

Remake Climate Fashion Impact Campaign

Associated Organization

Remake - An organization that aims to change the fashion industry's harmful practices on people and the planet.

Name of Proposed Campaign

#ReFresh

Basic Premise and Target Audience

This campaign in coordination with the advocacy group Remake will have two separate major goals of equal importance that will educate people on the impacts that the fashion industry has on the worsening climate crisis. Studies show that the fashion and textile industries are leading contributors to the worsening climate crisis. With the rise of fast fashion giants like SHEIN the problem is only getting worse as people are now buying clothing at unprecedented rates. This campaign will both educate and show people how to put their values into practice by learning alternative methods to still buy stylish clothing without contributing to the worsening climate.

This campaign's target audience group will be Gen-Z. Studies found that Gen-Z care deeply about the sustainability of the planet but they are also the leading consumers of fast fashion. This group of people is also statistically more likely to create an online conversation about topics that have to do with social justice and other movements for change. The #Refresh campaign will educate these young people on the real effects of their clothing and shopping habits. This campaign will also teach others how to find nice clothing at thrift stores, how to navigate second hand retail sites and how to look stylish in clothing that does not come at the expense of real life human beings and our precious

environment.

Goal of Campaign

The #Refresh campaign has two major goals; to educate and to teach the practice. The first major part of this campaign will be the education of fashion consumers. This education will include videos of the conditions of factory workers where major brands make their clothing, this will show people the real humans behind the clothing they buy so easily and how it harms them. Another part will be demonstrating how our clothing contributes to the worsening climate crisis and in fact contributes to 10% of the world's carbon emissions. Clothing that gets discarded gets sent to landfills to decompose but due to harmful chemicals being used to make the clothing those chemicals leech off into the soil, water and air of the countries that get sent our clothing waste.

The second major goal of the #Refresh campaign is to teach the target audience to put their education into practice and to teach them to wear their values. This is one of the main tenets of the Remake organization. This will include educating the target audience on commonly used fabrics and textiles to look for when looking for clothing that will last them a long time and not end up rotting in a landfill. Lastly, they will learn to be stylish in clothing that is bought second hand and learn how to cultivate their own personal style apart from algorithmic trends made by fast fashion companies.

Social Mediums Used

In order to reach the maximum level of people in the Target audience major social media sharing sites will be used. These social media sites will include Instagram, Youtube, Tik Tok and other video capable apps. This campaign will rely heavily on the use of visual

images and videos therefore apps that primarily are based in image and video based sharing will be used for maximum effectiveness. The visual medium is the optimum one as it catches peoples attention quicker then text and clothing is better described and shown on image and video based sharing sites. This campaign will recruit influential internet voices in fashion to do outfit of the day videos, thrift with me videos, style tips videos. This campaign will also hire fashion journalists and historians to create content that educates people on how harmful the fast fashion industry is. Lastly the campaign will recruit textile experts to create videos on the true quality and longevity of most of the products produced by fast fashion brands.

Examples of Content Used

The #Refresh campaign will primarily be visuals based and will create photo and video content for maximum effectiveness. One example of the type of content to be used is a “Get ready with me” and “What I wore in a week” videos. Another example is “thrift with me” videos where the creator will give their tips on how to find the best clothing at thrift and secondhand stores. Ad spaces before youtube videos and on apps like instagram, tiktok and twitter will be used to display infographics about how the fashion industry contributes to climate change and environmental harm. Again most of the content that this campaign will create will be visuals based.

Definition of Success

1. Increased views on videos using the #Refresh hashtag
2. Dialogue in the comments and under the #Refresh hashtag
3. Increased traffic to the ReMake social media accounts and website

4. Increased dialogue about the negative effects that the fashion industry has on the world's climate

References

Herron, Abriana. "The Intention Gap: When Buying and Beliefs Don't Match." *Fashion Dive*, 22 May 2023,

www.fashiondive.com/news/sustainable-fashion-consumer-demographics-gen-z/650864/.

Accessed 26 Nov. 2023.

Lundberg, Dielle, and Julia Devoy. "The Aftermath of Fast Fashion: How Discarded Clothes

Impact Public Health and the Environment | SPH." *Www.bu.edu*, 22 Sept. 2022,

www.bu.edu/sph/news/articles/2022/the-aftermath-of-fast-fashion-how-discarded-clothes-impact-public-health-and-the-environment/. Accessed 26 Nov. 2023.

M.S.L.J. "The Environmental Costs of Creating Clothes." *The Economist*, The Economist Group, 11 Apr. 2017,

www.economist.com/the-economist-explains/2017/04/11/the-environmental-costs-of-creating-clothes?utm_medium=cpc.adword.pd&utm_source=google&ppccampaignID=17210591673&ppcadID=&utm_campaign=a.22brand_pmax&utm_content=conversion.direct-response.anonymous&gad_source=1&gclid=CjwKCAiA9ourBhAVEiwA3L5RFhGqgN_cNJpeO5k7XhywLFESxbefMkAsDWuVtOMhCbSrEuQ3JKr2KxoCmvEQAvD_BwE&gclid=aw.ds. Accessed 26 Nov. 2023.

Zurich. "What Is Fast Fashion and How Is It Damaging the Planet?" *Zurich.com*, 13 Jan. 2023,

www.zurich.com/en/media/magazine/2021/fast-fashion-5-practical-ways-to-cut-the-carbon-from-your-closet#:~:text=It%20may%20surprise%20you%20to. Accessed 26 Nov. 2023.

