



PROJECT PROPOSAL

Problem Statement

How might we use visual communication design to address the issues of fast fashion in our locality?

Generative Question

How, if at all, can we encourage people to buy clothing from thrift stores and/or reappropriate textiles?

Possible Solutions

- A pop-up shop, experiential space
- Guerilla campaign in defiance of fast fashion
- A timeline outlining the ethical consumption of clothing on UF campus
- Educational resources devoted to ethical consumption of clothing items
- Fashion runway of thrifited items and photoshoots



a pop-up mending workshop aimed to educate UF students on the consequences of fast fashion and ways to combat it

youthful

informative

maximalist

ZINE SPREADS

THE HIDDEN COSTS OF FAST FASHION

Raw Edge aims to educate young adults at the University of Florida on the topic of fast fashion—its negative impacts, and how to reduce the overconsumption of clothing. Fast fashion may seem cheap, and easy, but its true price is hidden in pollution, exploitation, and waste.

Pollution	Exploitation	Waste
Factories often release toxic chemicals into the air and water.	Many workers face unsafe conditions and unfair wages.	Most fast fashion ends up in landfills after only a few wears.

By making mindful choices, we can shift the industry towards a more sustainable future.

THE ENVIRONMENTAL COST

It costs **2,700 LITERS** of water to make one cotton t-shirt. That's enough drinking water for 2.5 years.

35% of microplastics in the ocean come from washing synthetic fibers, a material often used by fast fashion brands.

92 M TONS of textile waste end up in landfills each year.

5 M CHILDREN are estimated to be employed in the textile industry globally.

12-16 HOURS PER DAY is how long some garment workers are forced to work with insufficient breaks and in unsafe environments.

Many garment workers earn less than **\$3.00** per day, far below a living wage.

THE HUMAN COST

THE PROBLEM WITH BIG BRANDS

Many big brands have faced criticism for issues like low wages, poor working conditions, and environmental harm. Here are a few well-known companies that have been called out for questionable ethics.

Shein	75-hour weeks with reported child labor Ultra-fast production causing massive waste
Zara	Accused of sweatshop conditions and extremely low wages Persistent labor exploitation in rapid production
H&M	"Conscious Collection" criticized for using conventional materials. Sustainability claims remain vague and appear as greenwashing.

Be the Judge!

You can evaluate for yourself whether a clothing brand is ethical or not. Here's how:

- Look for certifications like Fair Trade or GOTS
- Use tools like Good on You to check ratings

With a bit of research, you can shop more consciously and support brands that align with your values.

UPCYCLING & REUSING

Don't toss out your old clothes—or pass up that thrifited find that almost fits—get creative by upcycling and altering them into pieces that work perfectly for you.

Hem and Tailor
Adjust thrifited finds by hemming and altering for a custom, flattering fit.

Transform
Revamp outdated garments by altering or redesigning them to better reflect your style.

Refresh
Enhance your favorites with added details like patches, embroidery, or subtle embellishments.

Did you know?

This zine can also turn into a poster! Just unfold the zine, turn it around and hang it up on your wall!

SMARTER SHOPPING HABITS