



Team Purple

Business Development Team

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Fashion Design Team

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**PEOPLE
FASHION**



Our motto:

**Build with the Environment
in mind**

Website:

www.peoplefashion.co.uk



The U.S. throws away the equivalent of about **70 pairs of pants** per person in waste from clothes and footwear each year.



THE RELATIONSHIP BETWEEN ENVIRONMENT AND FASHION.

FASHION LIFE CYCLE

Only 13% of used clothes are recycled





Chloé

With 80 per cent of the collection's cashmere being recycled this season.



Rave Review

It's signature blanket coats, repurposed using — old blankets.



Conner Ives

This checked dress, made using leftover fabric donated by Carolina Herrera

Natural materials

Some companies also use food to make materials and fabrics such as Apples, Coconuts, Potatoes, Seaweed, Grapes, Coffee, Milk, Sugar

Our Fluff Fleece Pullover has a carbon footprint of 19.12 kg CO₂e. Learn more about [carbon footprint labelling](#) and [our commitments](#) to reduce our impact. As a carbon neutral business certified by Climate Neutral, we balance our emissions by [funding high impact carbon projects](#).

Sustainable Materials:

- ZQ Merino Wool
- TENCEL™ Lyocell
- Recycled Polyester
- Recycled Nylon
- T400® Eco Made



Mother Nature is our muse. Building on her handiwork, we're finding new uses for materials that exist right in front of us. Like wool from merino sheep, who have the best hair in nature.

But even great locks need a trim from time to time. With fibres that are 20% the diameter of human hair, our superfine merino wool is breathable, temperature-regulating, and moisture-wicking, all without that irritating scratchiness.

[Shop Wool](#)

PLANT FIBRE:

- CORK FIBRE- the bark of the cork oak tree
- PINATEX FIBRE- the waste leaves of the pineapple plant
- ORANGE FIBRE- citrus juice by-products
- ABACA FIBRE- the leaf sheath around the trunk of the abaca plant
- BAMBOO FIBRE- cellulose fibre from bamboo tree

BIO-BASED FIBRE:

- MYCELIUM- natural polymers
- BIOSILK- the spring harvest cocoons

ARTIFICIAL FIBRE:

- CELLULOSE FIBRE- ethers and esters of cellulose obtained from plant-based materials
- OCEAN PLASTIC- processes marine plastic and post-consumer plastic bottles to make the yarn
- BIOPLASTIC- a type of plastic that can be made wholly or in part from renewable biomass sources

DEADSTOCK FABRICS:

- OVERSTOCK
- SURPLUS FABRIC
- REMNANT
- LEFTOVER MATERIALS THAT ARE LABELLED AS "WASTE"



From Pangaia

SEAWEED'S
PANGAIA T-
SHIRT

ALL BIRDS
WOMEN FLUFF
FLEECE PULLOVER
HAS A CARBON
FOOTPRINT



Goal 12: Responsible Consumption and Production

FASHION FEAST: 11 FABRICS AND FIBRES MADE WITH FOOD

From pineapples to potatoes

Betool, Grihsha, and Tracy

DIFFERENT ECO-FRIENDLY MATERIALS

Recycle old clothes, fabrics, materials. Turn them into new clothes, bags, hats, scarves, blankets.



