

## CAT 4 RESOURCE DEVELOPMENT

# Eco-Fashion

**4-59**

Danzel Lee Yu Heng 3A3 (18)

William Liow 3P2 (29)

Chen Kee Lun 3O1 (03)

## **ABSTRACT**

Eco-Fashion is an integrated, intuitive and user-friendly online platform which aims to spread the word of being eco-friendly, allowing students to understand how they can play their part in making the world more eco-friendly as well as understand the importance of sustainability. In today's bustling fashion industry, it is also vital for us humans to learn how biodegradable products can be made into something fashionable. Our website houses updated information, photos and videos of the different ways to practice the 3Rs: Reduce, Reuse and Recycle, so that viewers can learn easy methods to inculcate environmentally-friendly habits into their personal lives.

## **1. INTRODUCTION**

### **1.1 Rationale**

To date, there is a prevalent issue of the disposal of old clothes, as many young people are unaware of the methods to reuse them. This can result in a huge environmental wastage if no further actions are being taken. In addition, the existence of the up and coming sustainable fashion industry is also unknown to many. Hence, we wished to raise the awareness of teenagers on Eco-Fashion through our resource package.

### **1.2 Objectives**

The objective of Eco-Fashion was to raise awareness on the 3 R's: Reuse, Reduce and Recycle, in the area of old clothes.

- For Reuse, we wanted to educate viewers on the reuse of old clothes
- For Reduce, we wanted to give viewers an insight to the sustainable fashion industry in modern day
- For Recycle, we would like our viewers to learn more about the ways to become eco-friendly

### **1.3 Target Audience**

The target audience was secondary school students aged 13 to 16.

## 1.4 Resources

The resources created for this project were

- (1) downloadable infographics that could be viewed offline (serving as a concise guide for students with smartphones to view it as an app),
- (2) an integrated online platform comprising of information regarding the Management of Old Clothes, Sustainable Industry, Recycling,
- (3) an interactive Discussion Forum (for parents and students) as well as
- (4) a Mini Quiz for viewers to attempt.



### *About Us*

We are a group of three secondary 3 students working on a resource about the topic of sustainable fashion, which are clothes made of sustainable or eco-friendly materials, or made out of

## 2. REVIEW

We reviewed various online websites, that have inspired us to work on this project. Firstly, World Wear Project conducted a study and found out that a person wastes 70 pounds annually just from throwing away old clothing. It also did a study which showed that 85% of this waste goes to landfills, which is expensive and bad for the environment.

Secondly, Zula Singapore mentions that there is a rise in demand for sustainable fashion since the apparel industry has many negative impacts. Such as Resources Depletion, Air Pollution etc. Thirdly, The Straits Times have highlighted the Eco-Fashion trend that has caught on in Singapore. Many shoppers have turned into more eco-friendly options as their fashion wear. Continuing on, Big Companies such as H&M introduced the “Recycle Your Clothes” movement, where old clothes can be turned in for credit. Zara also launched their “Green Collectibles” line using only organic, sustainable materials for the clothes. Lastly, many shops in Singapore have adopted this such as Touch the Toes and Kalaia Label, these are fashion labels which design ethical, eco-friendly products locally in Singapore. Moreover, some websites regarding this topic provided limited information in general. Other websites did not cover enough aspect of Eco-Fashion and were too wordy.

### **3. METHODOLOGY**

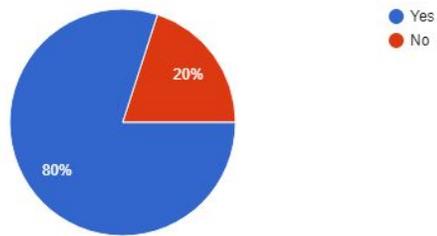
#### **3.1 Needs Analysis**

A needs analysis was conducted to ascertain the relevance of this project. Firstly, a questionnaire was created to gather the respondents’ position on Eco-Fashion and their management of old clothes. Indeed, the respondents (nearly 50 of them) who were secondary one to four students, indicated that our project is indeed useful as it can help tackle a pertinent issue in today’s society. This feedback confirmed the value-addedness of the project, indicating that this project would be a useful resource to help secondary school students understand the value of practising the 3Rs.

#### **3.2 Survey Results**

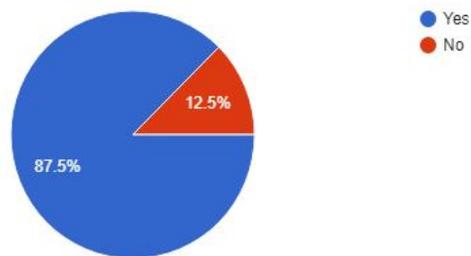
Do you think that the throwing of old clothes is a huge problem in Singapore?

40 responses



Would you buy clothes that are fabricated using more eco-friendly materials?

