

SDG12 A:

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THEME, CONCEPT & STORY

Theme:

Fashion Production and Consumption Patterns

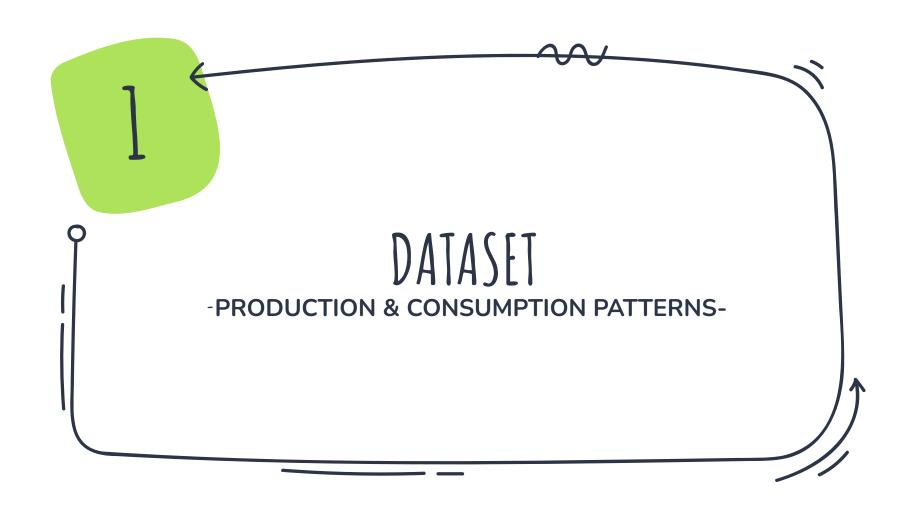
Concept:

Using a mannequin bust we are pinning price tags (data points) related to the cost of production and the consumption the fashion industry. These price tags will have QR codes that link to a website that has information on waste and production patterns.

Story:

<u>Unprecedented rise of the middle class</u> results in higher purchasing power which drives the fashion industry.

Fash fashion culture in developed countries produces an enormous amount of waste that ends up in landfills.



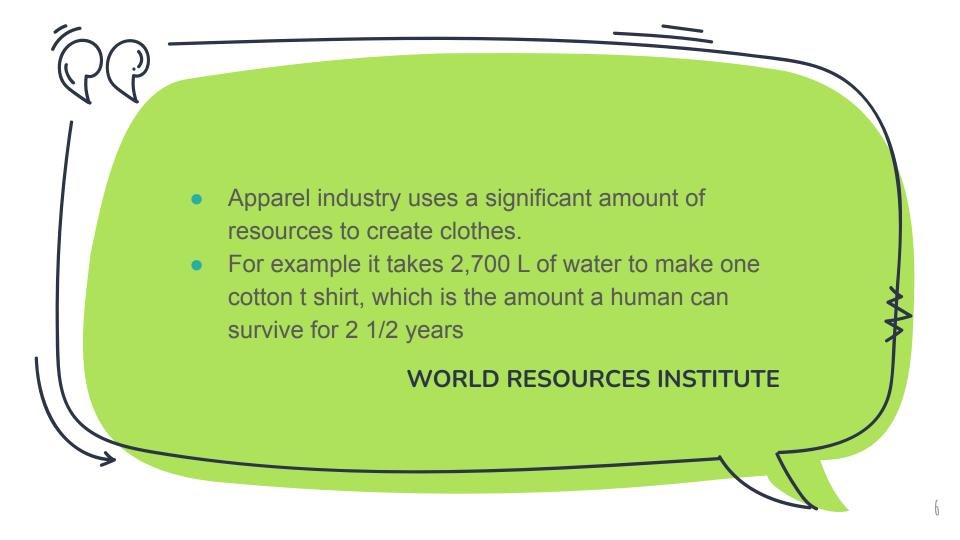


Witnessing a growth in clothing sales and decline in clothing utilization since 2000

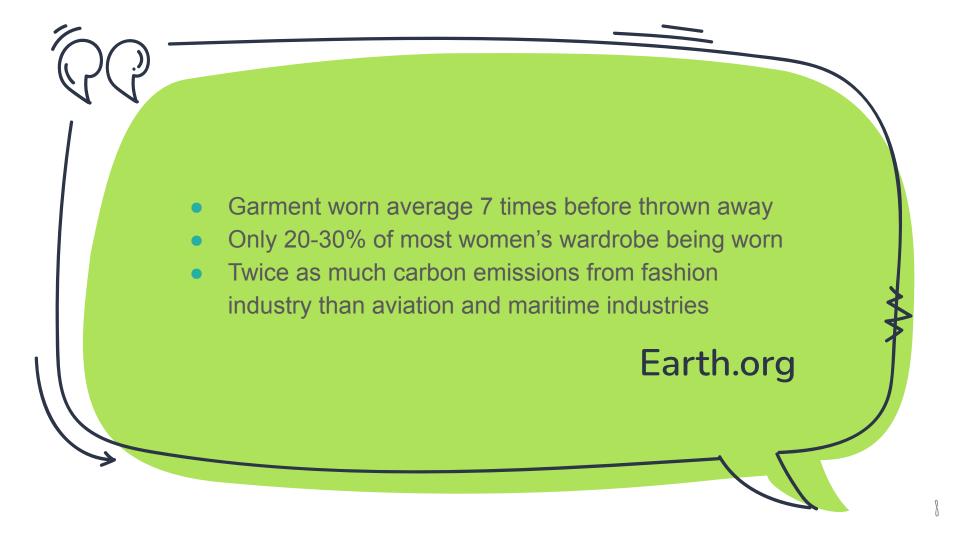
- Companies like Zara, H&M, SHEIN mass produce cheap clothing
- Fast fashion brands release 52 micro-collections per year (instead of the customary 2 seasons)