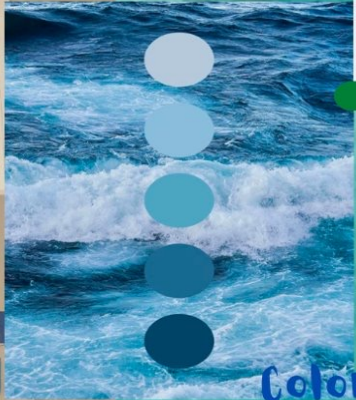
Pictures from Pinterest



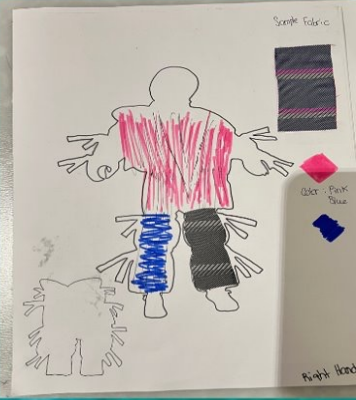
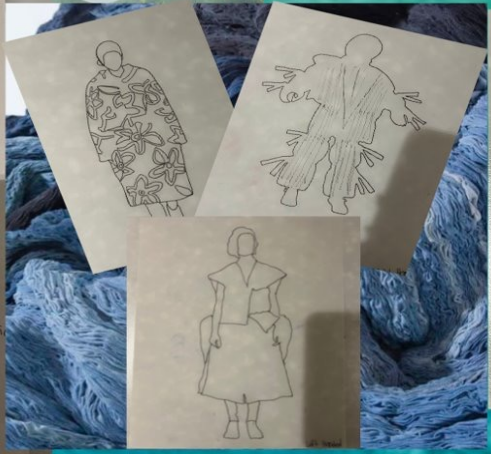
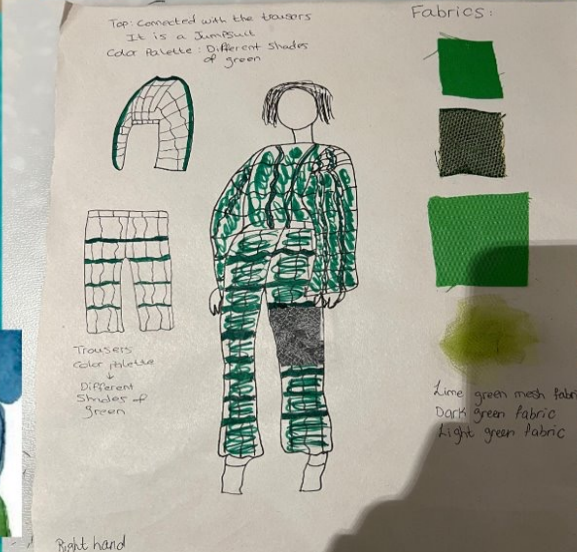


OUR COLOR CHOICE BLUE/GREEN

My Range Plan Mood Board Board for my group

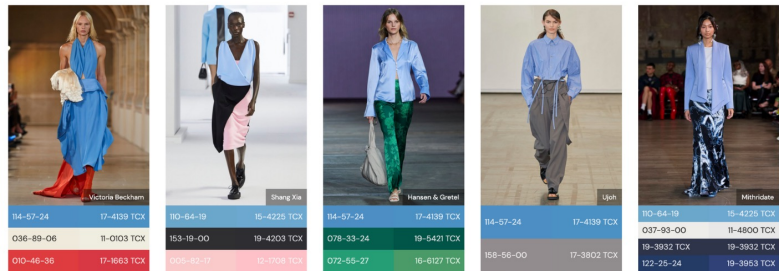


Color Palettes



Tranquil Blue

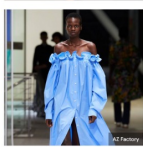
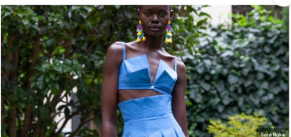
How to wear



Tranquil Blue

Why is it key? Tranquil Blue (Coloro 114-57-24) is an illuminating mid-tone, signalling the return of soothing and sophisticated shades.

How to use it: Use #TranquilBlue as a commercial and versatile shade across all fashion categories. Elevate this shade by using high-shine and satin fabrics to create a watery effect. Bring a sense of tranquillity to the season, using it to balance statement brights.



Trend board- Betool and Grihsha

GREEN

Green

Colour evolution

A/W 23/23

S/S 23

A/W 24/25

Green will move in two directions for A/W 23/23, with yellow-green (010-64-19) and blue-green (010-64-19) carrying forward as a blue-green. Apple Green (010-64-19) offers a truly level for the season's greens.

Mid-tone greens will be most important for S/S 23, with yellow-green (010-64-19) and blue-green (010-64-19) carrying forward as a blue-green. Apple Green (010-64-19) offers a truly level for the season's greens.

Chromatic greens continue into A/W 24/25, with the punchy shade of Glowing Green (062-72-33). Cool Marula (062-72-33) and Jade Mint (067-64-17) offer balance to the season's greens.

Bold blues and green

Make a bold statement with saturated, unapologetic blues and Glowing Green.

Why are they key? The line between digital and physical life continues to become more blurred. The physical world is being manipulated to look unreal, and advances in augmented reality will lead to an increase in digital layering. These saturated, high-energy hues resonate with these developments, and can be used to supercharge physical products.

How to use them: use Glowing Green as a solid colour with high-contrast accents of Flame, Optic White and Black. This palette can be used to animate snow sport styles, endurance products, high-impact sneakers and lifestyle pieces.

