



MARISA TANIA

Ethical Fashion

Wear With Care

<https://mt-cs.github.io/marisatania/ethical-fashion/>

Overview



Topics

Introduction
Demo
New Updates
Measuring Success
Discussion
Future Work

Motivation

Why Ethical Fashion?



Consumerism, mass production, and the endless demand for more create a mass denial of the whole range of issues in the fashion industry

Motivation

Fashion should empower not exploit



The nightmare of mass fashion

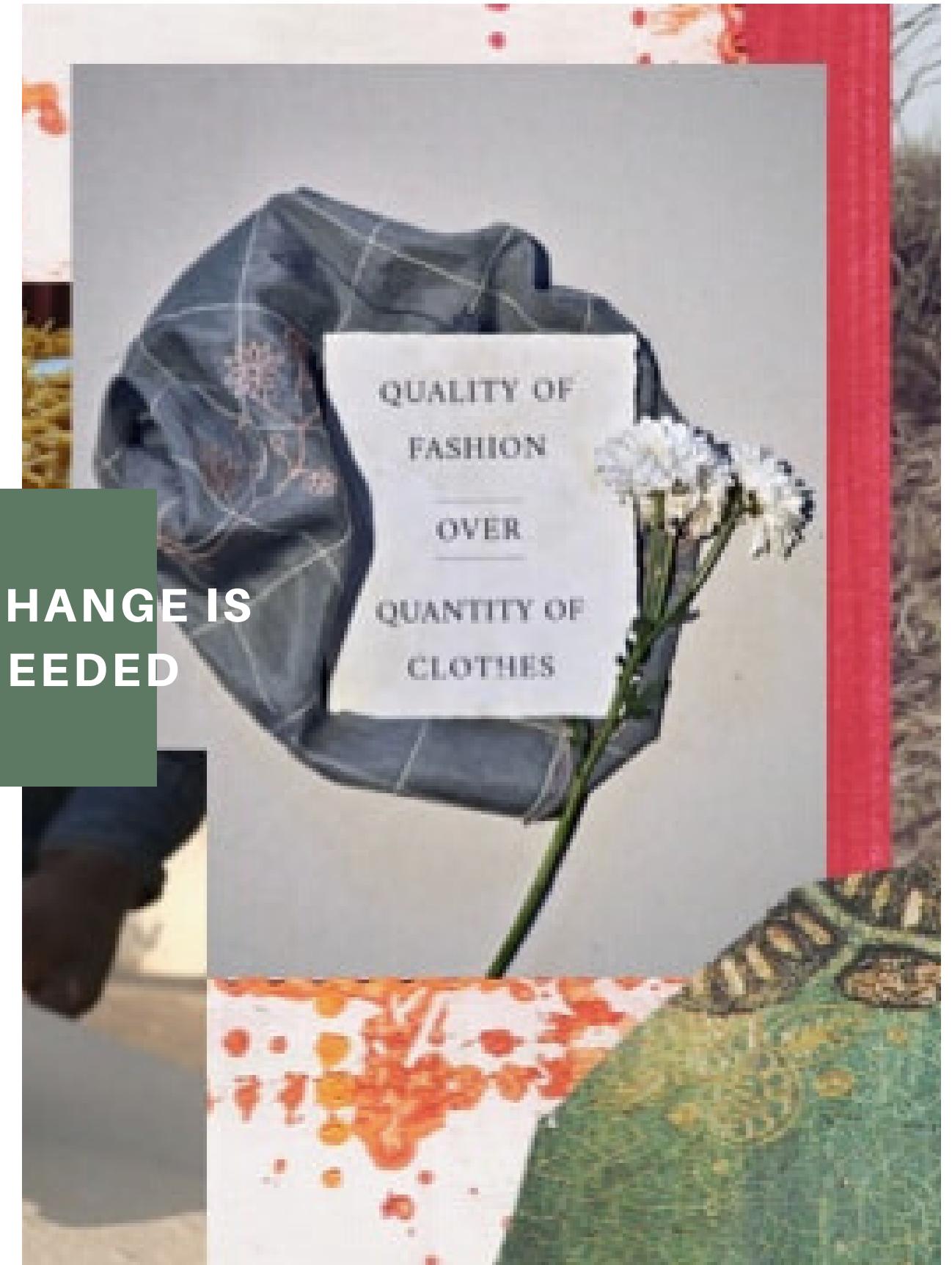


Guilty of fast fashion haul



Fashion journalism background

CHANGE IS
NEEDED



GLOBAL MARKET COMPARISON

Estimated values of ethical fashion, secondhand, and fast fashion market from 2021 to 2026

PRICE COMPARISON

Price comparison of sustainable clothing compared to the average market price for men's and women's apparel

CONSUMPTION VS. EMISSIONS

Correlation between apparent consumption of apparel worldwide and the environmental impact

OBJECTIVE

FASHION TRANSPARENCY INDEX

Top 20 fashion companies worldwide in 2022 by transparency index score





ETHICAL
FASHION

DEMO

BETA RELEASE

<https://mt-cs.github.io/marisatania/ethical-fashion/>



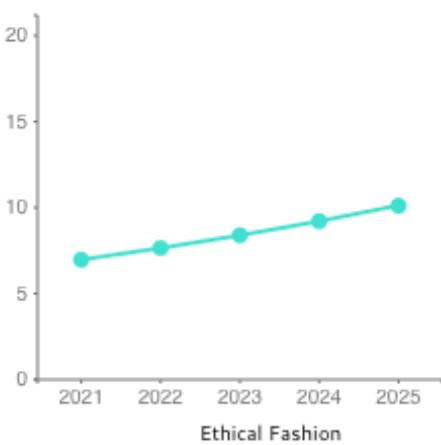
New Update



GLOBAL FASHION MARKET VALUE

2020-2025

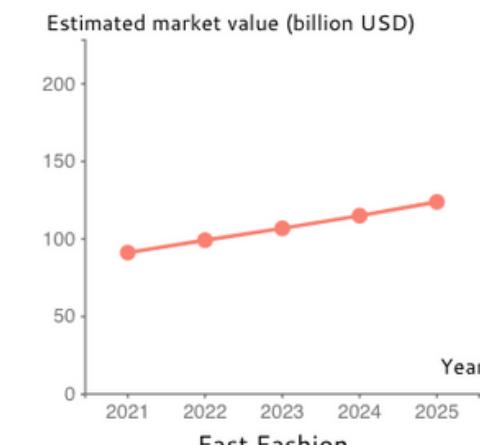
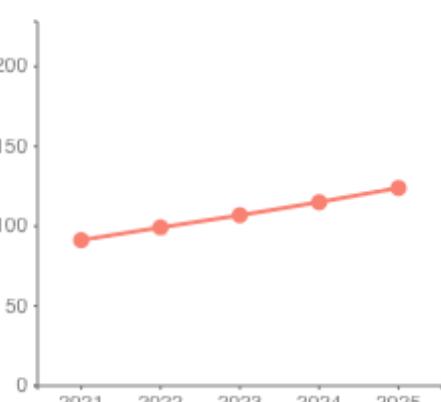
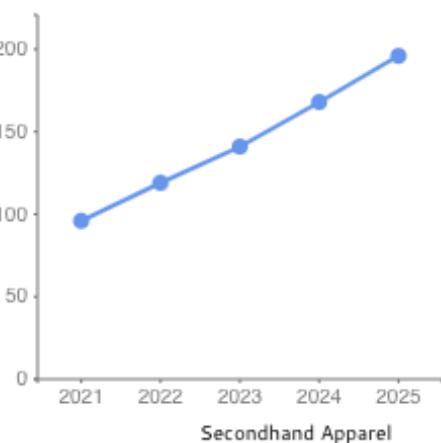
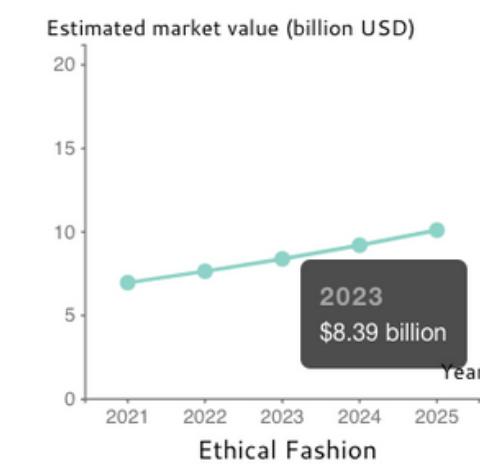
Estimated value of three fashion market worldwide from 2020 to 2025 (in billion U.S. dollars)