40 responses



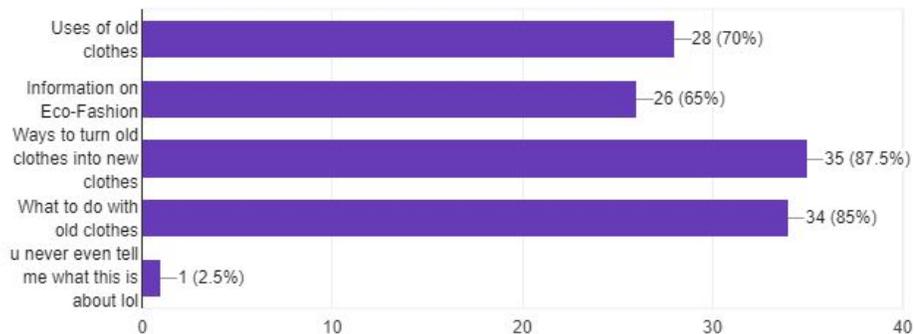
Would you be interested in knowing methods to reuse old clothes?

40 responses



### What would u like to see in our website?

40 responses



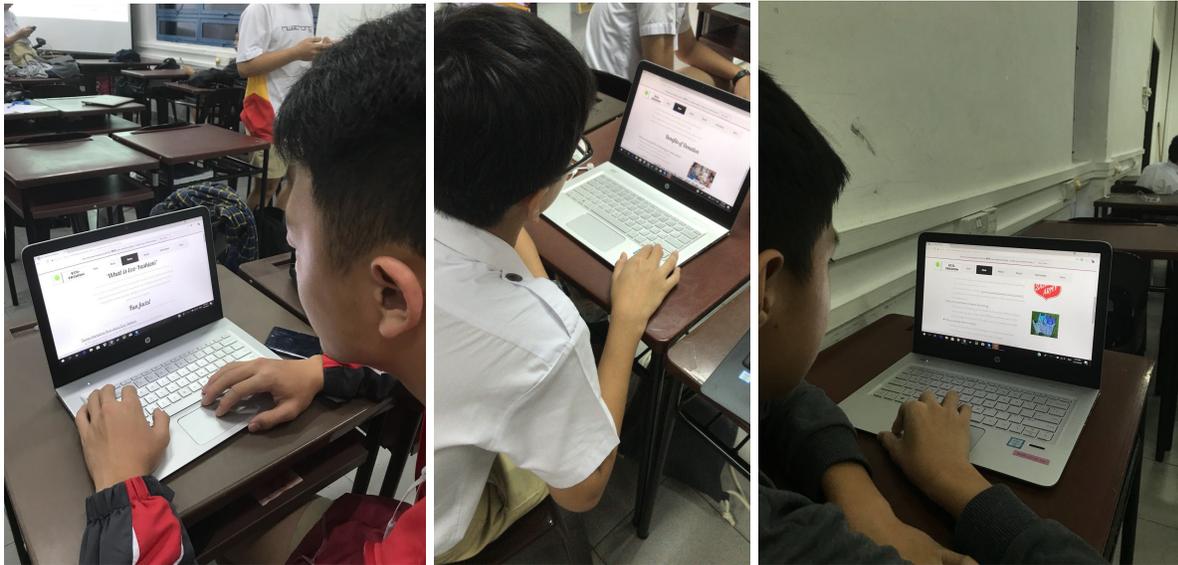
### 3.3 Development of Resources

The information gathered from various online websites was collated into different sections of our website, namely Old Clothes, Sustainable Fashion Industry and Recycle. Photographs and videos were then taken to provide visual support to the entire website. Moreover, new features such as a quiz and a discussion forum were added so that the website became more interactive to the viewers. Last but not least, a pilot test was conducted to ensure that this website gave sufficient coverage on the relevant topic to our targeted audience.

### 3.4 Pilot Test

A pilot test was administered to close to 100 secondary one to four students. A product demo was conducted whereby the online website was shown and their views were sought. Recommendations from different groups of people were incorporated into the fine-tuning of the online website. Generally the feedback was positive and all the respondents said that it had been useful to them as they have learned more about Eco-Fashion through interesting methods such as understanding of the sustainable fashion industry and the viewing of DIY videos that educate them on how to turn old

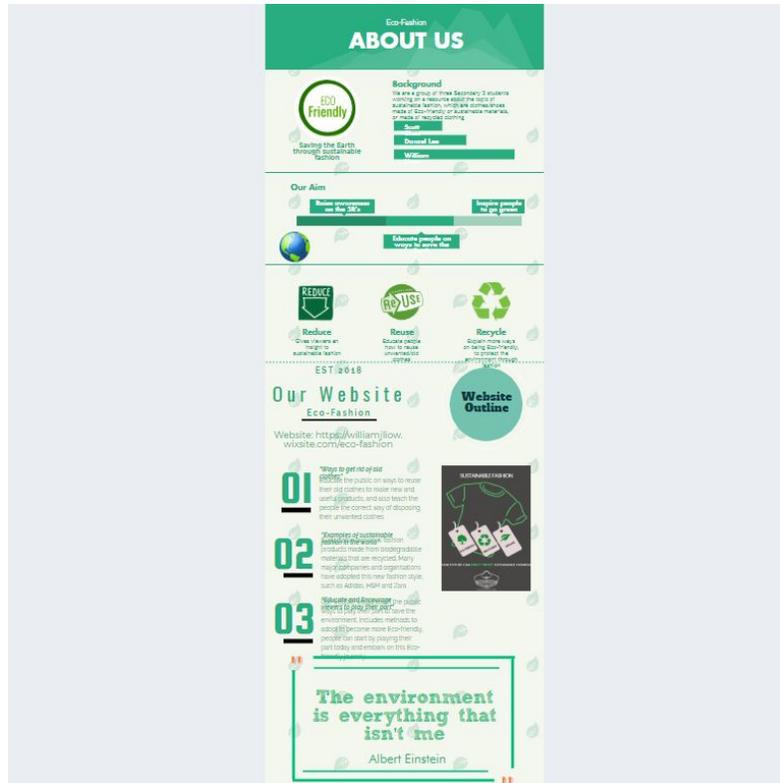
clothes into new clothes. Some respondents further commented that the Online Website was impressive and user-friendly. Others gave valuable suggestions, such as the inclusion of fun facts into the website to make it more interesting.