A: Gentian Blue	D: Black
B: Glowing Green	E: Optic White
C: Vibrant Azure	F: Flame
	G: Camflower

Colors - A: 19-30-29, B: 062-72-33, C: 107-49-30, D: 193-19-05, E: 1201-93-00, F: 016-49-27, G: 122-49-21

Palette - A: 19-40-56 TCX, B: 15-04-66 TCX, C: 17-42-67 TCX, D: 19-42-03 TCX, E: 11-48-00 TCX, F: 17-14-63 TCX, G: 16-40-30 TCX

PANTONE TCX COLOUR REFERENCE A/W 24/25

COLORO COLOUR REFERENCE A/W 24/25

PANTONE COATED COLOUR REFERENCE A/W 24/25

#GetYourGreens

How to wear

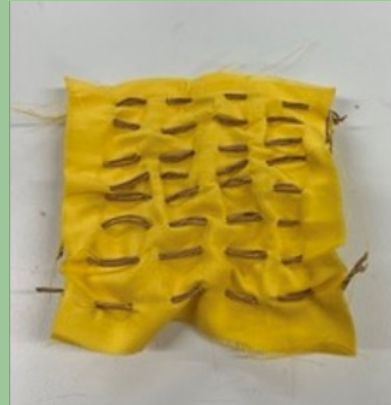
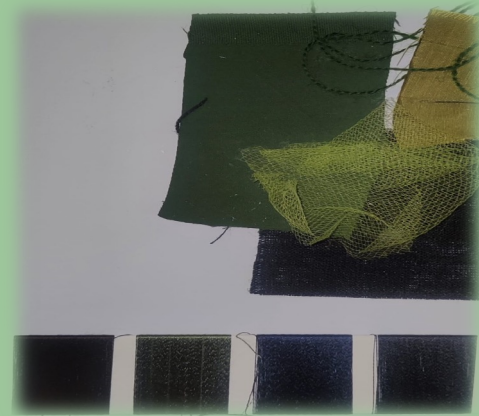
BOZZA VENETA, SEPTEMBER 2023, MILANO

OUR DESIGN



Pictures from Pinterest

BAGS WE DESIGNED FROM OLD MATERIALS/WASTES



OUR BAG

is made from deadstock fabric and is multi-purpose, strong, durable and an easy carry-all

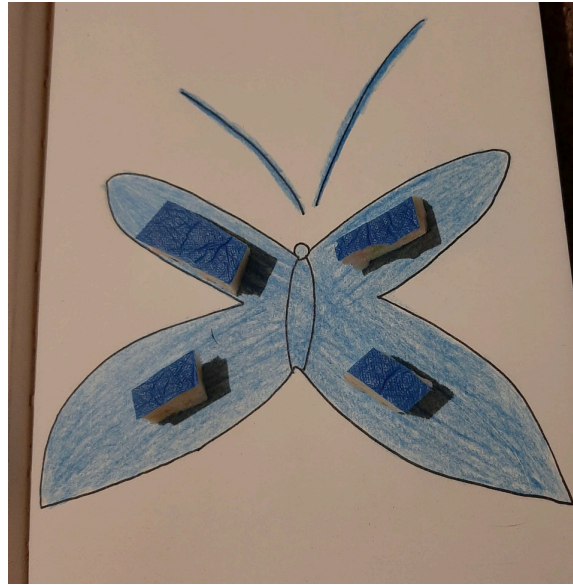
CAN BE USED;

- FOR CARRYING GROCERIES
- AS A LAPTOP BAG
- FOR WORK
- AS A GYM/ YOGA BAG
- FOR SCHOOL
- AS A SHOPPING BAG
- FOR DOING LAUNDRY
- AS A TRAVEL BAG
- EVEN, AS A BEACH OR A PICNIC BAG





Tracy



Sofiya



Tracy

**WHY OUR DESIGN BETTER THAN
SOMEONE ELSE'S**

SWOT ANALYSIS

STRENGTHS

We care about environment

S

W

WEAKNESSES

Cost

OPPORTUNITIES

Organic materials,
Sustainability

O

T

THREATS

Price

WATER POLLUTION OF THE FASHION INDUSTRY



20% of the
industrial water
pollution
comes from textiles
treatment and dyes



200.000 tons of
dyes
are lost to effluents
every year



22.000 litres of toxic
waste
are dumped into
rivers by tanneries in
Bangladesh every DAY