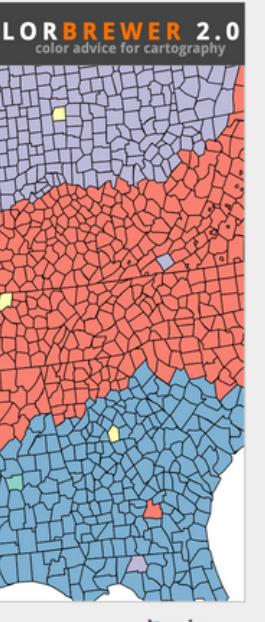
GLOBAL FASHION MARKET VALUE

2020-2025

Estimated value of three fashion market worldwide from 2020 to 2025 (in billion U.S. dollars)



■ Ethical Fashion ■ Secondhand Apparel ■ Fast Fashion



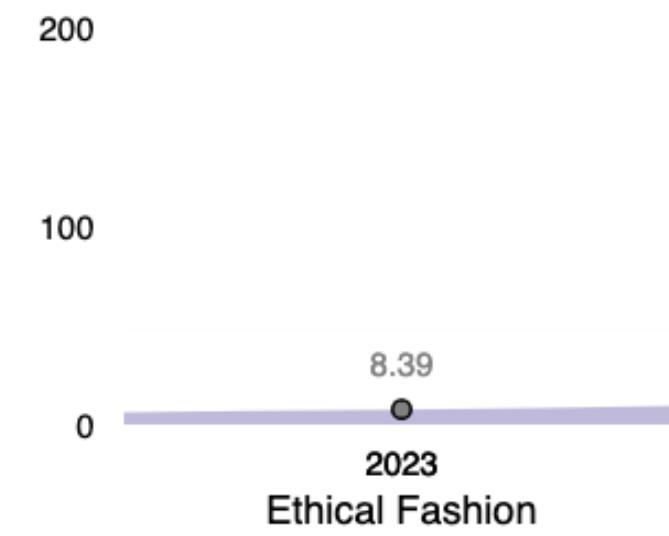
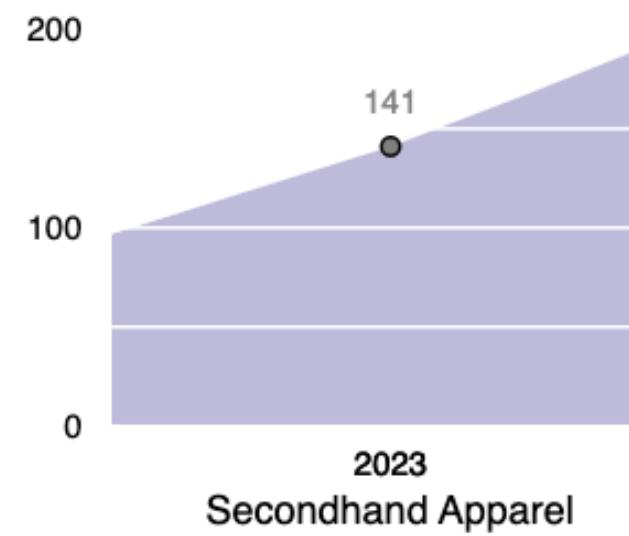
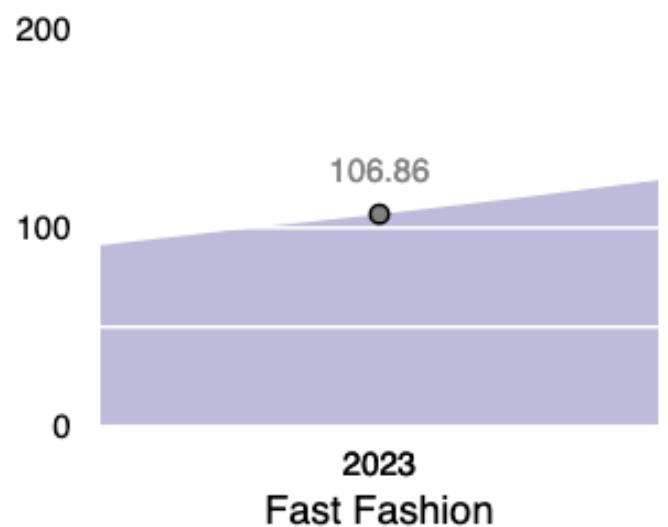
axismaps

Interactive Global Fashion Market Comparison

Growth of the ethical fashion industry is much slower than others. Surprisingly, secondhand apparel market is estimated to grow faster than fast fashion in the upcoming years.

