability

matters more than we think.

Vogue Business puts it into perspective. Many Gen Zers believe that with limited funds, they have no other option but to purchase the cheap clothing that fast fashion offers.⁷

At a time where 41% of Gen Z suffers from financial anxiety, this makes sense. My own findings correlate with this notion: 83% of my interviewees said that affordability was the most important factor when purchasing clothing.

Gen Z faces an insurmountable pressure to act upon their concerns for sustainability and environmental issues, but face an insurmountable problem when they cannot afford to do so. If cost were not a problem, it would be easier to put their money where it deserves to go, but the allure of fast fashion's low costs keep Gen Z from engaging with this problem as much as they'd like.

Here's how we can get the best of both worlds.

It may seem impossible to compete with the dangerously low prices of fast fashion. Not only do fast fashion retailers use cheaper materials, but they also do not pay their workers livable wages. Already, odds appear stacked against sustainable retailers, as they have to sacrifice either price or ethics.

As I thought of typical methods of reducing costs, purchasing in bulk came to mind. When you walk into a Costco, for instance, you're able to purchase large quantities of something you already consume frequently. Even if you spend more money upfront, you end up saving money since the price per unit is lower than it would be if you bought each item separately.

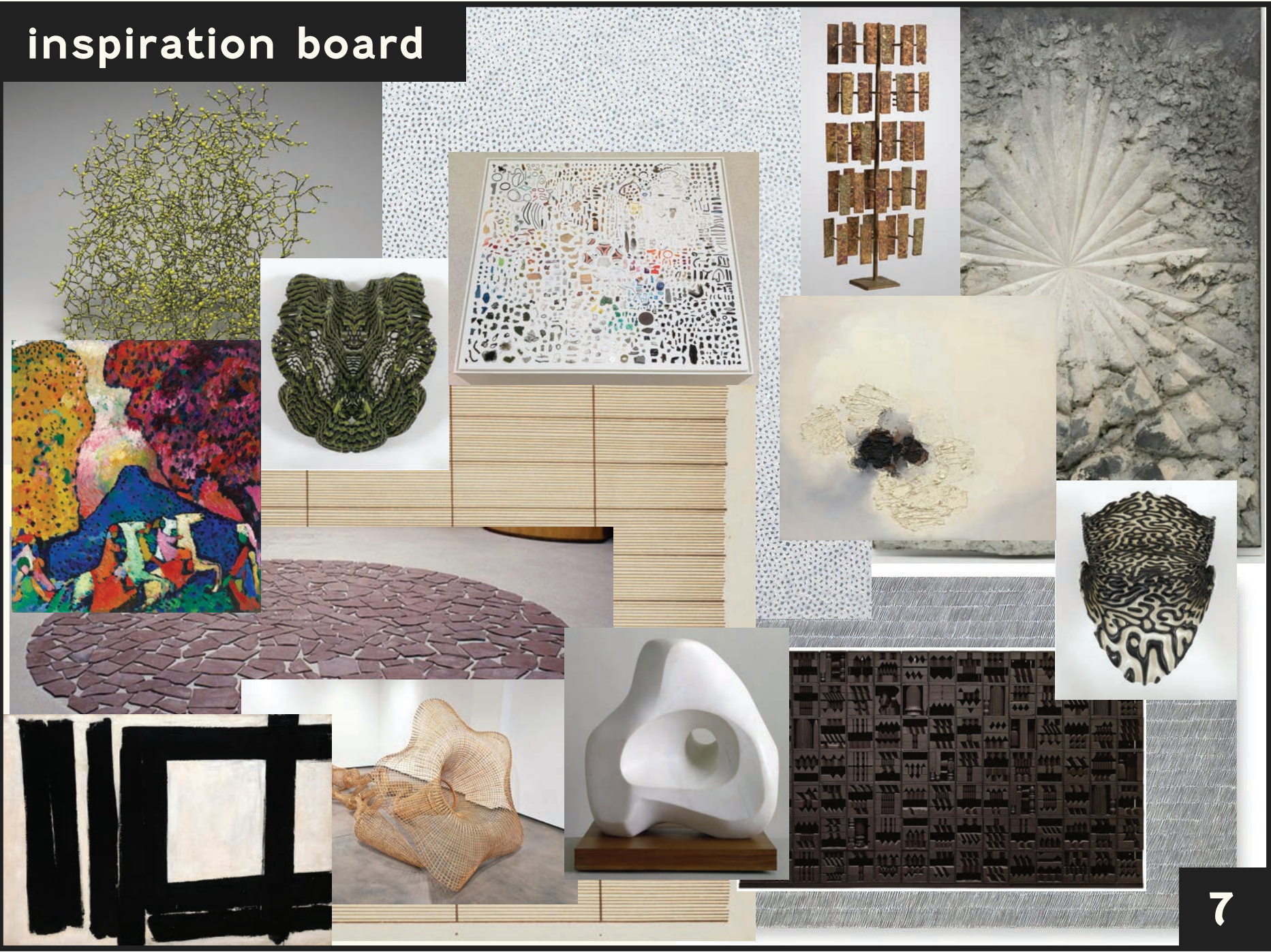
Applying this idea to fashion, it's then possible to reduce the cost of clothing by bundling pieces into a predetermined selection. Naturally, due to people's conflicting fashion tastes, this would

