

# Fighting Fast Fashion – Our Proposal

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# Background Problem

Fast  
Fashion 

Business model and trend in the fashion industry where clothing retailers produce and sell inexpensive, quickly produced, and short-lived fashion trends.

**400%** Increase in global fashion consumption over the past **2 decades**

The trend was **amplified** by the pandemic, where **CLOTHING** became the top segment for global **e-commerce** users in 2021



As much as **10%** of annual global CO2 emissions is caused by the fast fashion industry:

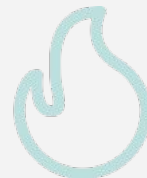
That is more CO2 than international flights and maritime shipping combined!



Reliance on fossil fuels to meet the rising demands of synthetic materials production



Clothes production processes requiring extensive use of harmful chemicals



Mass incineration of unrecyclable textile wastes leading to more emissions

and it is estimated to increase by **50%** by 2030!

# Context in Singapore



Singapore has seen a slower progress towards the practice of buying and selling secondhand clothing globally,

*despite their commitment for sustainable endeavours.*

In fact,

**1 in 3** Singaporeans throw away clothing after wearing it just once  $\xrightarrow{\text{resulting in}}$  **250,000 tonnes** of annual textile waste, with **98% left unrecycled**

However, there is a promising future in sustainability efforts, led forward by the Singaporean youths.

**“2 out of 5 Gen Zs have bought sustainable fashion items”**

- YouGov, 2024

**“51% of Gen Z respondents were spending more on sustainable products”**

- Straits Times, 2022

# Our App: StyleSwipe

StyleSwipe is a platform for users to exchange pre-owned pieces of clothes with each other, inspired by the mechanics implemented in the app *Tinder*

Our app aims to foster a culture of thrifting through user-to-user interactions to ultimately promote and adopt sustainable fashion consumption practices

## Features:

### 1. User Profile Creation

Users sign up for the app by creating a profile

### 2. Listing items

Users can list their pieces of clothing on the app for others to trade

### 3. Matching Algorithm

- In the app feed, users are shown clothes from other users in their vicinity or users with high compatibility, where they can either swipe left to pass on the item or swipe right to like
- The app considers various factors to suggest relevant matches, such as size compatibility, style preferences, and previous swiping behavior

# Our App: StyleSwipe

## 4. Chat Feature

Once there is a mutual like (i.e. both users swipe right on each other's items), users can discuss more details on the clothings and arrange a swap

## 5. Rating and Review System

After a successful swap, users can rate and leave reviews for each other, helping build trust within the community and encouraging responsible swapping behaviour

## 6. Donation Feature

Users also have the option to donate their clothes for recycling or upcycling purposes

## 7. Verification System

The app may incorporate a verification system to ensure the quality of items being listed and swapped through photos or user inspection

## 8. Privacy and Safety Measures

Measures are implemented to protect users' privacy and safety, such as allowing users to block or report others and providing guidelines for safe swapping practices

# Our App: StyleSwipe



Making a difference  
— *one swipe at a time*

Link to Figma Prototype:

<https://www.figma.com/design/LoMzTeDMYBVVj7SOhrOxsP/DSTA-Hackathon?node-id=0-1&t=pJw35bNwhzQEsEwi-1>

App Prototype Walkthrough



# How it Addresses the Problem

## Promotes Circular Economy

By facilitating the exchange of pre-owned clothing items, the app **encourages reuse** and **prolongs the lifespan of garments**, thereby **reducing the fossil fuel demand** for new clothing production

## Community Building

The app fosters a sense of community among users who **share similar values** of sustainable consumption practices, providing **support** and **encouragement** for **adopting more eco-friendly lifestyle choices**

Did you know?



