

Project Proposal: Resubmission

Fast Fashion & Sustainability

SGD 12 – Ensure Sustainable Consumption and Production Patterns

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AHL2100 / ENG3100 / DTI6304 – STEAM Design

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A.1 Conceptual Design

As a group:

1. Provide a minimum of 3 concepts per team member (clearly identify each concept's creator) with theme, story interested in telling, visualization concept, data planning to use.

	CARLIE (C)		
	Concept (idea) 1	Concept (idea) 2	Concept (idea) 3
Theme	Textile toxicity	Consumer Sustainability	Social impact of fast fashion
Story	Demonstrate the most toxic textile that exists in the fashion industry. Showcase how harmful it is to our environment and the lives of the people who producing it. Call to action: Encourage our chosen group age to be mindful of these fabrics and question how many times will they need to wear that piece to "make up" for its toxicity. (if they aren't going to wear it as often, maybe opt for another option)	Demonstrate how consumers can make better shopping decisions. To illustrate, explain how trends, emotions, affects our shopping habits. As well as the history of fast fashion Call to action: Come up with 3 quick and simple questions that our chosen age group age can ask themselves before buying a piece	Demonstrate the negative consequences of fast fashion companies (ZARA, H&M, SHEIN, etc.) has on the environment. Illustrate, the effects on the environment where it is produced & the cost of human labour Call to action: Mindfulness of our consumer when shopping. Come up with simple tools they can use to reuse their clothes
Data	- "Toxic Threads: The big Fashion Stich-up" - The Apparel Industry's Environmental Impact in 6 Graphics - BBC Earth - 5 fashion materials you didn't realise were bad for wildlife	The Value of Fast Fashion: Quick Response, Enhanced Design, and Strategic Consumer Behavior	- Fast fashion is "drowning" the world. We need a Fashion Revolution! - Fast Fashion: Its Detrimental Effect on the Environment - Globalization Changes the Face of Textile, Clothing and Footwear Industries - New report breaks the myth of fast fashion's so-called 'circular economy' – Greenpeace
Visual	Infographics, QR tag	Infographics, Website	Physical sculpture, Website, Gallery with augmented reality (AR), QR tag

Reasoning	Illustrate our data on the infographic, the QR tags can be used to put for additional resources for our audience to check	The website will illustrate our data on fast fashion history, trends, emotions, how they affect our shopping habits. Infographics can be incorporated to display our data	Have a physical sculpture that is linked to a website that has the layout of a gallery. Through a series of photographs, our results will be illustrated (when they can click on certain parts of the photograph, our data would be displayed). Have the option where our audience, can get additional information through AR (ex. a QR code in a tag shape that is placed on the physical sculpture would link to additional information on the fast fashion impact on the environment or useful links)
	Alice (A)		
	Concept (idea) 1	Concept (idea) 2	Concept (idea) 3
Theme	Fast Fashion & Waste	Rapid Cycling of Fashion Trends	Sustainable Consumption
Story	The fast fashion culture of recent years has led to a greater volume of yearly waste. Clothes are produced at a very rapid pace and discarded just as quickly. It is becoming difficult to keep up with waste levels, especially since many materials are non-degradable.	In the past decade, trends have come and gone at a much faster pace. Each new trend means clothes of the previous trend are discarded, resulting in waste piling up. There is also a social/cultural component, since our culture, has become accustomed to this rapid pace in fashion.	People are generally intent on acquiring the newest and trendiest. There is an overall lack of awareness about how individual consumption choices affect sustainability issues. People usually think that their individual choices wouldn't have a significant impact on the environment in a broader sense.
Data	EARTH.ORG - The 9 Essential Fast Fashion Statistics	Fast fashion is “drowning” the world. We need a Fashion Revolution!	Zenodo - Fast Fashion Eco Commitment Dataset
Visual	Whiteboard video, infographics	Video	Website, infographics
Reasoning	Whiteboard animation is a powerful means of storytelling. It is a simple but effective way to capture and hold the audience's attention. Whiteboard animation can be used to illustrate the lifecycle of clothes, and how much waste is produced. Infographics can be incorporated into the	Video would allow for portraying progression along a timeline. It is also an effective storytelling method that can help narrate the social/cultural component in fashion.	Infographics can clearly show statistics on waste and sustainability. The visual impact of infographics can encourage individuals to consume more responsibly.

