

Fast Fashion & Waste

How much does that piece of clothing truly cost?

Team SDG 12A

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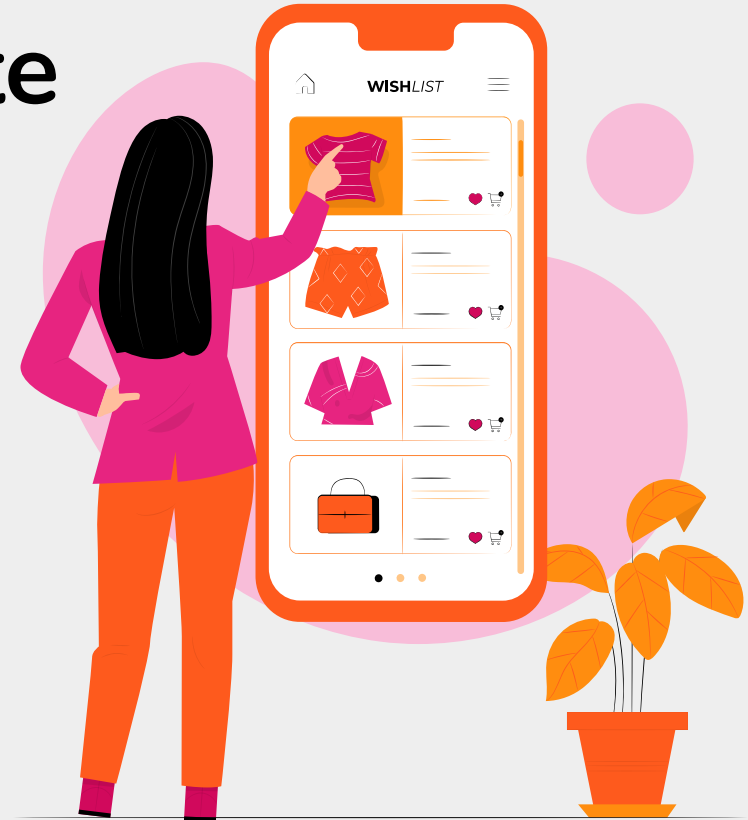
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The Problem

The **fast fashion** culture has **accelerated production**,
resulting in exponentially increasing
consumption & production **textile waste**



Our Pitch

- Whiteboard animation using data & artistic visualization to illustrate the true cost of consumption patterns in the fashion industry
- **Our audience:** 15-25 year old fast fashion shoppers
- **Our goal:** encourage awareness of the detrimental impacts of consumer culture
- Ultimately, we would like our audience to think about what they buy and be more mindful of consumption habits



Whiteboard Animation