WATER CONSUMPTION OF THE FASHION INDUSTRY



Stephen Morrison / DFAT / CC BY



5 trillion liters of
water
are used by the
fashion industry each
year



2,6% of the global
fresh water
is used to produce
cotton



785 million people in
the world
DO NOT have access
to drinking water

WASTE PROBLEM OF THE FASHION INDUSTRY



The equivalent of 1
garbage truck
of textiles is wasted
every second



5,8% of the waste in
US' landfills
are textiles



Just a few years
is the average
lifetime of a garment
today

MICROFIBERS POLLUTION OF THE FASHION INDUSTRY



190,000 tons
of textile microplastic
fibers are going into
the oceans each year



Twice as many
particles are released
by older garments
compared to new ones



52% of our clothes
contain polyester

CHEMICALS IN THE FASHION INDUSTRY



Thousands of
people
die of cancer and
miscarriages every
year as a result of
chemicals sprayed on
cotton



24% of the
insecticides & 11% of
the pesticides
produced globally are
used for cotton
production



A large portion of
all chemicals
produced worldwide
are used for the
textile industry

GREENHOUSE GASES EMISSIONS OF THE FASHION INDUSTRY



Between 5% and 10%
of global greenhouse
gas emissions are
generated by the
fashion industry



The more you
rewear garment,
the lower the carbon
emissions are



70 million oil barrels
are used every year
to produce polyester

SOILS DEGRADATION CAUSED BY THE FASHION INDUSTRY



77% of Mongolia's
surface
is facing the threat
of desertification,
principally due to the
breeding of cashmere
goats



A decrease of 30%
of food production
over the next 20-50
years will be caused
by degraded soil if
nothing changes

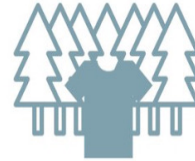


A large part of
Patagonia
is affected by
desertification due to
sheep grazing

RAINFOREST DESTRUCTION N CAUSED BY THE FASHION INDUSTRY



200 million trees
are cut down each
year to make our
clothes



30% of rayon and
viscose clothing
comes from
endangered and
ancient forest



6% of the global
apparel industry
uses forest-based
fabrics

TOXIC SUBSTANCES IN OUR CLOTHES



An average of 1 KG
of chemicals
is needed to produce
1 KG of textile



63% of items tested
from major brands,
contain hazardous
chemicals



11 chemicals
commonly used to
make clothes are
dangerous



27% of the weight
of a "100% natural"
fabric is made of
chemicals

WORKING HOURS IN THE FASHION INDUSTRY



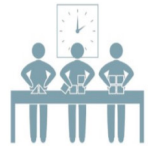
14 to 16 hours per
day
is the average
working day in most
manufacturing
countries



7 days a week
is a normal working
schedule for many
garment workers



96 hours per week
is the normal working
week for many
garment worker



Garment workers
sometimes must
work until 2 or 3 am
to meet deadlines
imposed by fashion
brands

HEALTH AND SAFETY CONDITIONS IN THE FASHION INDUSTRY



1,134 garment
workers
lost their life in the
collapse of a textile
factory in Dhaka,
Bangladesh in 2013



114 people were
killed
in a fire at the
Bangladeshi firm
Tazreen Fashions in
2013