#### **4. OUTCOME & DISCUSSION**

Although the project obtained positive feedback when pilot-tested, a decision was made to extend it to a downloadable file using infographics.

The decision was made in an attempt to reach out to all students with smartphones. It served as a convenient and concise guide for students to view the webpage anywhere they want, even if they do not have an Internet connection. The various infographics comprised of a summary of our online website, and included with it are some easy methods to recycle and reuse, as well as the reasoning behind them.



## 5. CONCLUSION

Eco-fashion had been a challenging project to undertake as it required many improvisation to be made in the design of the platform, collation of information as well as recording of the videos. This meaningful journey had enabled the group to develop many skills. Critical thinking and creativity were crucial during the project itself, especially during the designing stage. The making of DIY Videos required lots of synthesizing as we brainstormed on how to present it to the public in the most appealing way possible, yet showcase how easy it was to DIY at the same time. Perseverance and patience were the final elements that enabled the completion of the project as these motivated the project group to believe that they had indeed made the correct choice.

## 6. ACKNOWLEDGEMENTS

We would like to acknowledge and extend our deepest gratitude to the following individuals, without whose help the project would never be a success.

Ms Tong Bee Yen for patiently guiding us throughout the whole journey of our project and providing us with valuable suggestions;

Judges for the various evaluation rounds and for providing helpful feedback that effectively improved the standards of our resource package;

Secondary 1-4 juniors and seniors for their efforts in helping us with the needs analysis and pilot test.

## 7. REFERENCES

- Salvation Army.(2015, June 14) Salvation Army. (n.d.). Singapore, Retrieved June 24, 2018, from <https://www.salvationarmy.org/singapore/>
- Herworld.(2017 June 15) The eco-future of clothes, as exemplified by Zara. (n.d.). Retrieved June 24, 2018, from <https://www.herworld.com/features/eco-friendly-future-sustainable-clothes-exemplified-zara-fast-fashion-brand>
- Female Mag.(2016 April 16) What To Wear This Earth Day? Here Are 3 Singapore Eco-Friendly Labels To Know. (2018, April 15). Retrieved June 24, 2018, From <https://www.femalemag.com.sg/fashion/singapore-eco-friendly-labels-esse-the-label-source-collections/>
- Heng, M. (2016, October 06). Eco-friendly fashion catches on in Singapore. Retrieved June 24, 2018, from <https://www.straitstimes.com/lifestyle/eco-friendly-fashion-catches-on-in-singapore>
- A. (2017, August 11). Forget Fast Fashion: Slow Fashion Industry's Sustainable Efforts. Retrieved June 29, 2018, from <https://www.trustedclothes.com/blog/2017/06/12/forget-fast-fashion-slow-fashion-industrys-sustainable-efforts/>

- Saini, N., SainiNafeesa, N., & D. (2018, February 23). Sustainable Singapore brands: Eco-friendly and ethical fashion and decor. Retrieved June 24, 2018, from <https://thehoneycombers.com/singapore/sustainable-fashion-where-to-buy-eco-friendly-clothes-jewellery-and-accessories/>
- Adidas.(2014, November 21). Sustainability History.(n.d.). Retrieved June 24, 2018, from <https://www.adidas-group.com/en/sustainability/managing-sustainability/sustainability-history/>
- Graham, S. (2017, March 11). 40 Mindblowing Ways To Repurpose Old Clothing -. Retrieved June 24, 2018, from <http://www.trendsandideas.com/40-mindblowing-ways-to-repurpose-old-clothing/>
- So, D. (2018, June 7). Adidas x Parley Continues to Raise Awareness on the Perils of Ocean Plastic Pollution. Retrieved June 24, 2018, from <https://www.highsnobiety.com/p/adidas-parley-run-for-the-oceans-2018/>
- Gallagher Uniform. (2017, April 12) Gallagher Reduce Icon - Gallagher Uniform. (n.d.). Retrieved June 29, 2018 from <https://www.gallagheruniform.com/make-the-switch/green-policy/gallager-reduce-icon/>