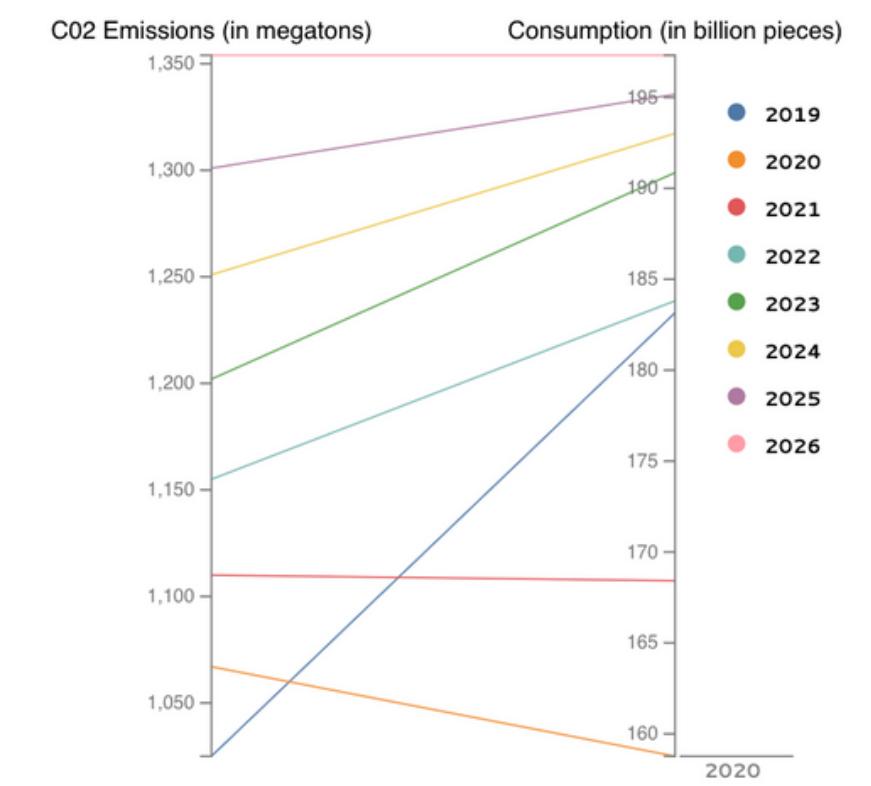
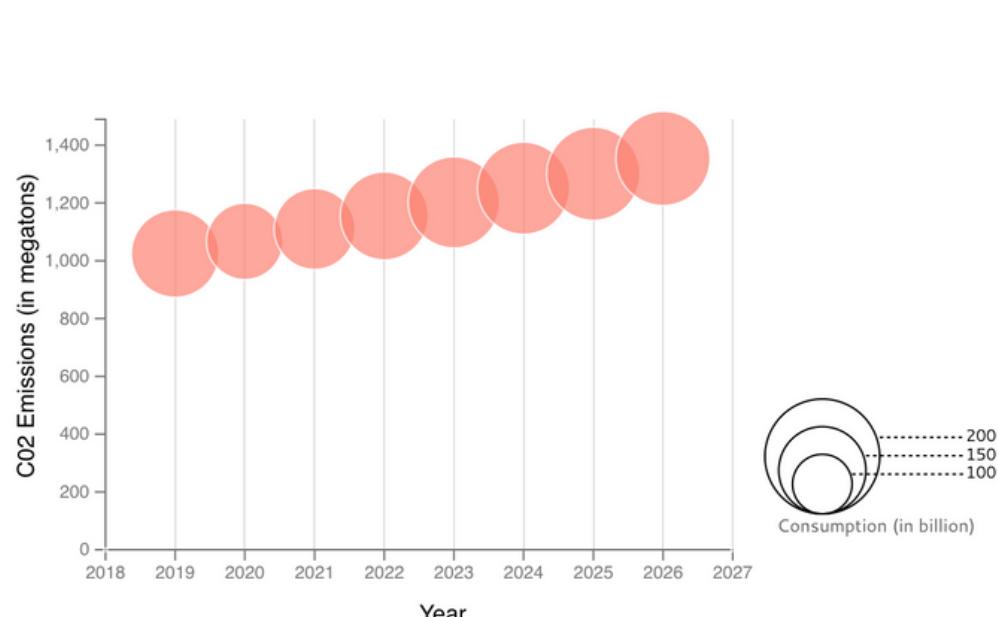
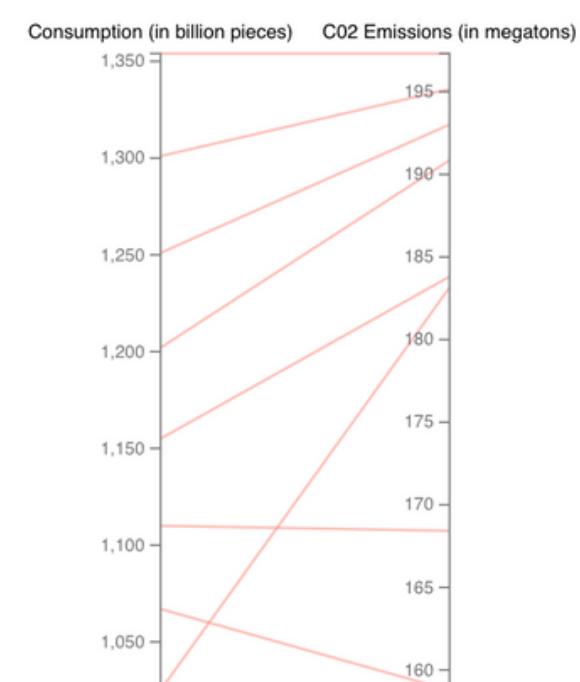
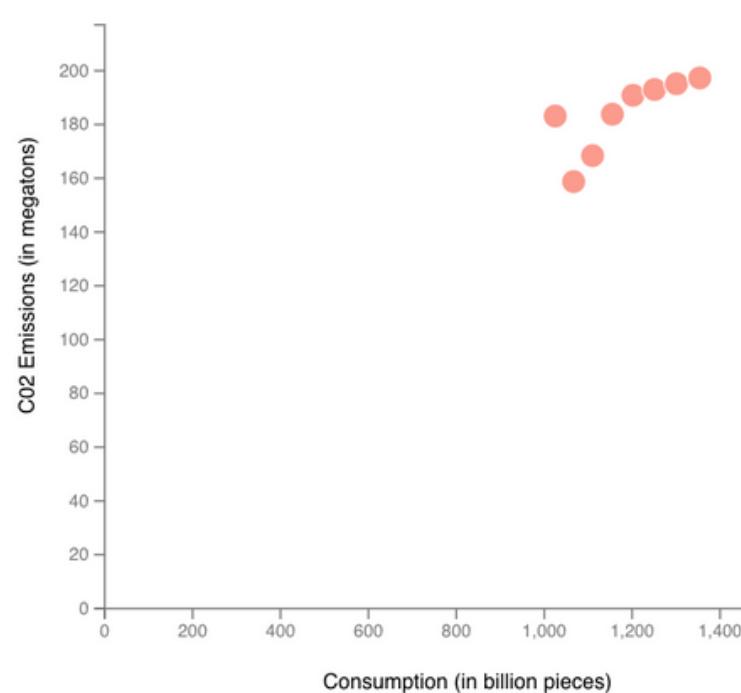
Note(s): Worldwide; 2021

Source(s): BRC; Statista



Consumption Volume vs. Carbon Dioxide Emissions of apparel industry

Projection worldwide from 2019 to 2026 (in billion pieces and in megatons)



There is a drop in
2020 due to
COVID-19 pandemic

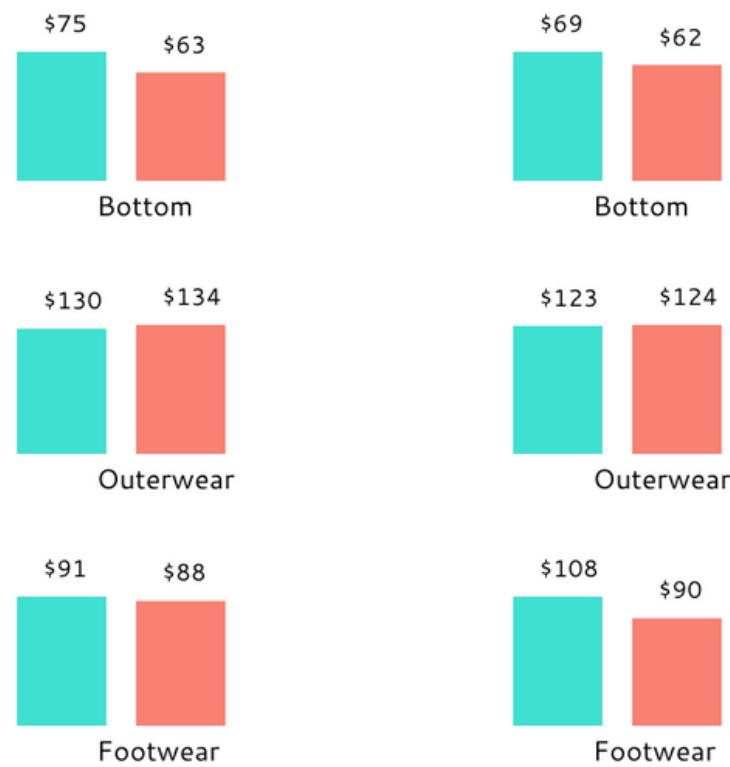
Source(s): Apparel Impact Institute; Statista

