

Fast Fashion: How Much Does That Piece of Clothing Truly Cost?

Carlie, Alice, Damiano, Estelle, Vittorio, Tarun
SDG 12A

Storyboard for a whiteboard animation video

Title: Fast Fashion: How Much Does That Piece of Clothing Truly Cost?











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

Colour palette: see on right

Emotion : Awareness

Audience : Fast fashion shoppers

Call to action: Be more mindful about consumption habits

000000	 Text and background 1
fe5a1d	 Text and background 2
fe7316	 Text and background 3
ff8d0f	 Text and background 4
ffc687	 Accent 1
d1095c	 Accent 2
e72480	 Accent 3
f741a8	 Accent 4
f8bdd9	 Accent 5
ffffff	 Accent 6

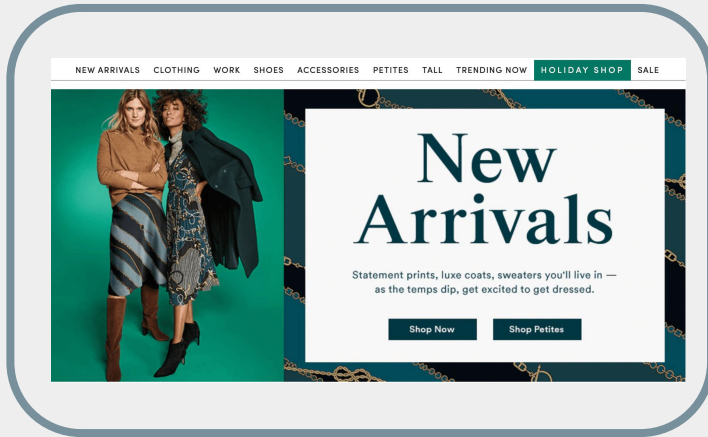
Tool

- Whiteboard animation
- Storytelling, captivating
- Powtoon



Beginning

Scene 1



Description:

H&M releases new collection

Visual effects: H&M collection announcement on their social media page

Scene 2



Description:

Sophie buys a bunch of clothes priced at \$10-30 each

Visual effects:

Adding clothes to a cart on an online shopping app

Beginning

Scene 3

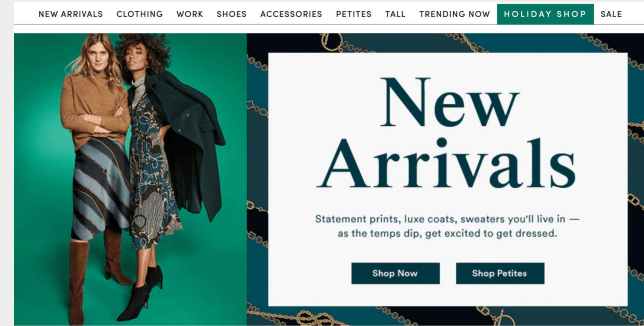


Description:

Sophie's wardrobe is full, but she only wears her favourite outfits which is only $\frac{1}{3}$ of her closet

Visual effects: Animation of $\frac{1}{3}$ of the clothes in her closet coming out

Scene 4



Description:

1 month later, H&M launches another new collection

Visual effects: H&M collection announcement on their social media page

Middle

Scene 5



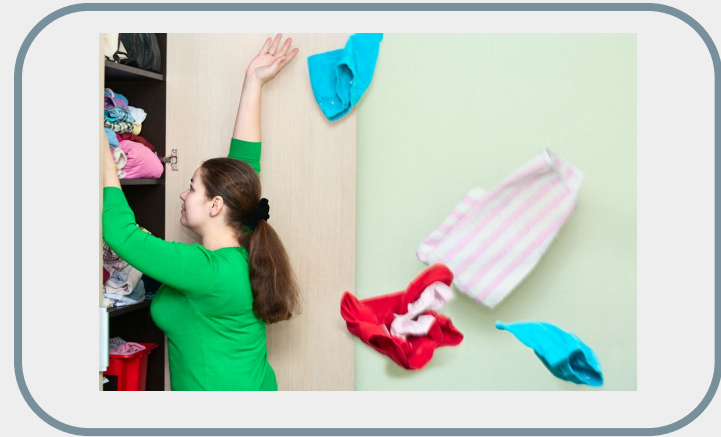
Description:

Sophie buys more clothes priced at \$10-30 each

Visual effects:

Adding clothes to a cart on an online shopping app

Scene 6



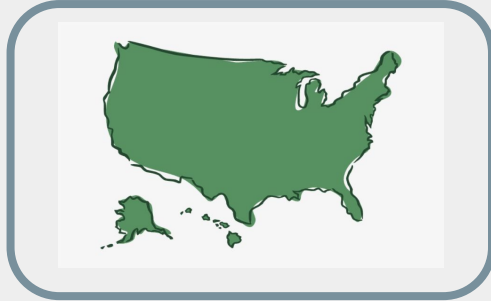
Description:

Sophie throws away clothes bought 2 years ago that are no longer trendy

Visual effects: Animation of throwing clothes out of a closet

Middle

Scene 7



Description:

Sophie is a consumer in the US, where 15% of clothing waste is recycled and 85% is sent to landfills

Visual effects: Zoom out and enclose Sophie in an image of the US map, featuring recycling statistics

Scene 7



Description:

Like Sophie, Jing is buying and throwing away clothes in China, where 10% of clothing waste is recycled and 90% is sent to landfills

Visual effects: Show clothes being thrown out with China map as background, featuring recycling statistics

Scene 7



Description:

Karen is buying and throwing away clothes in Japan, where 12% of clothing waste is recycled and 88% is sent to landfills

Visual effects: Show clothes being thrown out with Japan map as background, featuring recycling statistics

Middle

Scene 8



Description:

Everyone's waste adds up to 1 garbage truck of textile discarded per second

Visual effects: Garbage truck rolling in & out every 1 second

Scene 9



Description:

All trucks accumulate to 92 million tons of clothing waste per year globally

Visual effects: Multiple trucks arriving at pile of clothes, which becomes increasingly bigger

End

Scene 10



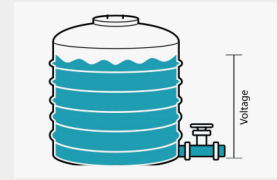
Description: Show how irregularly clothes are used before being discarded

Visual effects: Cash clothes animation

Data: Garment worn average 7 times before thrown away

Scene 11

Picture
Of
T shirt



A scroll
through a 2.5
year calendar

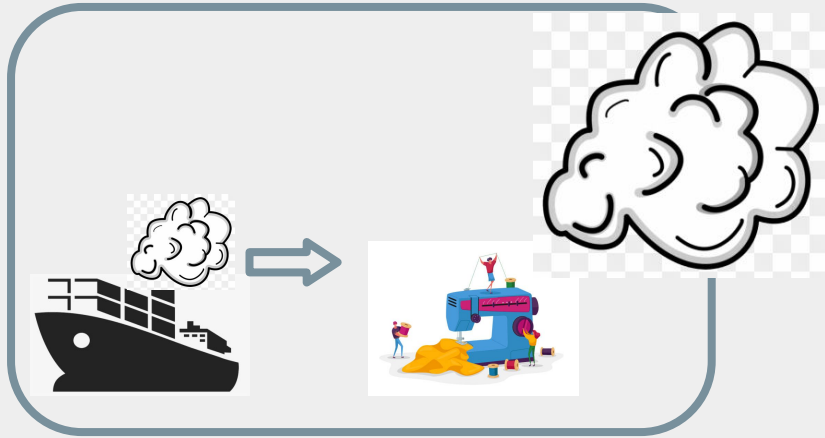
Description: showing that a small cotton t shirt transforms from 2700L of water (a huuuuuge container) next to the small t shirt. To show how much it takes

Visual effects: trying to show the magnitude that a small t shirt needs the same amount as a human would need for 2.5 years(a scroll through as well as the actual amount of 2700L

DATA: it takes 2,700 L of water to make one cotton t shirt, which is the amount a human can survive for 2 1/2 years

End

Scene 12

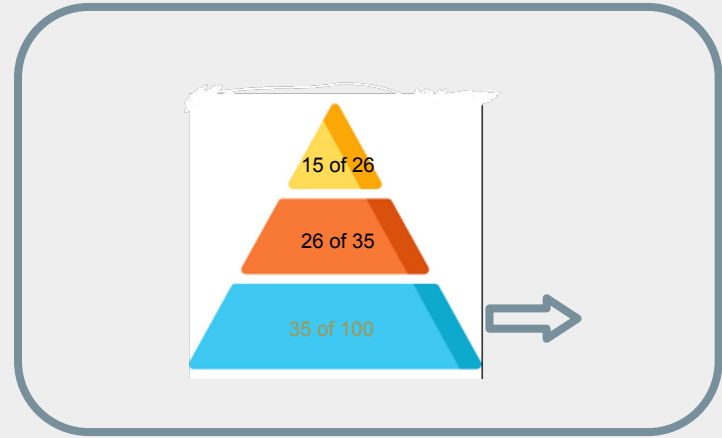


Description: showing that something essential like aviation and boat shipping has less negative impact compared to fashion industry

Visual effects: showing the cloud of smoke/polution that comes from shipping freights and airplanes. Then pan out so that the smoke is half the original size. Then show a bigger cloud of smoke coming from the not so essential fashion industry

DATA: Twice as much carbon emissions from fashion industry than aviation and maritime industries

Scene 13



Description: Only a small fraction of the apparel companies publish the amount of waste they generate . This doesn't give us a clear picture of how much waste truly goes into landfills.