typically not work--unless we focus on the basics. A bundle that is both foundational and gender-neutral can appeal to a wide audience, thus allowing this concept of bulk-fashion to emerge.

Costs are reduced due to several factors. Since each box contains the same exact assortment of clothing, differing only in size, manufacturing is both efficient and organized. As fast fashion retailers glut their factories with new designs every week, bulk fashion manufacturing instead focuses on a small, constant collection. Second, shipping and handling for each order is streamlined since packaging each order can occur long before the customer even purchases it. Additionally, the retailer is able to reduce their margins since the profit would still be substantial given the total price of the customer's order is higher.

By virtue of its fluid operations, bulk fashion would also reduce overall carbon footprint. There is little clothing waste since the factory would not abandon fabrics due to an ever-changing collection, and packaging material and waste reduces to a minimum.

inspiration board

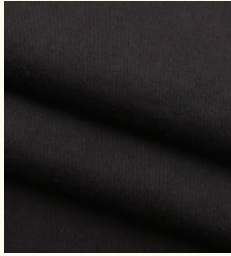




Stretch Organic Cotton Knit Fabric

95% Organic Cotton with 5% Lycra blended in for stretch

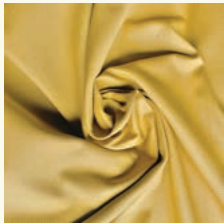
This is a reasonably stretchy fabric ideal for t-shirts and more casual wear. For my line, I will be using this fabric for the white t-shirt, the black turtleneck, and the black v-neck.



Hemp & Organic Cotton Satin Drill

30% Hemp with 70% Organic Cotton

This mid-weight fabric is ideal for the more formal items in my collection, making it the choice of fabric for the blazer, the shorts, and the grey cigarette pants.



Organic Cotton Twill Sateen

100% Organic Cotton

This soft yet structured fabric would drape very nicely, so it will be used for the wide-legged black pants.



Organic Cotton Poplin

100% Organic Cotton

This ultra-smooth, soft yet slightly stiff fabric will work well for the white collared shirt.

