

TICE CREATE Stage: **FASHION** Project 2

**Title: Fashion Editorial and Graphics | Time to talk about...**

**Project Outline:** We do love fashion, yet are we being responsible for the way we consume fashion products, and do we know enough about what the fashion industry is doing to our planet? How do we get the message across to all generations about the effects of terms such as 'Throw-away fashion' and 'Fast-fashion'? Can you help?



**Pick this project if you are interested in: Fashion Sustainability, Creative Writing, Ethics, Styling and Graphics**

At some point in their lives, most people will be guilty of making a 'must-have' purchase, only for it to be shortly banished to the backs of their wardrobes, price tag intact. But it turns out that this wasteful mindset is worse than we originally thought. Younger generations have adopted a 'wear it once culture' when it comes to their wardrobes, wearing items only a handful of times before considering them 'old'.

The throwaway culture is creating a serious environmental and many ethical problems. Research has also shown a generational divide in attitudes towards clothing. Generation Z and younger Millennials enjoy buying new clothes, with almost one in four saying they had purchased at least half the clothes they own in the past year. They are also more likely to throw out their clothes within two years. Baby boomers are the opposite. More than two-thirds said that less than 10% of the clothes they own had been purchased in the past year.

How can we raise an awareness campaign to ask young people to think more carefully about what they buy? Could you come up with zine that would showcase an awareness campaign? (PS. A zine = short magazine, is most commonly a small circulation self-published work of original or appropriated texts and images, usually reproduced via photocopier).

**Which companies you will be working with:** Noa Vee - <http://noavee.co.uk/>

Your zine will concentrate on discussing one of 2 areas:

**Ethical fashion** is an umbrella term to describe ethical fashion design, production, retail, and purchasing. It covers a range of issues such as working conditions, exploitation, fair trade, sustainable production, the environment, and animal welfare.

**Sustainable fashion** also called eco fashion, is a part of the growing design philosophy and trend of sustainability, the goal of which is to create a system which can be supported indefinitely in terms of human impact on the environment and social responsibility.

**Your 3 Training Days may look like this:**

**Day one:** The first day of our project will be dedicated to learning about fashion ethics and fashion sustainability with a talk from Noa Vee. You will be with the Creative Writing mentor (Katherine) producing some text for your zine.

**Day two:** We will be looking at how to create a zine and how to write a powerful and thought-provoking piece of work about important issues within the fashion industry. You will take part in a photoshoot styling imagery that showcases your campaign for fashion sustainability and ethics.

**Day three:** A day spent pulling together your zine using your styled images and written text, ready for print and to showcase at the Final Show with illustrator Lottie.

**Your Mentors are:** Lottie Maddison (Fashion) & Katherine Wildman (Writing)