Earth.org





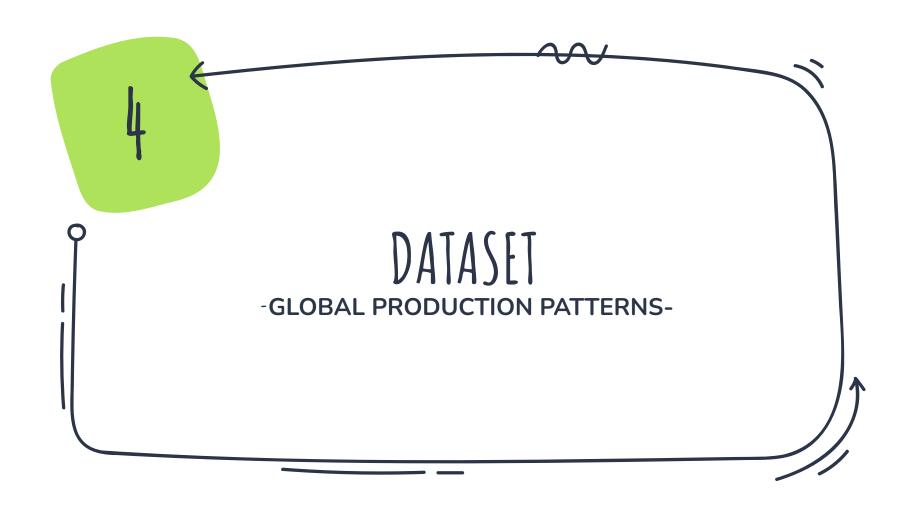








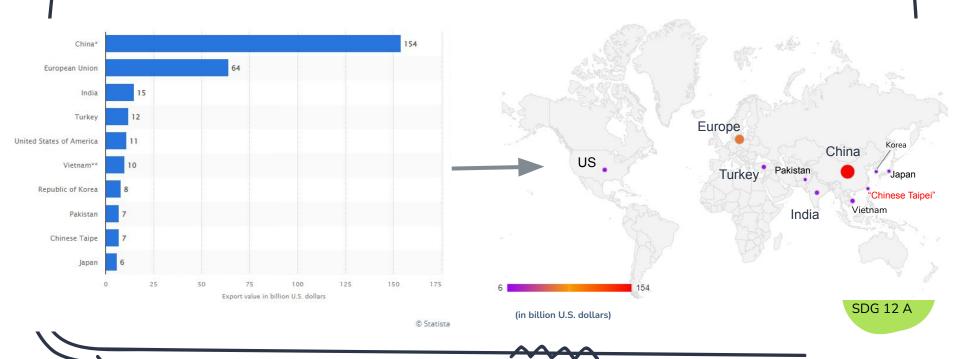
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GLOBAL PRODUCTION PATTERNS

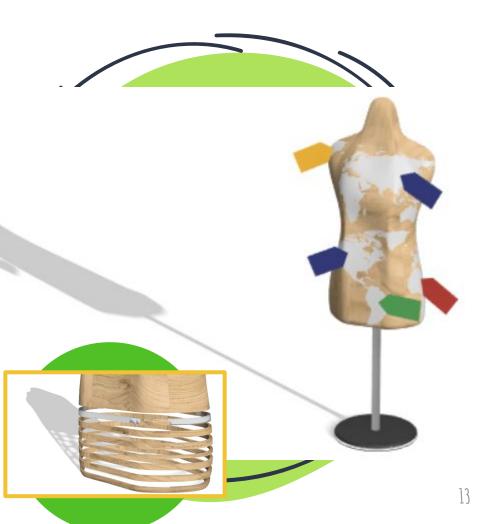
- **About**: Leading exporting countries of apparel worldwide by value in 2020 (High level data from <u>Statista</u>)
- X Data Creation Range: 2020
- X Created By: Statista
- **Source**: https://www.statista.com/statistics/1198302/apparel-leading-exporters-worldwide-by-value/
- **Why did we choose to focus on this data?:** The Statista data categorizes the value of exported apparel by leading countries.
- **Ethics**: It should be noted that the data is a generalization of global production patterns from it's exported value in USD. This does not represent the amount of materials produced.
 - For example, Europe is the second largest exporter of apparel, but it's possible that they are exporting less apparel at a higher cost than other parts of the world.

ANALYZED DATASET - LEADING EXPORTING COUNTRIES OF APPAREL WORLDWIDE BY VALUE IN 2020 (IN BILLION U.S. DOLLARS)



CAD MODEL

- Structure made of different layers of laser cut MDF
- Countries made out of different fabrics
- 3D printed price tags
- Interactive LEDs



QUESTIONS?... COMMENTS....