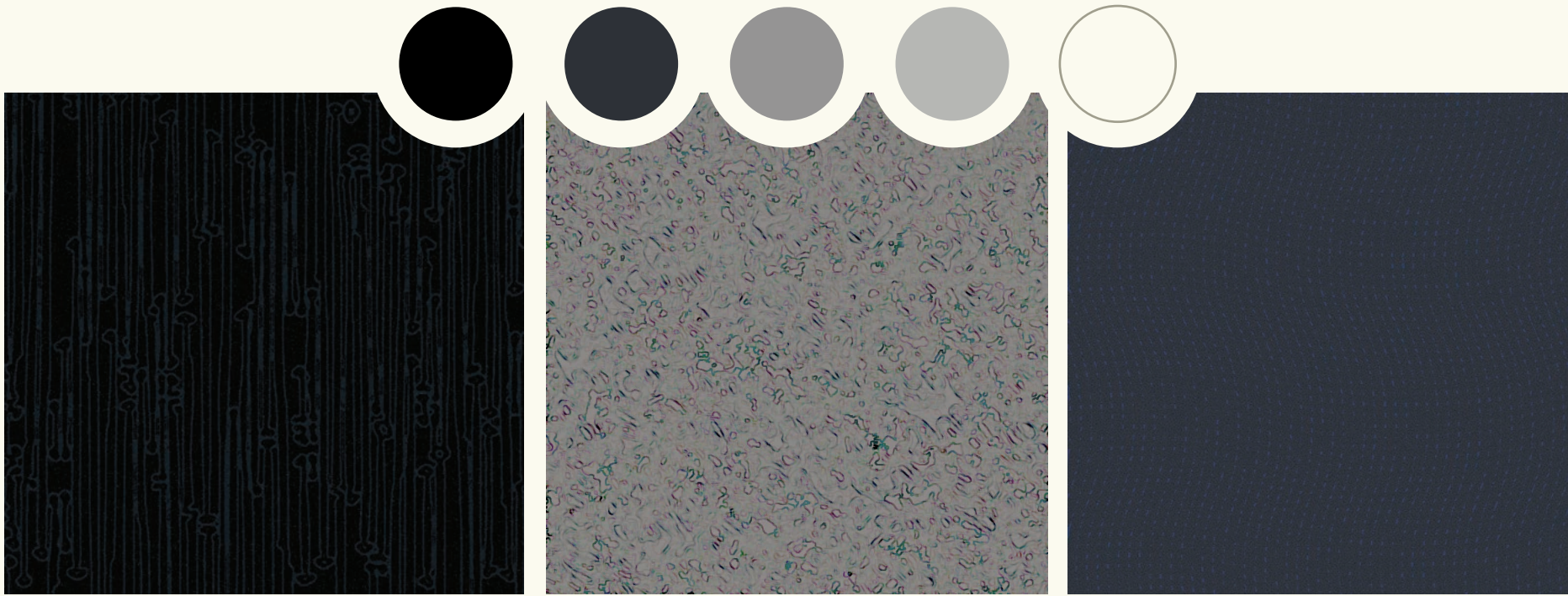


Organic Cotton Fleece

100% Organic Cotton

This thick, grey melange fabric is the ideal fabric for the sweatshirt and sweatpants.





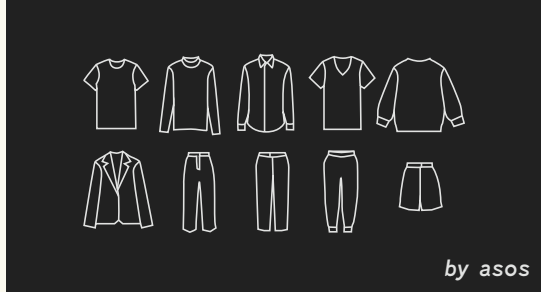
not your regular monotone

Inspired by contemporary abstract painting, the Philosophy Box subtly incorporates vitality and natural form in its patterns. It breathes energy into your everyday wear while being still subtle enough to match all of your clothes.

Considering the line's choice of organic and sustainable fabric, the Philosophy Box sets itself apart from fast fashion with its comfortable, high-quality fabrics, adorned with decorative details.

NOW INTRODUCING...

philosophy box



The Philosophy Box is a combination of 10 items designed to be anyone's wardrobe staples. With these items alone, 40 different outfits emerge.

But don't stop there. Let this box be your foundation. Now, you can focus on finding your next big statement piece while knowing that you have versatile, durable, and ethically sourced clothing that will back it up.

IN THE BOX:

tops

- Black Turtleneck
- White T-Shirt
- White Collared Shirt
- Black V-Neck

bottoms

- Gray Cigarette Pants
- Black Wide-Legged Pants
- Loose Shorts
- Gray Sweatpants

outerwear

- Black Blazer
- Grey Sweatshirt

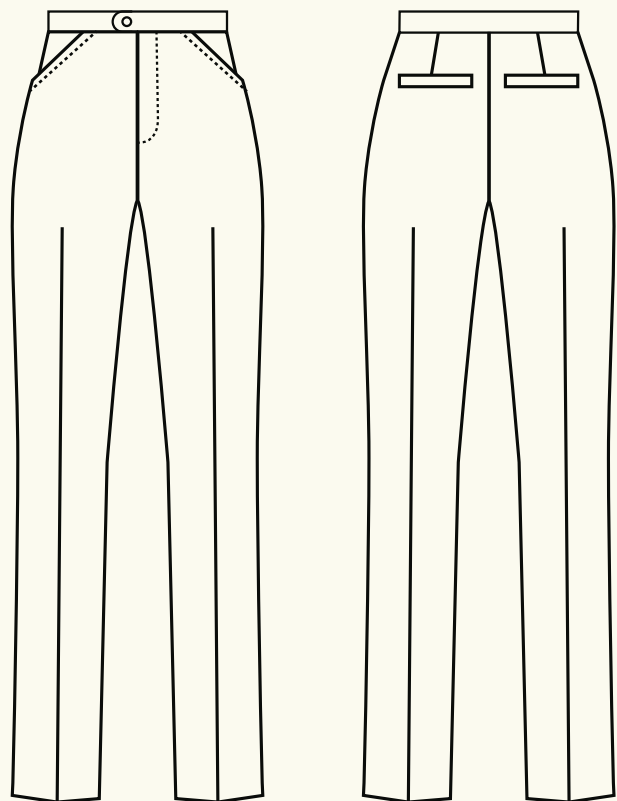
This line of 10 items is designed to look youthful yet sophisticated, with edgier pieces combined with modest ones.