*Extending the lifespan of clothes by an extra nine months of active use would reduce carbon, water, and waste footprints by around **20-30%** each*

## Reduces Waste

Swapping clothes **reduces** the amount of **clothing thrown away in landfills**, consequently **reducing the emissions produced** from burning these textile wastes

## Encourages Conscious Consumption

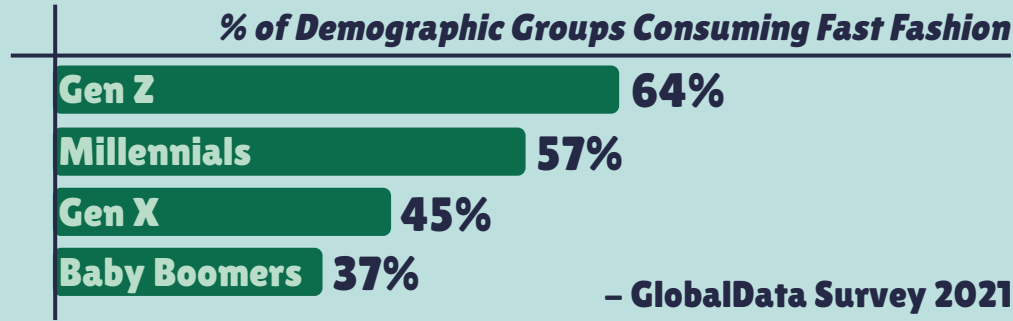
Users of the app are more likely to **think twice before purchasing new clothes**, given that now they have the easy option to swap and find new items **without contributing to the fast fashion cycle**



# Target Group

→ We chose **Generation Z** (18-24 years) as our primary target user, due to several reasons:

1. Gen Zs consume fast fashion more than any other demographic groups



2. Gen Zs are the most receptive towards adopting more sustainable consumption practices

**“2 out of 5** Gen Zs have bought sustainable fashion items” YouGov, 2024

**“51%”** of Gen Z respondents were spending more on sustainable products” Straits Times, 2022

**“Over 65%”** of Gen Z indicated preference for thrifting or clothes swapping” Wild Unlimited, n.d.

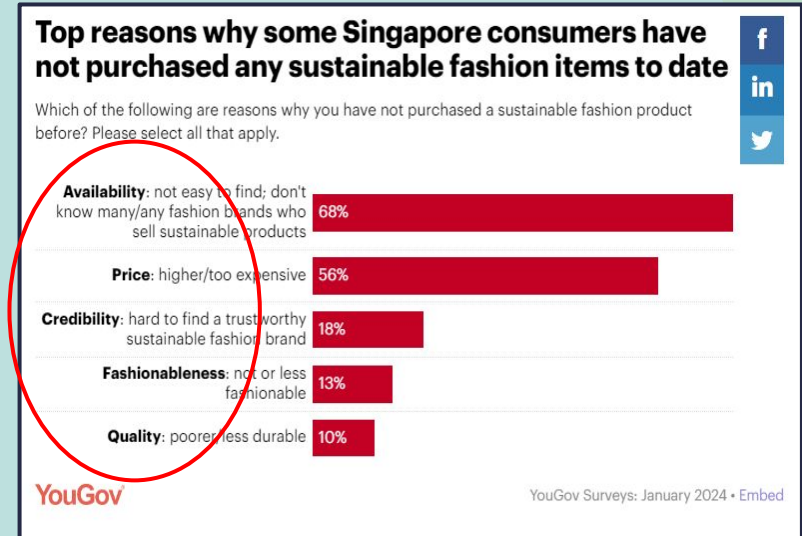
**“61%”** of Gen Z (and millennials) consider themselves eco-conscious or sustainability-focused, compared to 51% of consumers overall” thredUP Resale Report 2023



# Addressing User Pain Points

Our app directly addresses the top concerns deterring consumers from adopting more sustainable fashion purchases:

1. **Availability:** Our app serves as a platform for people to easily tap in the sustainable fashion market
2. **Price:** Our app revolves around swapping pre-owned clothes with other pre-owned clothes, without the need for any financial transaction
3. **Credibility:** We plan to partner with trustworthy organisations such as NEA and obtain Singapore Green Label Certificate from SEC
4. **Fashionableness:** Our app implements a matching algorithm to help users find clothings that best suit their personalised style preferences
5. **Quality:** Our app incorporates a verification system to ensure the quality of the products being listed



# Product Vision: Why Our App Can Be a Success

SINGAPORE

## Second-hand is first as more youth are drawn to thrift shopping

This article is more than 12 months old

Millennials and Gen Z embrace thrift shopping as they can find unique apparel that is affordable

Ono Jing Min  
Apr 12, 2021 06:00 am


Millennials and those in Generation Z are embracing thrift shopping 2½ times faster than any other age group.