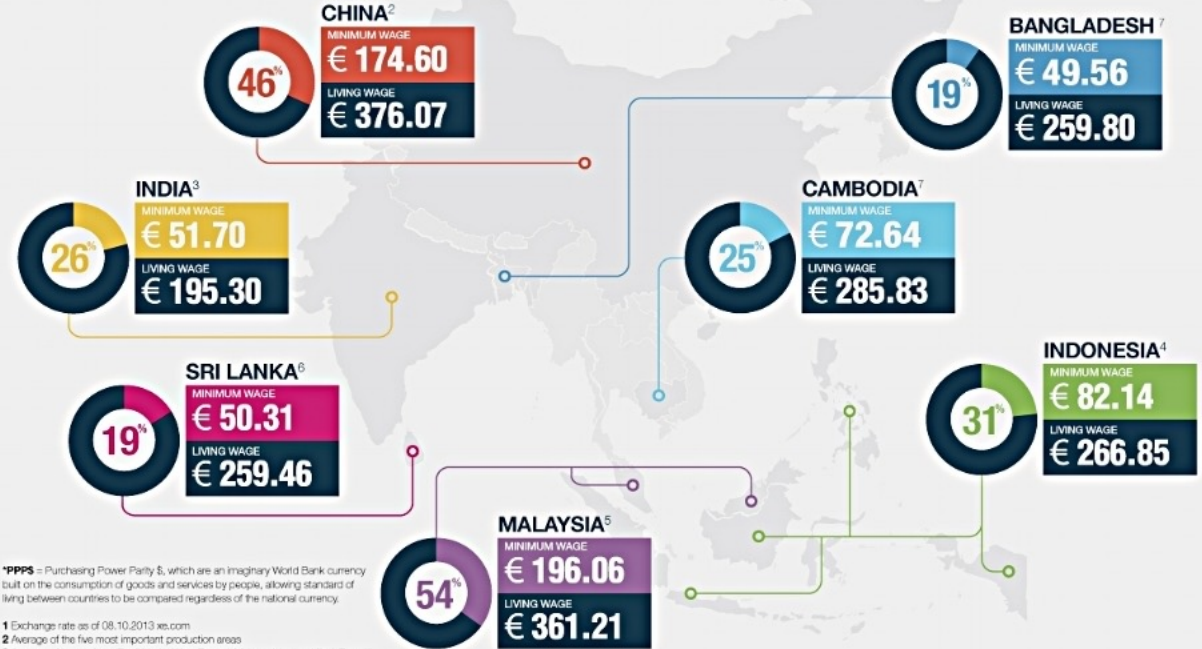


131 workers died
and 279 were
injured
in 2021 in garment
and textile factories
in the world

WAGES IN THE FASHION INDUSTRY

MINIMUM WAGE VS LIVING WAGE

The difference between the minimum wage¹ and a living wage.
To say instead - The Living Wage is based on the Asia Floor Wage 2013 figure of PPP\$725.



*PPPS = Purchasing Power Parity \$, which are an imaginary World Bank currency built on the consumption of goods and services by people, allowing standard of living between countries to be compared regardless of the national currency.

¹ Exchange rate as of 08.10.2013 www.xe.com

² Average of the five most important production areas

³ Average of key regions: Tamil Nadu, West Bengal, Maharashtra (Mumbai, Zone III)

⁴ Average of all provinces

⁵ In July 2012 the Malaysian government announced that workers in Malaysia would receive minimum wages of RM 900 (USD 201) (for Peninsular Malaysia) and RM 800 (USD 205) (for Sabah and Sarawak)