	whiteboard video to include data in telling the story.		
	Damiano (D)		
	Concept (idea) 1	Concept (idea) 2	Concept (idea) 3
Theme	Putting a price tag on environment	Production/Use of fabrics	Long-lasting products
Story	The only thing industries care about is their own gain, the fabrics they use and the methods of production aren't meant to last and have a long-lasting impact on the environment.	A lot of fabric is produced every day, many different types of it, but what is it used for and how long do each of these products last.	Products aren't made like they used to be, in today's world, everything is made to be as cheap and fast to produce as is possible, but where does that leave the environment.
Data	The Apparel Industry's Environmental Impact in 6 Graphics	Fashion and Waste: An Uneasy Relationship	The Monster in our Closet: Fast Fashion & Textile Waste on the Rise
Visual	Mannequin with different countries represented with fabrics, each with a price tag and QR code to show data virtually.	AR globe with different data coming out of each big-producer country of fabrics/garments	Website with different infographics
Reasoning	Using both a physical and virtual sculpture would allow the viewer to interact with the piece	Making it fully online would allow a lot of different people to view the project and learn about the subject.	Making it fully online would allow a lot of different people to view the project and learn about the subject.
	Estelle (E)		
	Concept (idea) 1	Concept (idea) 2	Concept (idea) 3
Theme	Labour in fashion	Fashion waste	Fashion durability
Story	A concerning amount of our clothes and accessories are made in developing or poorer countries. The labour behind a garment can be unfair; child labour, unlivable wages, inequitable pay for women, etc.	The fashion industry is responsible for a considerable amount of waste. A lot of garments end up in landfills since they are made with a short life span in mind (trendy, fast fashion) and are not easily degradable or upcyclable.	Fashion is made less and less durable as the industry evolves since this is what is answering the consumer demand. This is fueled by trends and a rapid cycle in fashion which have resulted in a large amount of fast fashion. The life span of a garment is reduced so consumers get rid of them faster and buy more new ones. This causes excess waste as well as many other negative factors concerning fashion.
Data	Child Labour in the Fashion Industry	The Apparel Industry's Environmental Impact in 6	Textiles: Material-Specific Data Life cycle of a garment in the fast

	www.sustainyourstyle.org	Graphics	fashion world
Visual	Infographics, website	Upcycled fashion piece	Animated sculpture
Reasoning	Websites allow for many images; emotionally provoking pictures could be added to match the data. Infographics would also be on the website since it is an impactful and easy way to communicate data that is human.	The reuse of "unusable" clothing that is often retired early from fast fashion will be visually impactful to the viewer. The piece will look odd and unwearable to most since it will be reminiscent of a heap of clothing in the trash while being visually captivating.	An animated sculpture representing the life cycle of a garment in fast fashion will most likely open the viewer's eyes to the rapidity and issue of fast fashion. Timestamps and data can be added to support the sculpture to put emphasis on the impacts of each step in the life cycle.
	Tarun (T)		
	Concept (idea) 1	Concept (idea) 2	Concept (idea) 3
Theme	Waste in Fashion	Consumerism in fashion	Labour in fashion
Story	The fashion industry creates non-degradable waste that ends up in landfills. Wasteful fast fashion practices drive a culture intent on producing and quickly disposing of materials based on demand.	Clothing is a necessity that is ingrained in all cultures. With an ever-growing population, there is a large demand for clothing, especially new clothing. A culture of fast fashion drives production patterns up regardless of the inventory of clothing available.	The fashion industry is driven by cheap labour and poor working conditions. Large corporations often exploit regions with lower labour costs for profit.
Data	A Systematic Literature Review for the Recycling and Reuse of Wasted Clothing	The Ugly Truth of Fast Fashion - Patriot Act with Hasan Minhaj Statista	Fashion BI - The dirty secret behind the fast-fashion market
Visual	Sculpture	Website	Documentary
Reasoning	Data can be plotted on the sculpture itself to tell a story. Infographics to make the sculpture more visually appealing	Users to input how their fashion has evolved over the years and how much waste accumulates on a personal level	Documentary-style video of the fashion industry and production practices. Can be visualized with infographics
	Vittorio (V)		
	Concept (idea) 1	Concept (idea) 2	Concept (idea) 3
Theme	where do materials end up	what else can be produced for the same waste	the human rights violations
Story	textile production leads to fabrics ending in many different places. This would represent what percentage of it ends up in landfills, recycles, composted, or burned	The apparel industry uses a significant amount of resources and what else can be produced with the same resources. for example, it takes 2,700 L of water to make one cotton t-shirt, which is the amount a human can	how fast fashion creates a need for super cheap labour. This causes third-world countries to create unsafe and exploitative manners. we can talk about which clothing items were made from forced or child labour. (i found a good excel