That is according to research published by ThredUp, the world's largest fashion resale platform inspiring a new generation to think second-hand first, in its 2020 resale report.

Purchasing used clothing is a niche trend that is also gaining traction in Singapore.

Mr Gilbert Salonga, owner of Lucky Plaza Bazaar, told The New Paper that 60 per cent of its customers are youth in Singapore 'as the younger generation likes upcycling our clothing'.

TOP STORIES THIS MONTH



Gen Zs are embracing thrift shopping **2.5 times faster** than other age groups

Purchasing used clothing is a trend that is **gaining traction** in Singapore

There is a growing market for thrifting in the youth community and beyond.

# Key Assumptions

The environmental benefits of getting a pre-owned clothing outweighs the environmental costs involved in the process (e.g. transportation emissions in meeting up to do the swapping or in delivering the clothes)

Our app has the capacity to make a significant impact on the environmental effects of the fast fashion industry, given a large enough user count





# **Future Developments**

- Include more types of articles that can be listed in the app, e.g. shoes
- Partner with local thrift stores to include their products in the app
- Add a virtual try-ons feature
- Dedicate a section in the app for educational resources, giving tips on sustainable fashion practices to help users make more informed decisions about their consumption habits
- Add a shop feature in the app, where users can buy products manufactured from upcycled textile materials that users have donated
- Add an overview that estimates how much carbon footprint has been saved as an active user in the profile to remind users that their individual actions do make a tangible difference in the world





StyleSwipe is more than just a shopping app; it is a movement towards sustainable fashion, and away from mindless consumption patterns

By merging the allure of modern app culture with a steadfast commitment to reducing waste, we are not only offering a solution but also spearheading a shift in consumer behavior

This isn't just about swapping clothes – it's about building a community dedicated to sustainability and changing the fashion landscape forever



**THANK YOU**



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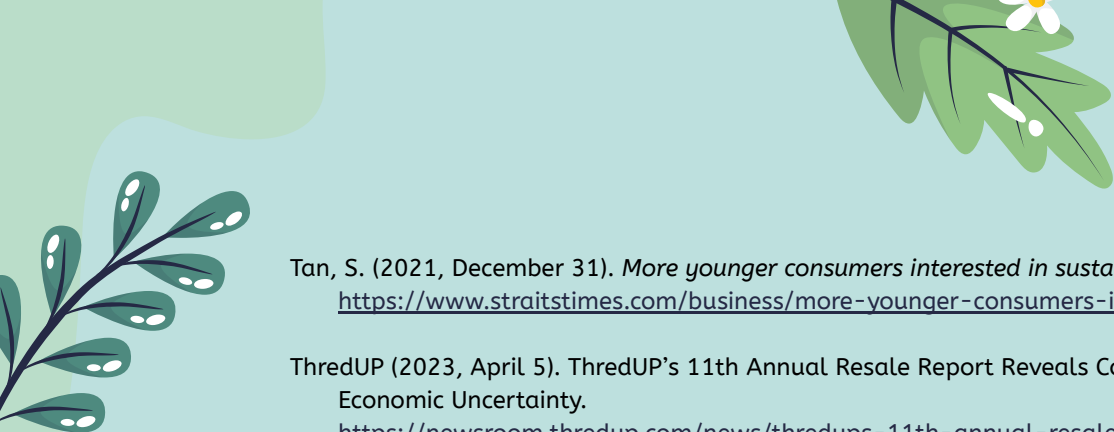
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