BETA RELEASE

Average price of eco clothing vs. market price

United States in 2021, by product category (in U.S. dollars)

Male Female



BETA RELEASE

Average price of eco clothing vs. market price

United States in 2021, by product category (in U.S. dollars)

Male Female



■ Eco Clothing ■ Average Market

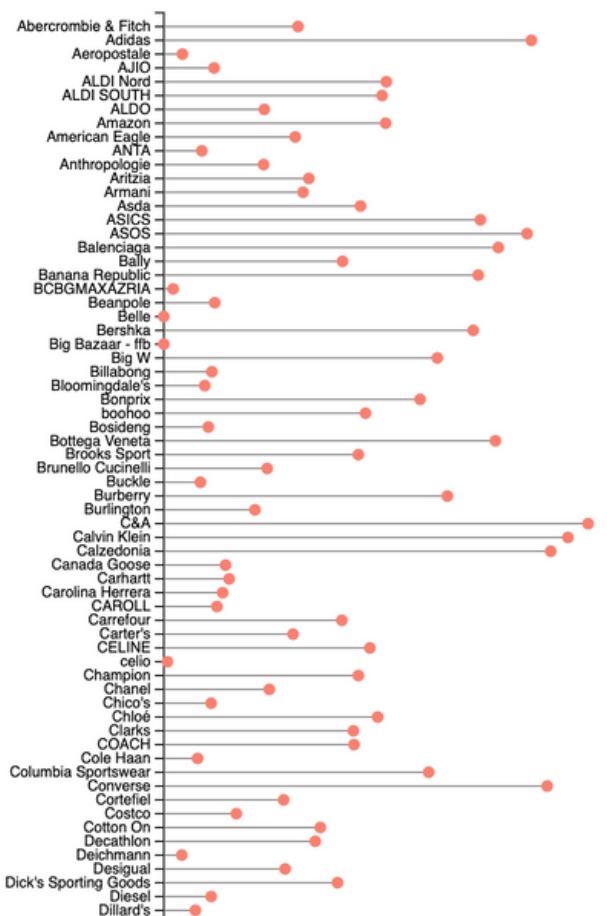
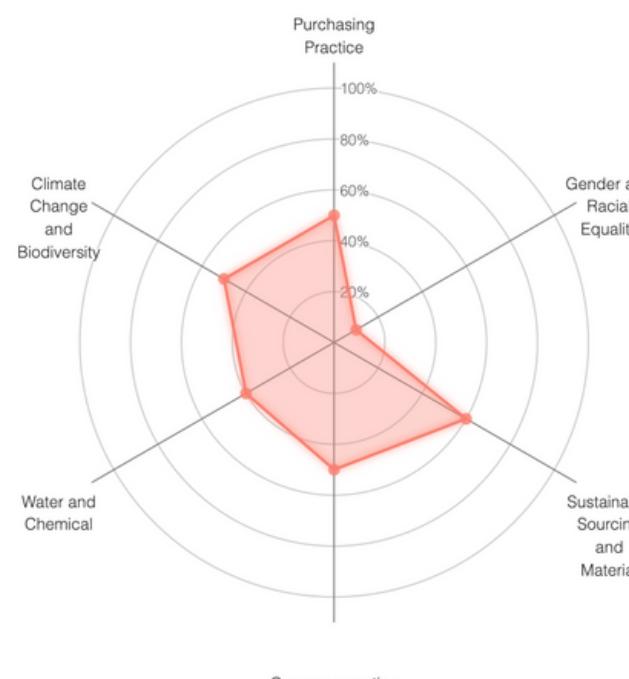
Outerwear is the only category where eco product was cheaper.

Footwear is the category with the biggest gap (\$18).