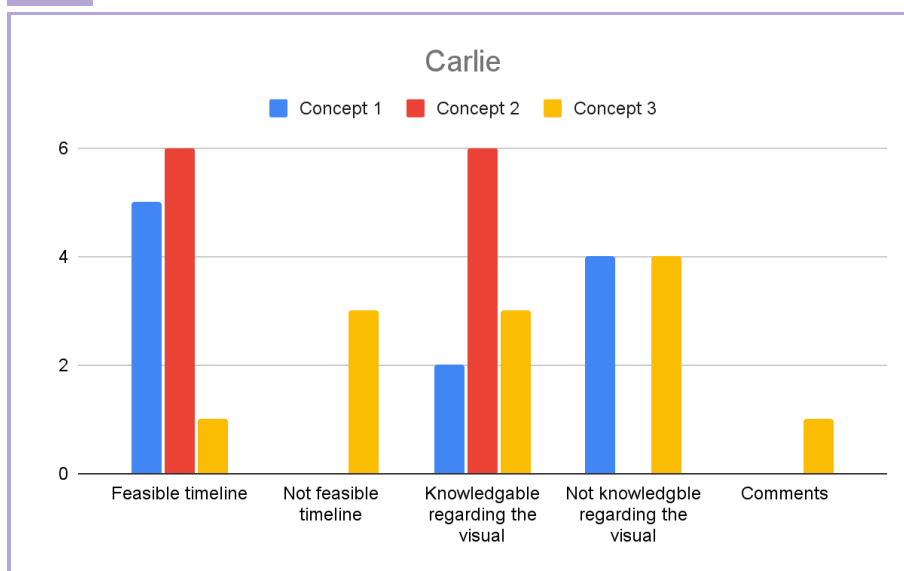
		survive for 2 1/2 years	sheet that has a lot of info about this)
Data	https://www.epa.gov/facts-and-figures-about-materials-waste-and-recycling/textiles-material-specific-data	https://www.wri.org/insights/apparel-industrys-environmental-impact-6-graphics	https://impakter.com/fast-fashion-effect-on-the-environment/
Visual	sculpture/ mannequin	whiteboard video	a map of the world
Reasoning	we can visualise on the mannequin the % of each category	We can show that with how much natural resource is used to make such a small item and really accentuate how big and small the amounts are.	have a map of the world with items from where they are from. for example a picture of cotton from Kazakhstan. it has been found to have forced labour and child labour for cotton.

2. Analyze and evaluate all concepts provided by each team member based on the fit with 1) the theme 2) artistic visualization 3) availability of data 4) background of the team. Justify the process and methods used for the evaluation.

To analyze and evaluate the concepts of each team member, we had the following categories: (1) Feasible timeline; (2) Not Feasible timeline; (3) Knowledgeable regarding the visual; (4) Not Knowledgeable regarding the visual; (5) Comments.

Under all of our concepts, each team member had to evaluate their own concepts as well as the concepts of the rest of the team members. The following graphs represent the peer evaluation of each concept. In the comments section, we raised our questions, concerns and other information.

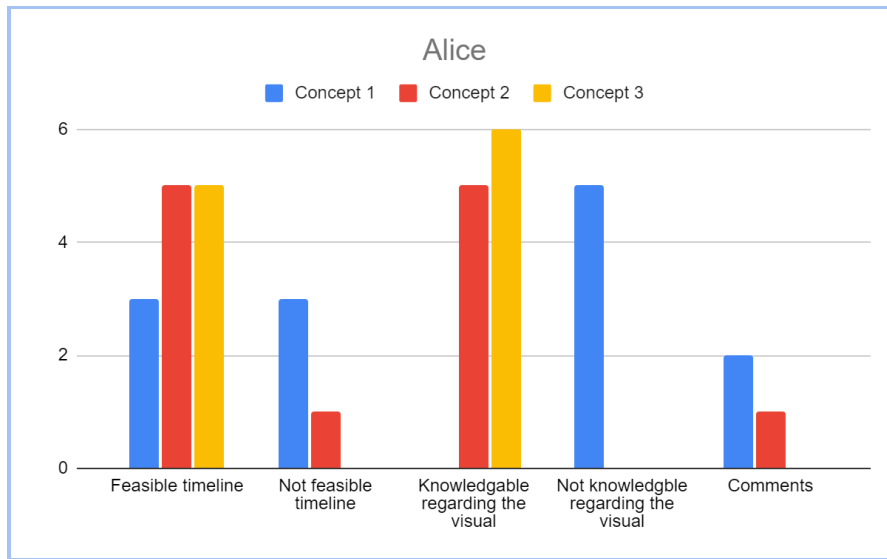
Carlie



Comment:

- Concept 3:
 - (C) I don't know anything about AR

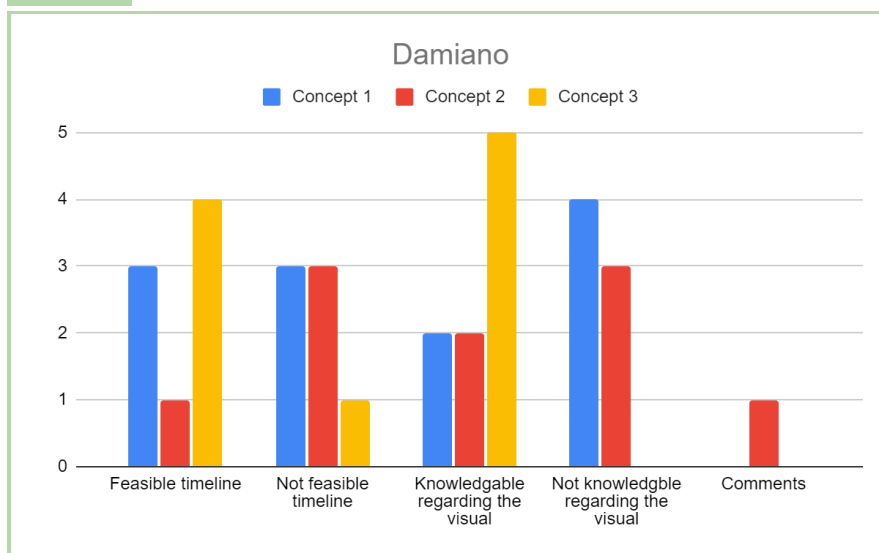
Alice



Comment:

- Concept 1:
 - (T) Hard to use the tool
 - (C) We can use poowtoon to help with the creation of the visual
- Concept 2
 - (T) Video editing is difficult

Damiano

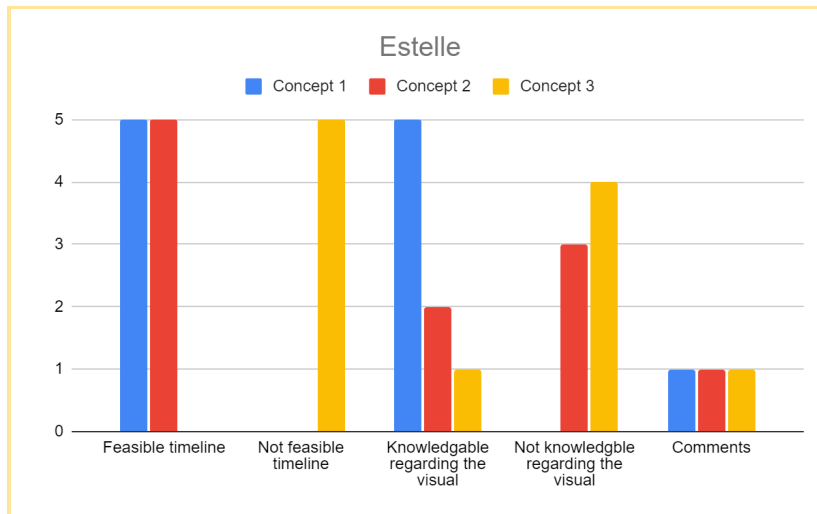


Comment:

- Concept 2:

- (C) Not knowledgeable about AR

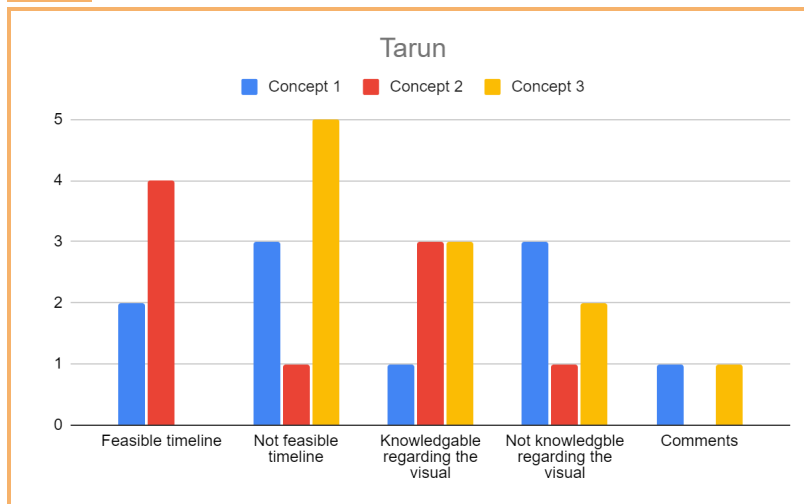
Estelle



Comment:

- Concept 1:
 - (T) I have some experience with HTML
- Concept 2:
 - (C) I have some skills with sewing
- Concept 3:
 - (C) What do you mean by animated, like a CGI sculpture?

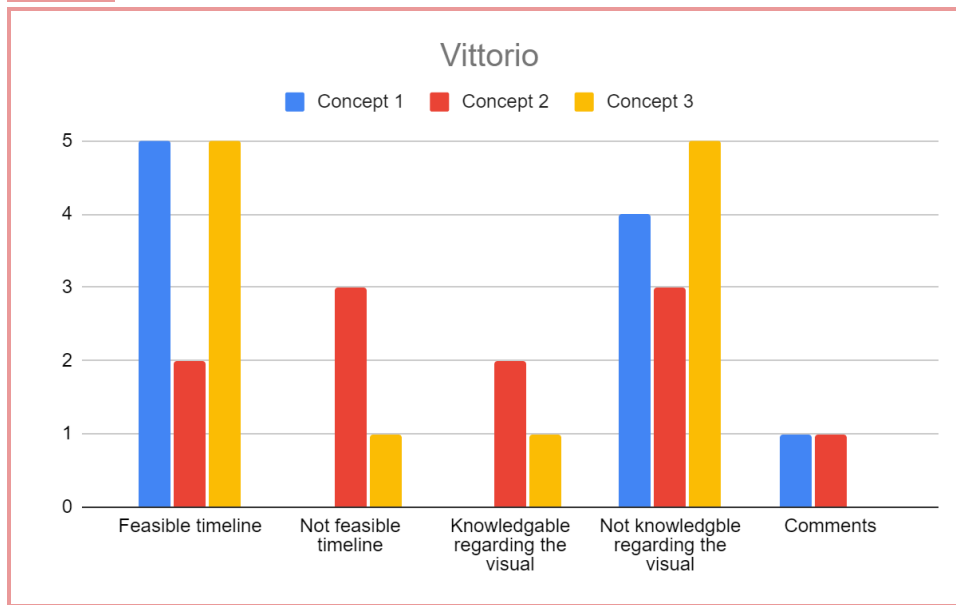
Tarun



Comment:

- Concept 1:
 - (C) What kind of sculpture would we create
- Concept 2:
 - (C) For our timeline, I don't think we have enough to put a documentary together

Vittorio



Comment:

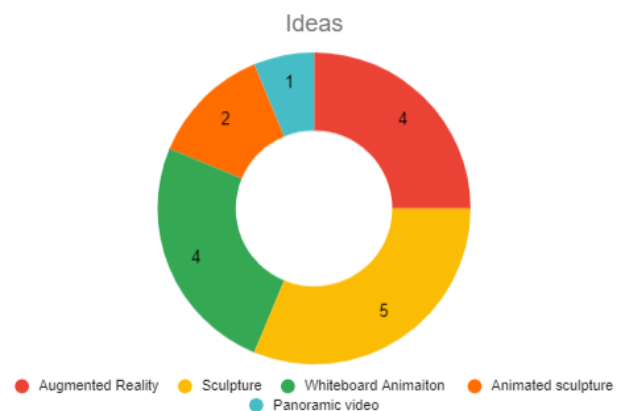
- Concept 1:
 - (C) What kind of mannequin?
- Concept 2:
 - (C) So would we be questioning what sustainability means?

3. Choose one or a few promising solutions you wish to develop further based on your evaluation.

Based on our evaluation and discussions, we narrowed it down to three different solutions we wished to elaborate on; **the sculpture**, a **whiteboard animation**, and **augmented reality (AR)**.