⁶ Lowest entrance wage for first year, grade IV and without any bonuses

⁷ Updated in include revised min wage on 24.03.2014, exchange rate www.xe.com

CHILD LABOUR IN THE FASHION INDUSTRY



FORCED LABOUR IN THE FASHION INDUSTRY

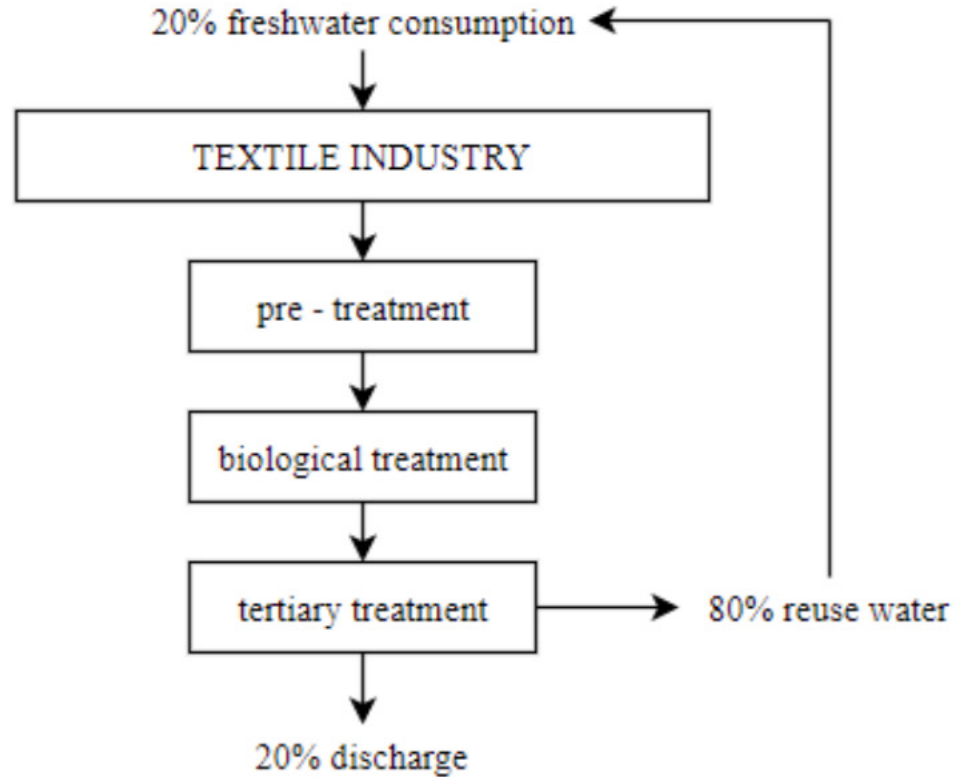


**UNIONS
RESTRICTIONS IN THE
FASHION
INDUSTRY**

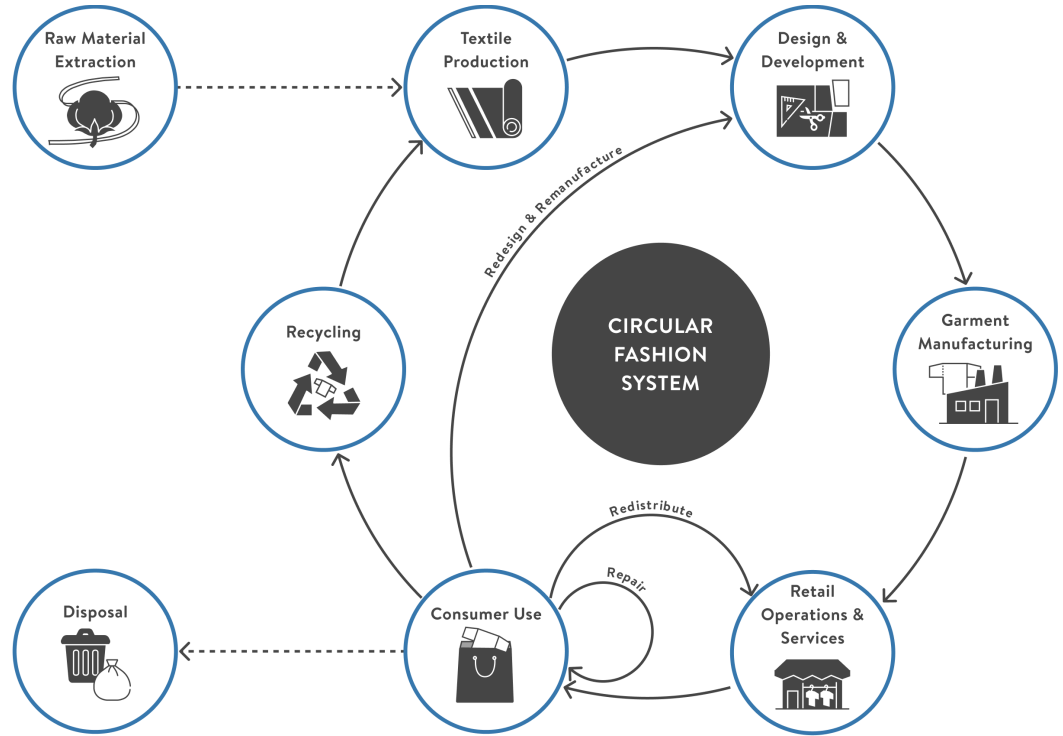
**“IF THEIR WORKERS HAD
MORE OF A VOICE, THEY
MIGHT HAVE BEEN ABLE TO
RESIST MANAGERS WHO
ORDERED THEM TO WORK
IN THE DOOMED BUILDING
A DAY AFTER LARGE
CRACKS APPEARED IN IT.”**

— HUMAN RIGHT WATCH REPRESENTATIVE AFTER THE RANA PLAZA TRAGEDY

TEXTILE INDUSTRY WASTE WATER TREATMENT AND REUSE



WASTE PROBLEM MANAGEMENT OF THE FASHION INDUSTRY



MICROFIBERS PROBLEM SOLUTION



**TOXIC
SUBSTANCES,
RAINFOREST
AND SOILS
PROBLEM
SOLUTION**



**WAGES
PROBLEM
SOLUTION**

As part of our labour contract, we plan to distribute 20% of our profit annually. Also, provide them with a minimum wage so that they can live comfortably and work freely.