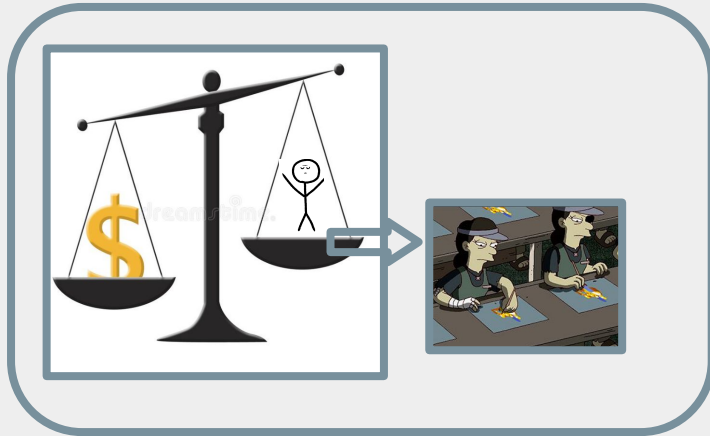
Visual effects: Show the stats using some sort of graph. See if the graph can be broken down further using animation to highlight the 26/35 companies who publish recycled waste, and 15/35 who publish landfill data

DATA: only 35 of 100 apparel companies publish the amount of waste they generate, a mere 26 of those publish the amount of waste that they recycle, and just 15 of these publish the amount of waste that goes into a

End

This scene doesn't seem very relevant to our topic (waste)

Scene 14



Description: fast fashion is driven by cheap labour. The profits outweigh human rights issues. Most companies don't meet the minimum legal requirements for ethical production

Visual effects: Scale tipping into the side of profits and transition into a animation of a sweatshop (video clip from Simpsons)

DATA: 28 of 100 apparel companies do not have a Modern Slavery statement (under California, UK, and Australian Act), and of the 51 companies reporting under the UK Act, only 25 meet the minimum legal requirements.

63 of 100 apparel companies have a grievance mechanism, but

Scene 15

How much of your closet do you actually wear?

How many perfectly functional clothes have you thrown away?

Description:

Impacting message inciting audience to reflect on their own consumption habits

Visual effects: Large, bold text

Next Steps

- Implementation in Powtoon
- Add more pieces of data
- End video with strong message (call to action)

Story Board

Sophie buys a bunch of \$10-30 clothes

She only wears $\frac{1}{3}$ of her closet

1 month later, new H&M collection comes out

She buys more \$10-30 clothes

She throws away clothes bought 2 yrs ago

Somewhere else, Joseph, Olivia, Karen, etc. are doing the same (buying & discarding)

All waste adds up to 1 truck of textile waste/second

All trucks add up to 92 million tons of textile waste (global)

[Need some sort of Call to Action at the end]

Other data we could include: From Part A

- For example it takes 2,700 L of water to make one cotton t shirt, which is the amount a human can survive for 2 1/2 years
- Garment worn average 7 times before thrown away
- Twice as much carbon emissions from fashion industry than aviation and maritime industries
- Only 20-30% of most women's wardrobe being worn

-Leading exporting countries of apparel worldwide by value in 2020 (High level data from [Statista](#))

Other data we could include:

- Clothing prices grew slowly compared to other goods
- Clothing prices dropped in US & UK
- Fast fashion brands → 50 micro-collections/year (Zara: 24, H&M: 12-16)
- Garment lasts 7 wears or 3 years on average
- 72% clothes made with synthetic fibers
- Synthetic textiles take 200 years to decompose

Additional Information/data

- Only 13 of 100 apparel companies publish the number of collections per year, and only 5 publish the number of garments produced per year.
- Only 35 of 100 apparel companies publish the amount of waste they generate, a mere 26 of those publish the amount of waste that they recycle, and just 15 of these publish the amount of waste that goes into a landfill.
- Only 35 of 100 apparel companies disclose how much water they withdraw (intake) and just 12 publish how much water they discharge (put back out).
- 28 of 100 apparel companies do not have a Modern Slavery statement (under California, UK, and Australian Act), and of the 51 companies reporting under the UK Act, only 25 meet the minimum legal requirements
- Only 13 of the 100 apparel companies disclose the percentage of new suppliers that they screen using human rights criteria.
- 63 of 100 apparel companies have a grievance mechanism, but only 46 of those make that mechanism available to stakeholders in the supply chain (factories owners, workers, unions etc), which is where there is least oversight, most vulnerabilities and where most issues arise.