Source: edited.com

Most Transparent Fashion Company Worldwide

Transparency Index Score 2022



BETA RELEASE

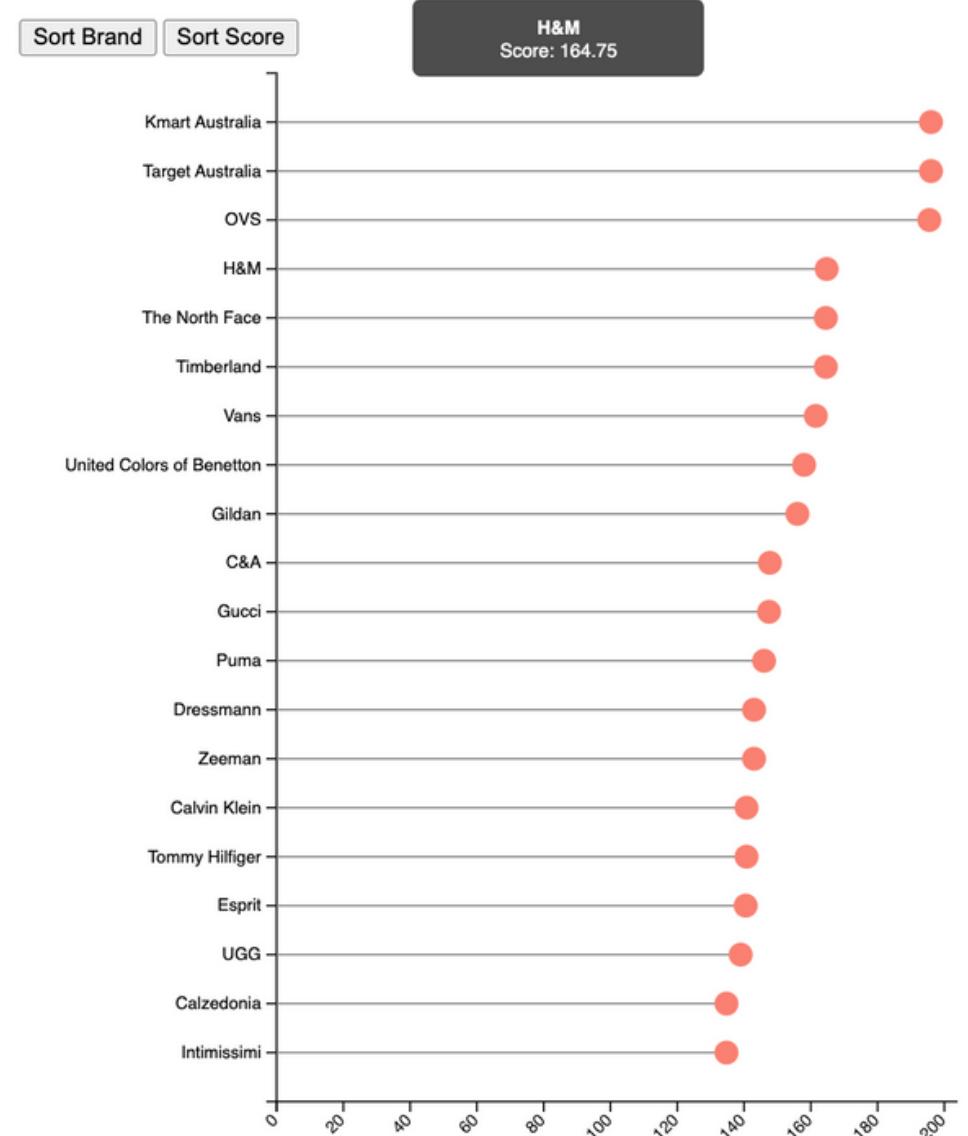
Fashion Transparency Index Score 2022

Average FTI score 2022 from 250 companies: 59.9

Human Rights and Environmental Policies



Top 20 Most Transparent Fashion Company Worldwide



A woman with blonde hair tied up in a bun is standing in a lush garden. She is wearing a white short-sleeved blouse with a vibrant, colorful floral and fruit print. The background is filled with various flowers, including