**HEALTH AND
SAFETY
PROBLEM
SOLUTION**

We will establish a separate department to deal with labour-related issues and their solutions. It is their responsibility to provide us with updated reports every month, as well as to add regular health and wellness checks for our employees and workers.

CHILD LABOUR PROBLEM SOLUTION



SWOT ANALYSIS

STRENGTHS

Everything that
mentioned before

S

W

WEAKNESSES

Cost

OPPORTUNITIES

Organic materials,
Sustainability

O

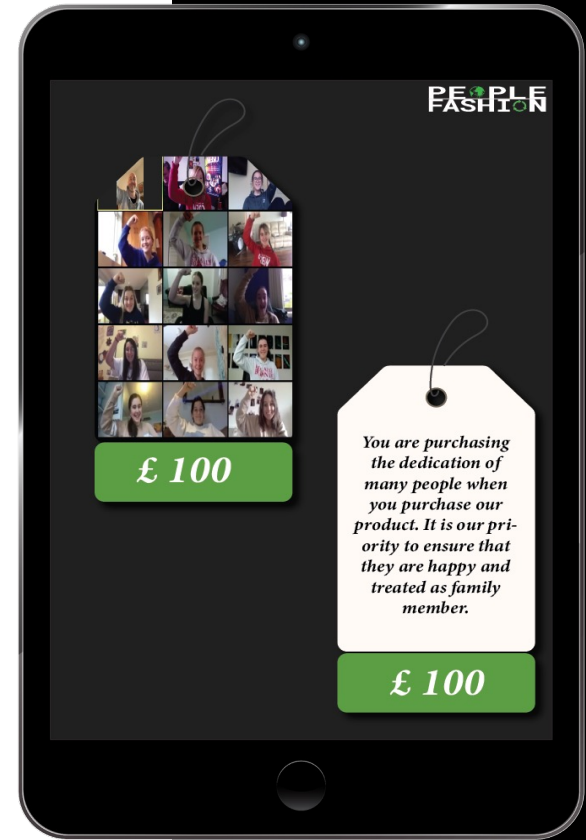
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THREATS

Price

Price Tag

You are purchasing the dedication of many people when you purchase our product. It is our priority to ensure that they are happy and treated as family member.



Emotional Marketing

Product marketing concept on the metaverse or any visual platform. We will call it “The Future of your child depends on you.”

Depending on the answer to the introductory question, the next question follows. Depend on what she/he chooses to answer, the loop will run for 2-3 times. after complete the survey he/she will saw a result depends on his/her answer. We will show them that her/his steps make earth green or polluted and show that our product will helps you or our product is more eco-friendly then others.

Our customers will hit our customer and force them to remember our brand.



Older



Marketing Campaign

Older: We should Think about the future we are going to provide our Grandchild.

Younger: The time has come to think about the next generation and the kind of environment we will provide them with the future.

Younger



Image Source: <https://stillwaterseniorliving.com/2018/08/27/fun-activities-for-children-visiting-their-grandparents-in-assisted-living/>

Image Source: <https://stock.adobe.com/uk/images/hand-holding-earth-map-on-green-leafs-in-heart-shape-on-blurred-bokeh-background-love-and-save-the-world-for-the-next-generation-concept-earth-day-concept/185857019>

Content Marketing

This Story will be about our Previous Generation's **DISTRUCTION** of the environment under the pretext of **MODERNIZATION**.





Some of our Marketing Poster Sample

How User Can Reduce Fashion Environment Impact

- Buy Less
- Buy Clothes from sustainable Brands
- Buy Better Quality
- Think Twice Before Throwing Out Your Clothes
 - Try to repair Them
 - Donate your Clothes
 - Sell them on second-hand shops
 - Some clothes shops take back used clothes
 - Put them in the textile recycle bin
- Buy second-hand, swap, rent clothes
- Keep eye on your washing