If someone were to just buy these 10 items with nothing else in their wardrobe, they would be able to see the versatility of the Philosophy Box.

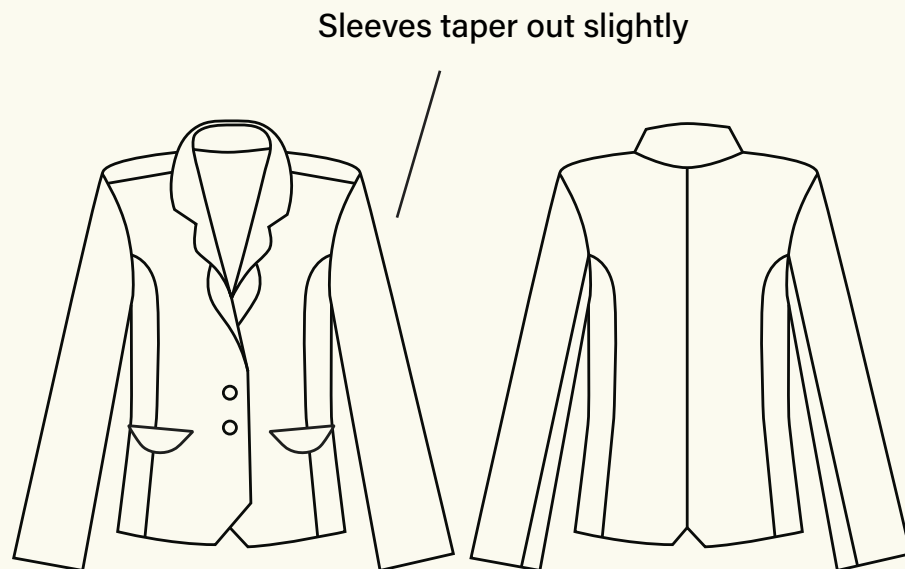


But the real magic happens when you combine your favorite statement pieces and thrift finds with the Philosophy Box's foundational pieces. I've designed a few statement pieces to demonstrate the range of opportunities and the range of styles that can be accomplished with these basics.

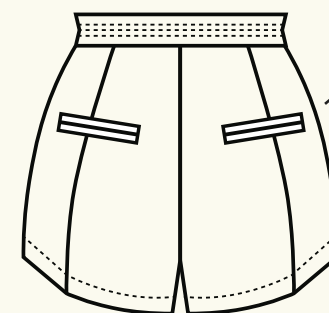
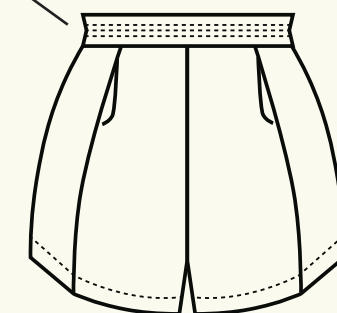




Pleats go up 3 quarters



Elastic waistband



Back pockets

Pleats in front and back

marketing strategy

The story of the Philosophy Box is quite simple: Feel good about what you're buying. This idea touches upon all of the Philosophy Box's qualities: well-made clothes, durable and sustainable fabrics, low costs, and morality.

A marketing campaign would center around the idea that now, finally, Gen Z can put their money to causes they believe in. The consumer can now engage with their philosophies.

Marketing for this line would mean engaging with Gen Z where they are most frequently found: online. Thankfully, ASOS is entirely on the web. By reaching out to influencers who also care about advocating for social justice campaigns, ASOS can spread a digital message that appeals to Gen Z's values and, importantly, their constraints.

my personal research

Besides reviewing the different studies and articles I cite in my case study, I also decided to get first-hand opinions for my fellow Gen Z peers.

After interviewing 18 of my friends, I was able to gather interesting insights about the driving motivators of Gen Z clothing consumption.

15 of the 18 respondents noted that the cost is the most important factor to them when purchasing clothing. While the majority cared about environmental issues, only 6 respondents said that this was something that affected whether they purchase clothing from a brand. Quality was the second most important factor, with 14 of 18 respondents deeming it a leading factor in their consumption.

The majority of respondents said that they would only pay in between \$0 and \$25 for a simple, single-colored garment.

And finally, 11 of the 18 respondents said that they would purchase clothing in bulk if it meant they got higher quality pieces at a lower overall cost.

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