large pink lilies and smaller yellow and red blossoms. A white lace curtain is visible behind her.

Measuring Success

INSIGHTS CLARITY

- Completed deliverables
- Clearly convey objectives
- Communication, telling a story

LIE FACTOR

- Titles, captions, axis labels, annotations, color choice, chart axes, source(s)
- Legible legend and the right data/ink ratio

VISUALIZATION TECHNIQUE

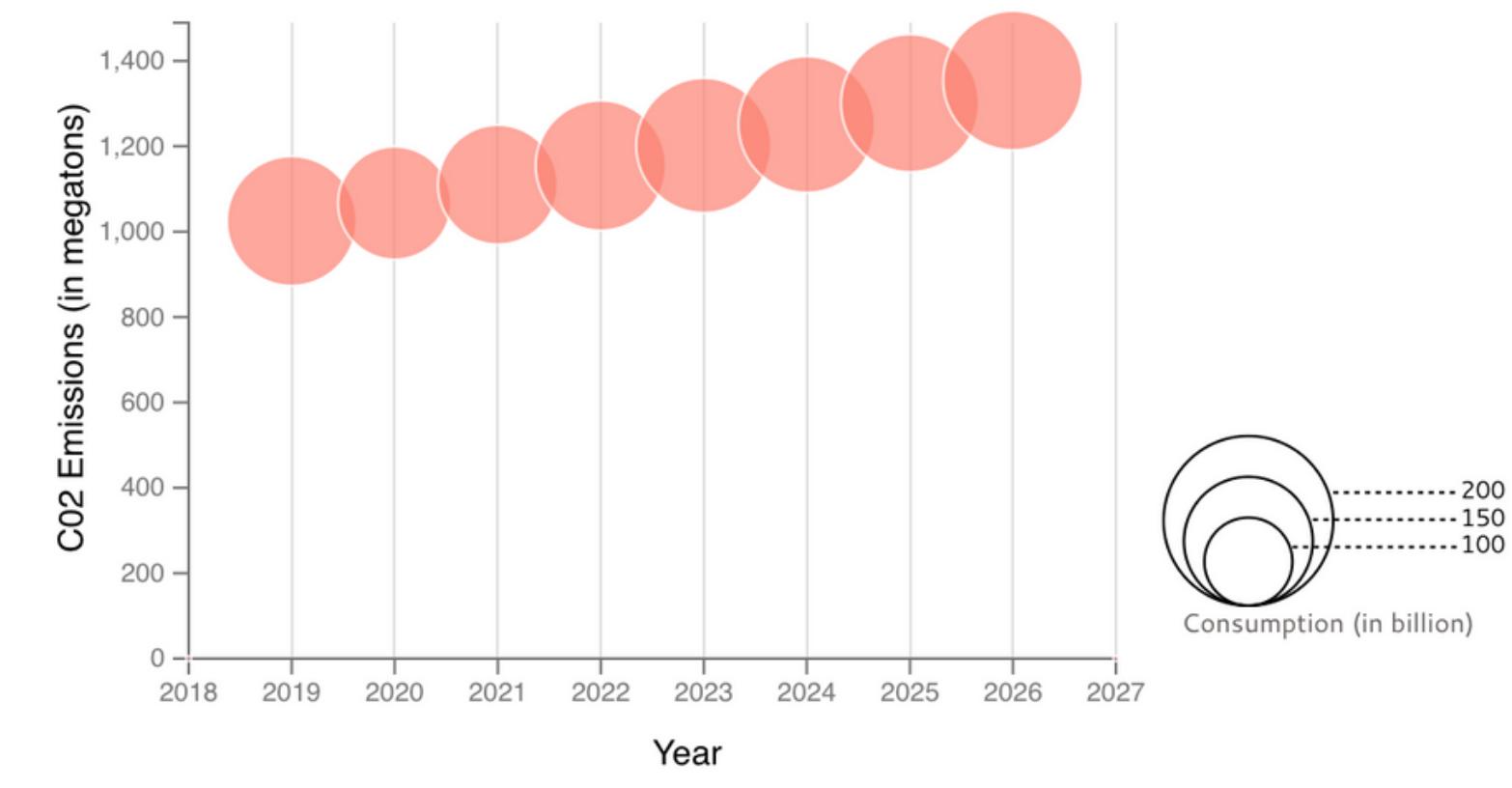
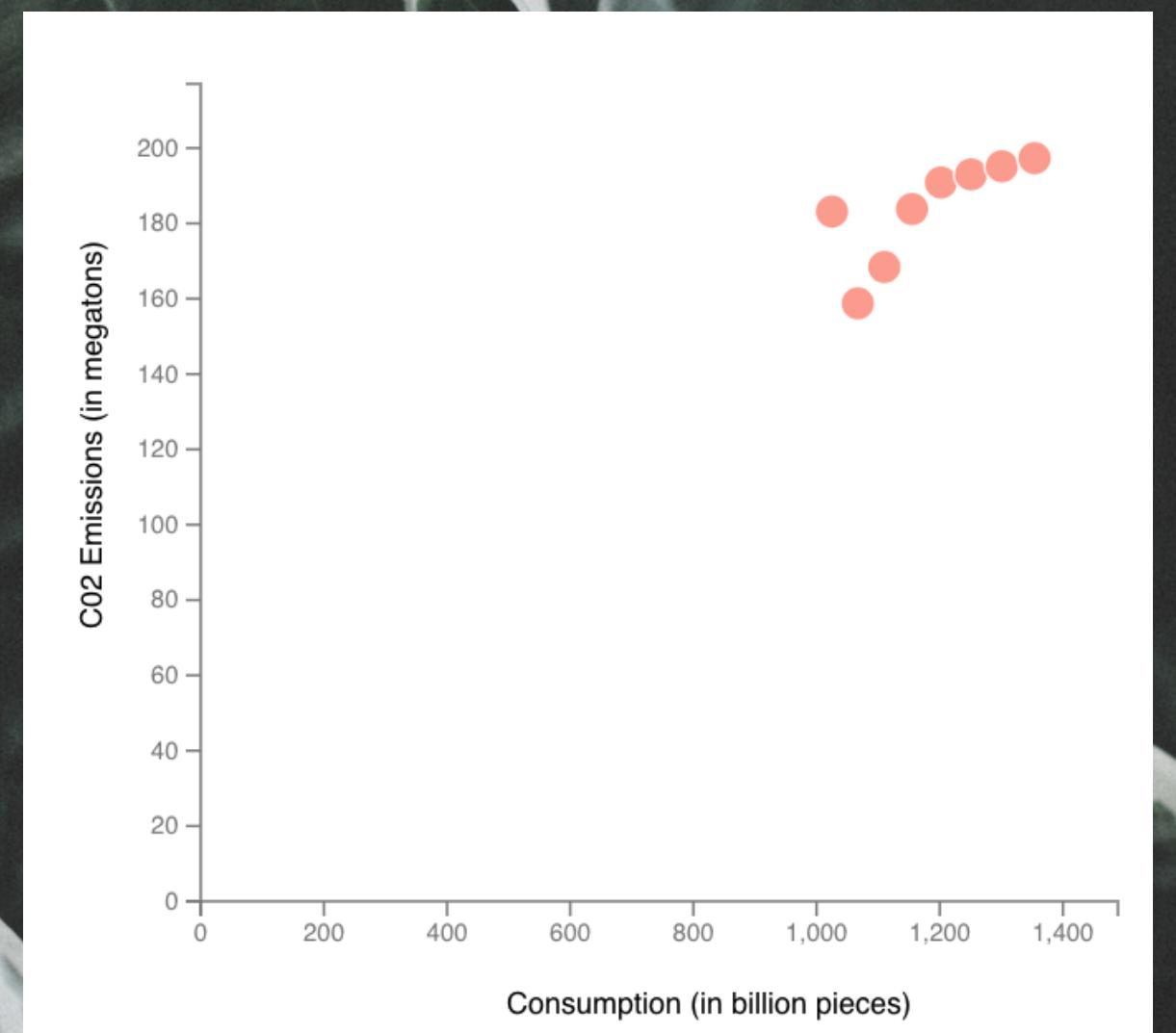
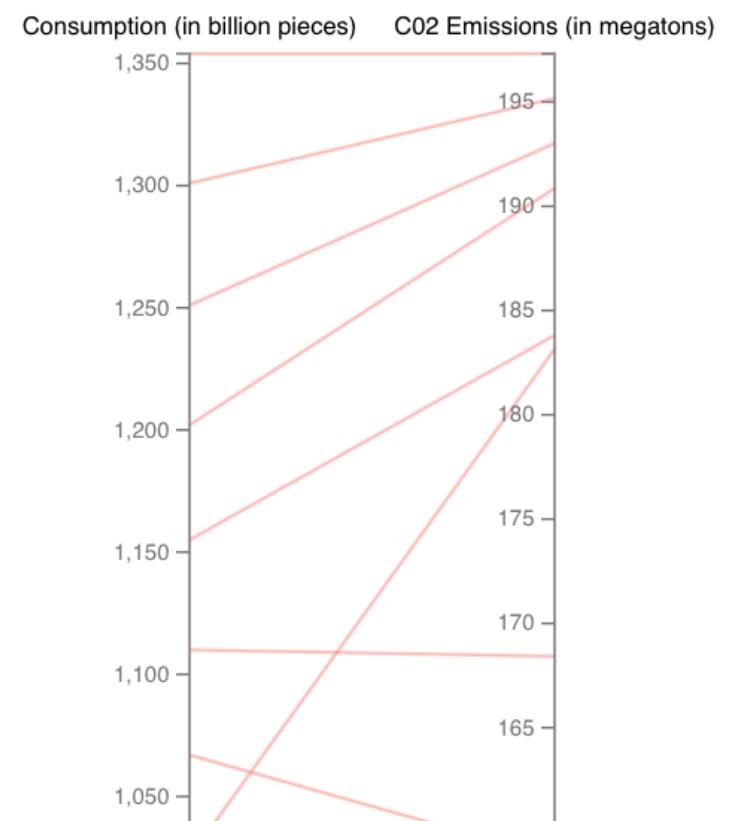
- Are they the best chart to represent data?