1- For the sculpture, we liked the idea of representing fashion through a bust/mannequin. The bust can be adorned with fabric and tags that have a QR code on them. This QR code will send our audience to information that represents data from production patterns in fashion.

2- The whiteboard animation seemed like a very simple but powerful visual method. It would allow us to craft a story that communicates the waste of the fast-fashion culture. Having the audience watch sketches, diagrams and infographics being drawn before their eyes are



captivating and entertaining. Therefore, a whiteboard animation video would deliver our story while keeping the audience highly engaged.

3- Augmented reality is a very innovative way of presenting data. The audience can interact with our concept using their phones.

4. Develop a group design concept which is either integration or modification of the promising concepts chosen in the previous step, or a brand-new concept created from these ideas. Justify your approach.

For the final design, our team decided it would be best to combine 2 different concepts we previously elaborated on, a physical sculpture of a mannequin bust with a the world map. On the map, we will have price tags with a QR codes, leading to different infographics. Effectively putting a price tag on the planet.

These QR codes will represent each major country and the waste that they produce or some relevant data regarding the fashion industry. The QR codes will lead to infographics that contain this information.

The physical structure will take the form of a mannequin/dress-form, on this, different countries made of fabrics will be placed and to which the QR price tags will be attached. This bust will be made of laser-cut layers of material placed in a 3D pattern.

5. Visually represent (sketch, diagram, CAD model, etc.) your group concept.

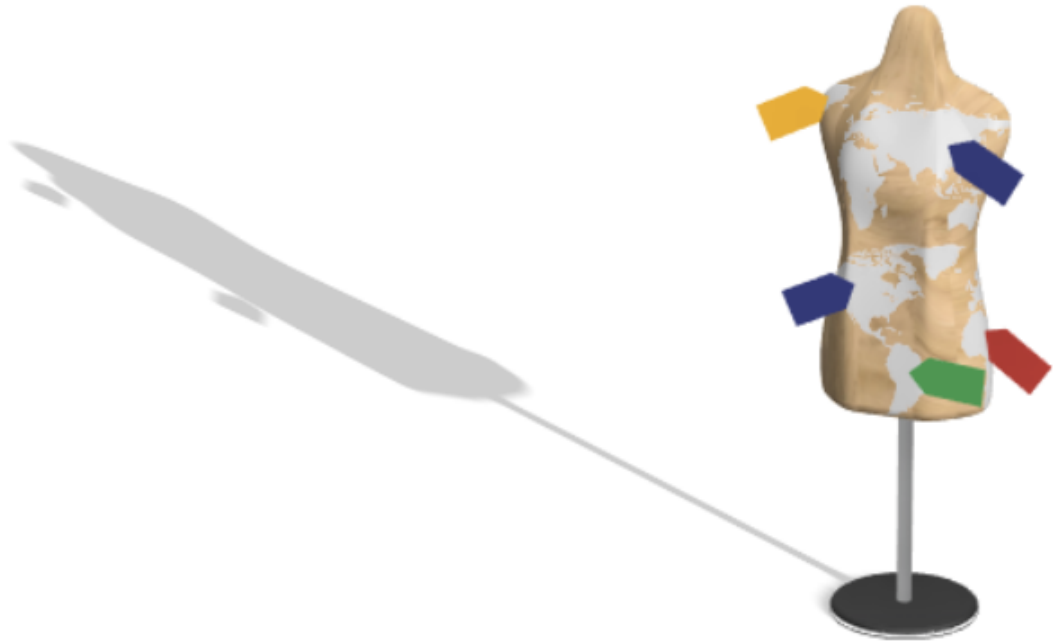


Figure 1. *Model of the bust was produced using fusion 360*

A.2 Project Plan

Create a plan for your project using: <https://www.wrike.com>

1. Develop an initial project plan to include tasks and task responsibilities, based on an understanding of your project.
2. Add task start dates or end dates.
3. Add in project milestones (<https://help.wrike.com/hc/en-us/articles/209603689-Milestones>).
4. Add in task dependencies (<https://help.wrike.com/hc/en-us/articles/209604229-Dependencies-on-the-Gantt-Chart>).
5. Include your project plan as part of this submission.

[Project Plan was created in Wrike](#). The plan includes creating tasks and subtasks as they come up in weekly meetings. The screenshot of our Gantt chart below captures the tasks created for this project proposal. Tasks can be labeled as dependencies for long-term deliverables and milestones.