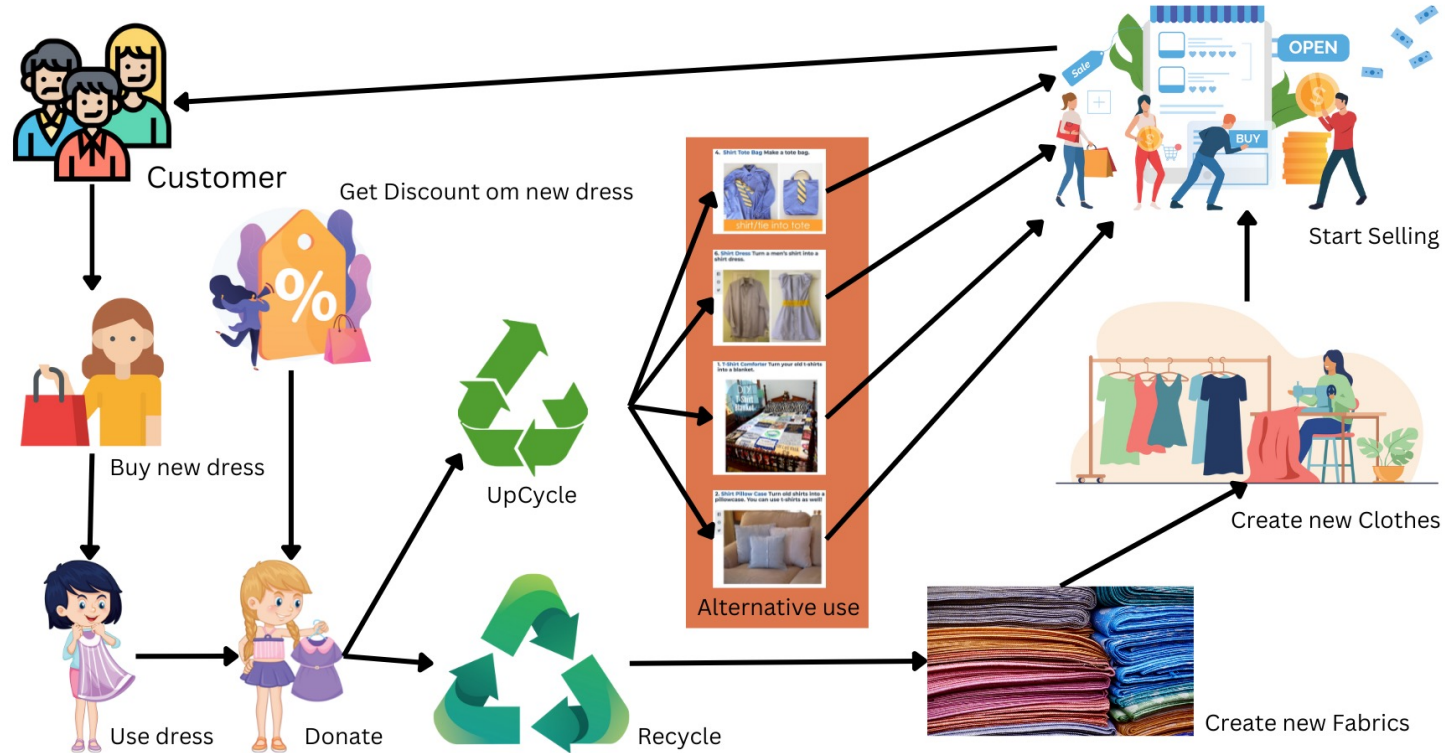


Product Buying Options and Offers for Customer

- MLA – Multi-Level Affiliation (Up to 3 head)
- Swap Product and get some discounts (Discounts depends on Quality)
- Rent Product From us
- Charity Donation and get some discounts on new product
- Repair option free for our product and charge a little for others brand product. Cost depend on the problem.
- Custom Dress



Our Customer and Product Journey



THANKS

Do you have any questions?



RESOURCES

Vectors

- FreePik
- Adobe Stock
- Own Customization

Information

- Fashion & Environment — (s.d.) At: <https://www.sustainyourstyle.org/en/whats-wrong-with-the-fashion-industry> (Accessed 16/11/2022).
- Teamconcept (2021) Textile Industry Wastewater treatment and reuse. At: <https://sigmadafclarifiers.com/en/technical-articles/textile-industry-wastewater-treatment-and-reuse> (Accessed 24/11/2022).
- Lane, H. (2022) Circularity In Fashion —. At: <https://www.redressdesignaward.com/academy/resources/guide/circularity-in-fashion> (Accessed 24/11/2022).
- West, A. (2020) How to stop plastics from your clothes polluting the planet each time you do your laundry. At: <https://www.which.co.uk/news/article/how-to-stop-plastics-from-your-clothes-polluting-the-planet-each-time-you-do-your-laundry-amjuT8j8R38g> (Accessed 24/11/2022).