Discussion

APPROACH



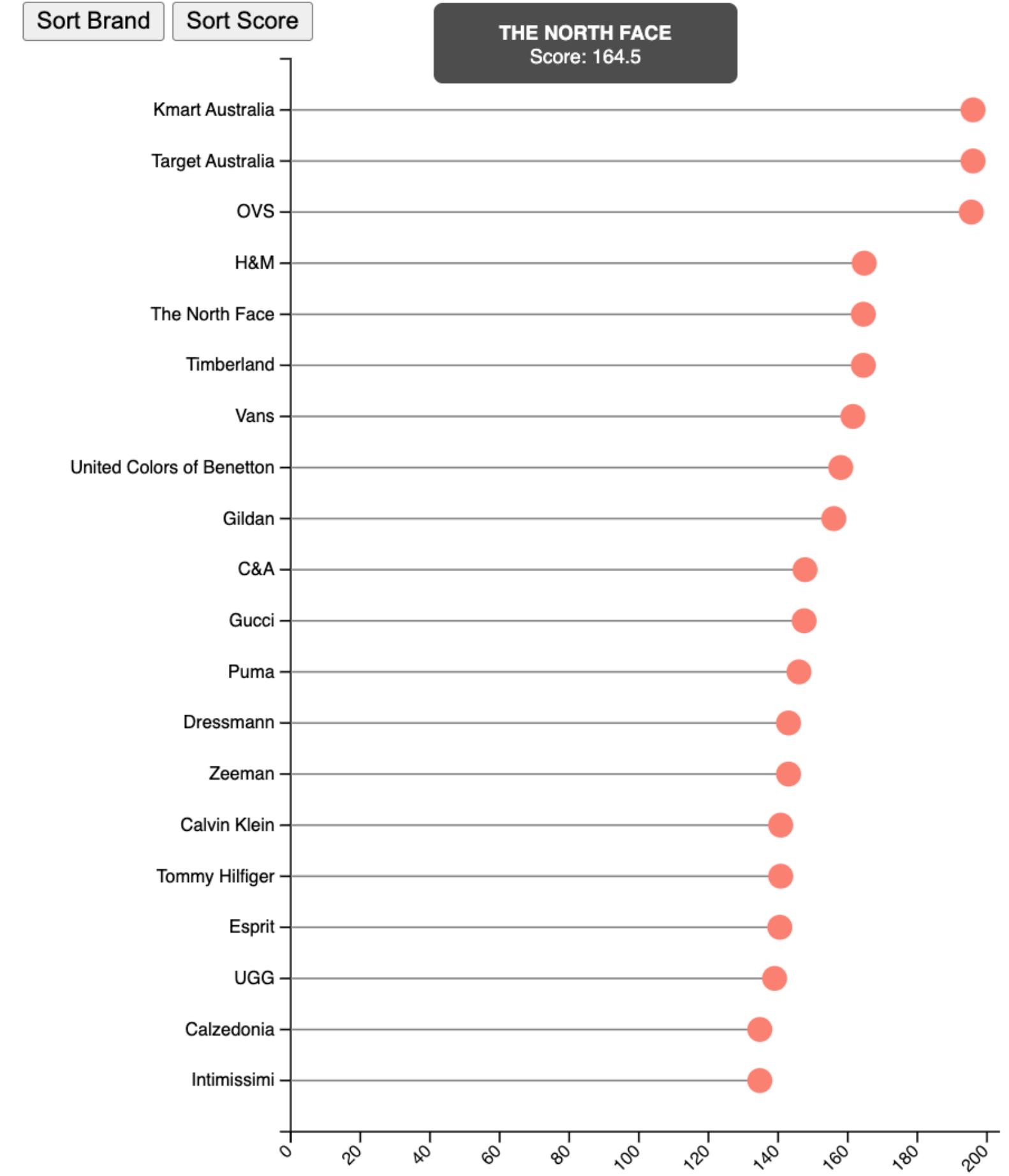
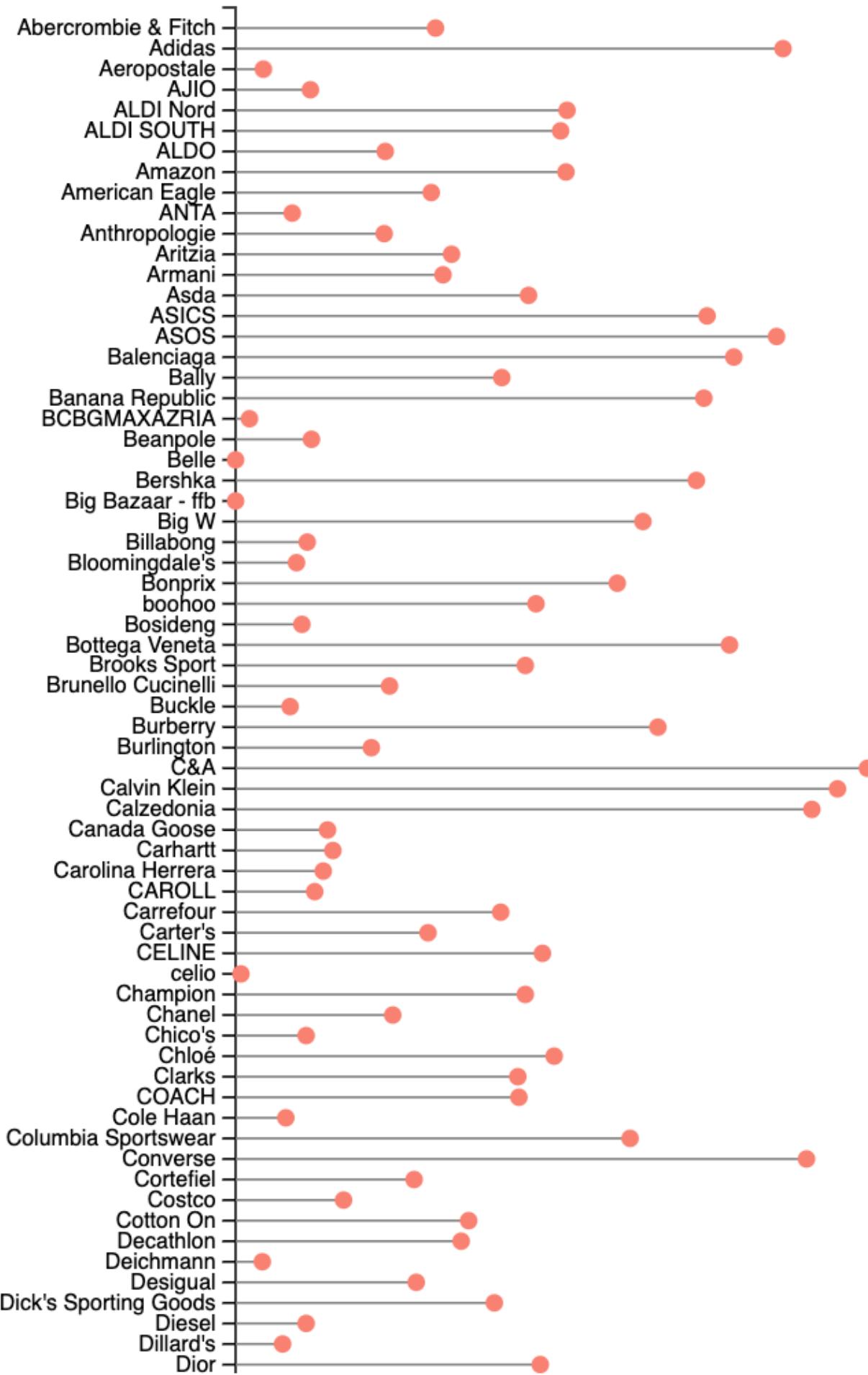
Handling Small Data



PARALLEL
COORDINATE

SCATTER
PLOT

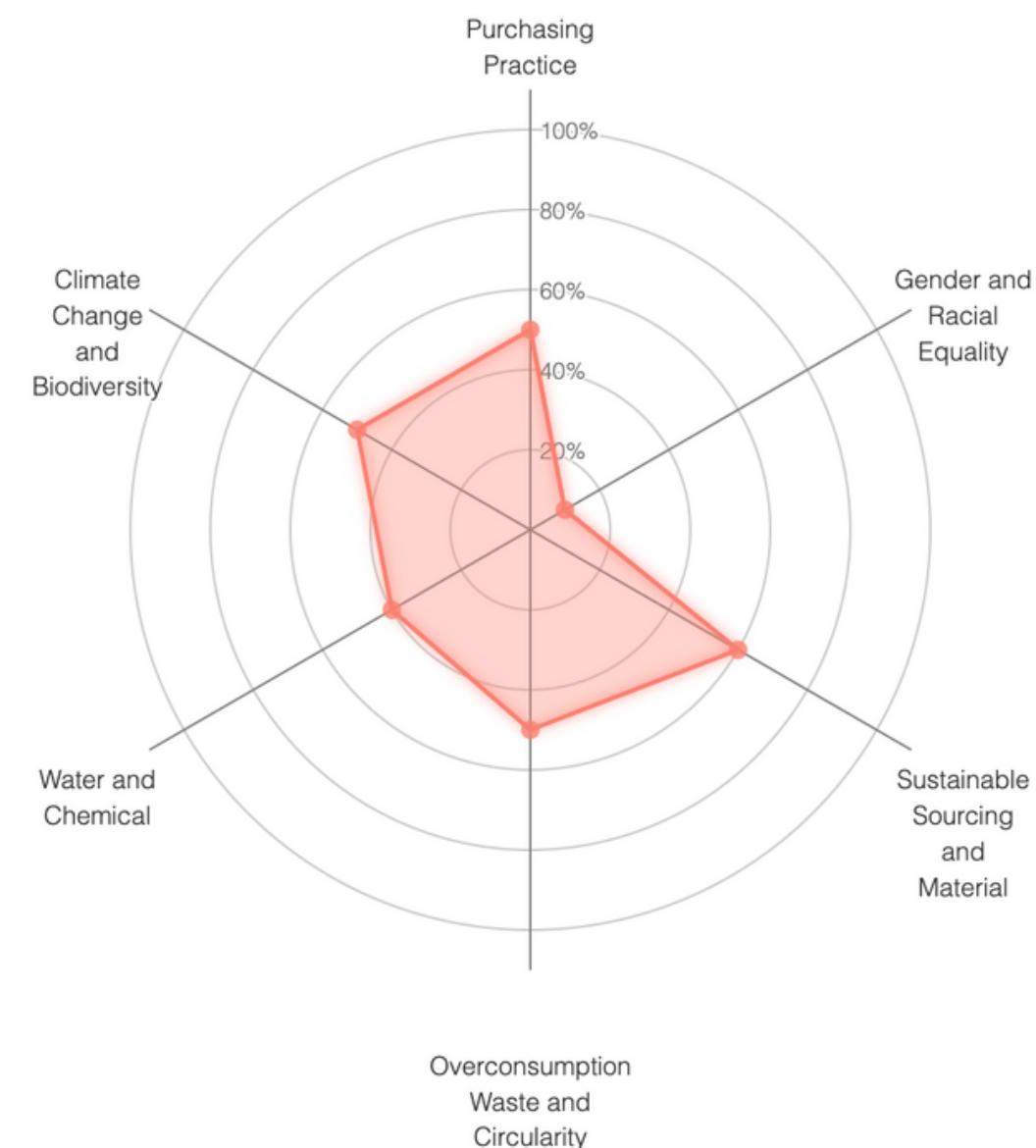
BUBBLE
CHART



DROP DOWN

Average FTI Score 2022: 59.9

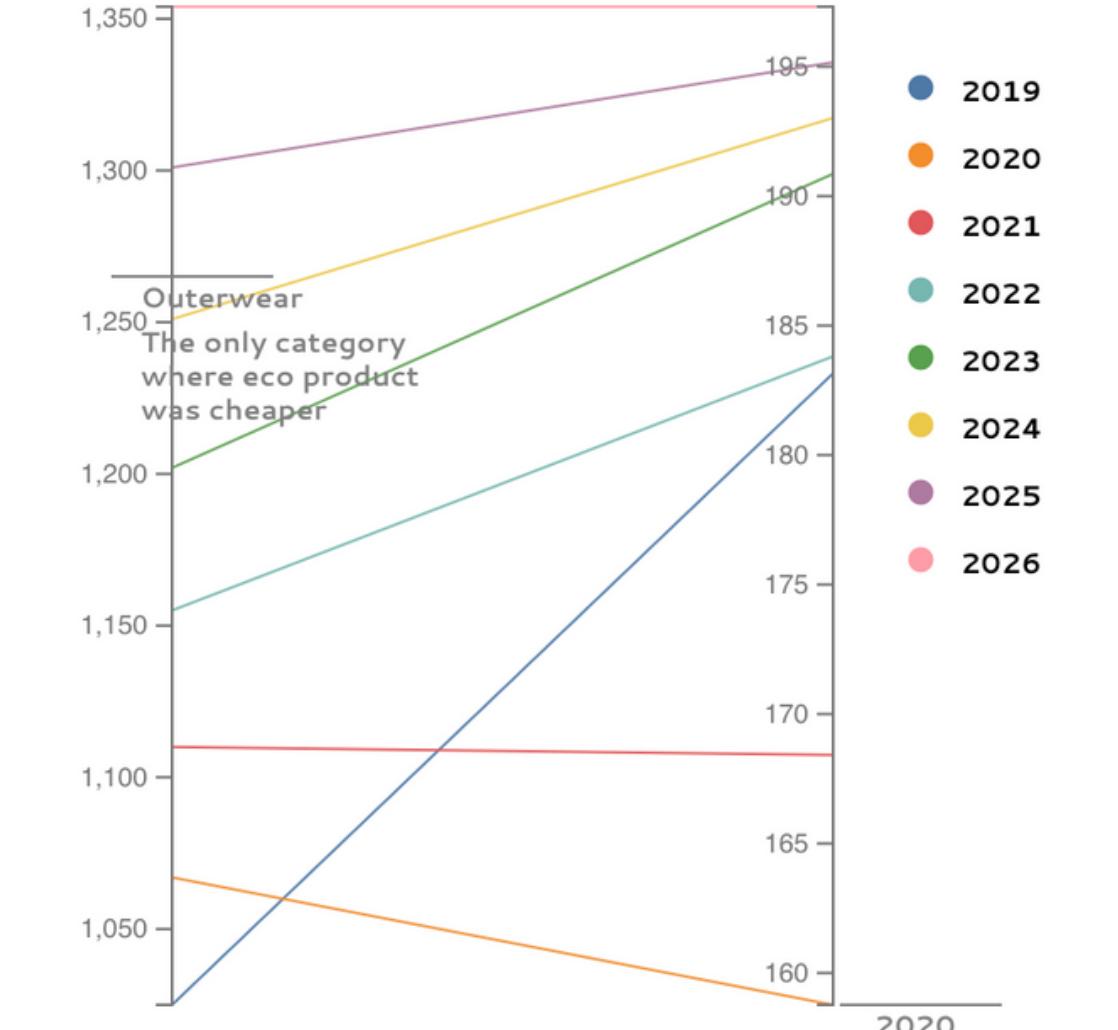
Choose a brand: Kmart Australia



ANNOTATIONS

Consumption (in billion pieces)

C02 Emissions (in megatons)



There is a drop in 2020 due to COVID-19 pandemic



What would I do
differently?



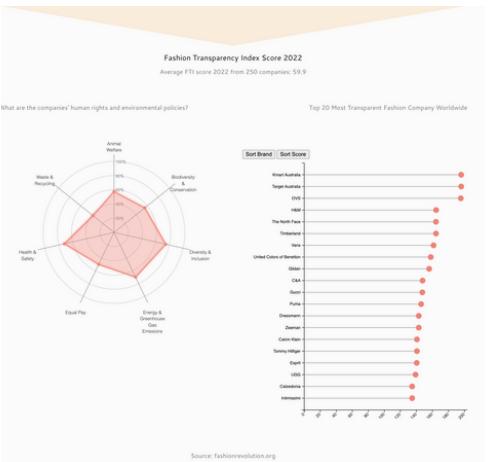
Start Over ?

- Bigger dataset
- Immediately try on the website
- Research on interactivity
- Write the story first



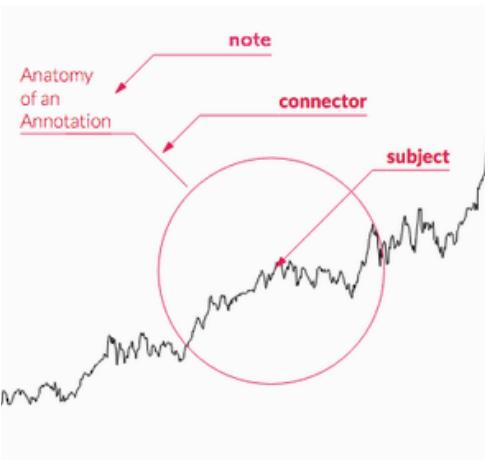
SCROLLYTELLING

Implement Waypoint



MULTI GRAPHS
INTERACTIONS

Lollipop chart triggers radar graph



TOOLTIP &
ANNOTATIONS

On hover: show line, change color
Add more annotations on each graphs

FUTURE WORK





Resources

Data Source:

Apparel Impact Institute

Business Research Company (BRC)

The Sustainability EDIT 2022 Industry Report (Edited.com)

Fashion Transparency Index 2022 (Fashionrevolution.org)

Sustainable fashion worldwide (Statista)

Code Source:

D3 Gallery

Scottlogic.com

VisualCinnamon.com

Libraries:

D3.js

D3 SVG Legend

D3 Annotation

D3 Scale Chromatic

Colorbrewer2.org

Let's Wear With Care



THANK YOU

IT IS NOW A GLOBALLY-
RECOGNIZED MOVEMENT