

## JRNL 212 Assessment #3

### Magazine: GreenThreads

#### Target Audience (250 Words):

My magazine will target young and trendy fashion goers, as it will be geared towards a newer and more environmentally aware generation. A lot of younger generations are becoming more aware of the impact of the environment on their lives and their futures, and when you mix that with the ethics of trends and fashion you will end up with a variety of young fashionistas looking for environmentally friendly alternatives to their clothing. The age group will be around 15-30 and mostly females who also look at other big name fashion magazines such as *Vogue* and *Elle*. This magazine will cater to high fashion minds with eco-conscious souls. The audience is one that is not afraid to speak their mind, and this is reflected through their bold choices in fashion and forwardness in the way they present themselves. This type of fashion will not be ordinary, and will incorporate fashion-forward trends with a slight twist. This makes it a perfect read for individuals who follow fashion trends but that are also not afraid to be bold and unique in their clothing choices. Greenthreads readers will contribute their own stylistic elements to the fashion in the magazine, and will they be able to generate a new style from recycled clothing that is a mix of modern and vintage fashion choices. Overall Greenthreads readers know how they want to present themselves to the world and will look to this magazine for eco-friendly inspiration in order to express their unique and compassionate selves.

**Graphic Style Design Brief (300 Words):** Greenthreads will have a fairly simple yet trendy design. It will have the appeal and look of a high fashion magazine, with a model on the front cover and lots of stylistic shots, but will be a little more rustic looking with earthy tones. The look of the magazine will be more vintage to suit the recycled style of clothing it will sell. The magazine will of course be eco-friendly and printed on 100% recycled paper to highlight the purpose of the magazine and to align the values of the magazine with the design. Because of the recycled design, the magazine will feel more texturized and have an older feel, like flipping through pages of an old book. The feel of the magazine will be vintage, but the images will be trendy and modern to combine both high fashion and a down to earth lifestyle.

The cover will be mostly white, with hints of green and grey along with colorful feature pictures of models or notable people in the world of eco-fashion. The inside design will be simple with touches of vintage appeal and looks, making it look completely used but modern at the same time. The writing will be very simple and easy to read, with headlines in a bold, modern font. The simple white background with the occasional photo in square framing will imitate high fashion magazines, bringing elegance to the overall theme. The pictures will be edited to be very vibrant, bringing a very warm tone to the look. These small pops of color combined with a simplistic style will make it seem both natural and youthful, which will be appealing to the younger audience. Overall the look of the magazine combines a green, earthy aesthetic with the sharp edge of a high fashion magazine.

### **Outline of How The Magazine Works With its Digital Presence (200 Words):**

Greenthreads will also have an online option where the magazine will essentially be the exact same but published online with more multimedia and video content. Greenthreads features international brands and eco-friendly markets so it will need to have an online magazine in order to reach international audiences. The website will include the same feature articles and columns but will have added fashion videos and vlogs of thrift and market hauls, showcasing the best spots to shop for eco-friendly fashion choices.

Social media is a huge aspect of circulating information and the latest trends in environmentally friendly clothing. Since clothing is largely visual, there will be an Instagram page featuring looks and stores that are 100% recycled fashion. Below the pictures will be captions relating to the stories behind the looks and indicating the brands or stores selling the clothes. The Instagram will be a huge sell factor because brands can be directly tagged and people can choose to interact with these brand pages, making lots of profit for the magazine through advertising and exclusive fashion features.

There will also be a twitter page that will be focused more around the political issues. Greenthreads twitter will repost columns around the environmental destruction of the clothing industry and focus more on the cause of why people should wear op-shop finds and recycled fashion. Since Twitter is used more for the circulation of news, this will be a perfect way to raise awareness for the cause and gain more conscious readers and followers of fashion without a carbon footprint.

### **Detailed Set of 5 Key Story Briefs The Magazine Might Cover (5 x 150):**

#### **1. Environmentally Friendly Companies--Ellemarco (Recycled Kimonos)**

Greenthreads will spotlight a new company each week that is creating eco-friendly fashion. One story for an issue would be on Elle Marco, a fashion designer who repurposes old fabrics and creates bohemian kimonos out of them. This story would highlight how little companies are making big impacts. Elle hand makes each kimono, making every one unique and different from the last. Using elegant designs and fringe, her designs have attracted a global presence. She currently sells the kimonos through her link tree website online and is creating her first ever popup shop that will open in 2020. This type of story will specifically feature the main leaders of the company, the techniques used to create the recycled pieces of clothing, the type of fashion style (modern, bohemian, vintage, chic, artsy, sophisticated, edgy, etc), how to style the clothing, and where people can actually go buy the clothes, with mention to social media pages and websites.

#### **2. To Thrift or Not to Thrift?**

This story will be on the ups and downs of op-shops and explain in detail how much of an environment saver op-shops are. It will go through the

obvious explanations of why it is important to recycle clothing and how stopping into op-shops creates a consumer demand for used clothing, helping the fight against fast fashion markets. It will also describe the struggles one faces when visiting an op-shop and how one can find affordable and cute deals if they find the right things. It will acknowledge the downside of sifting through clothes for hours just to find the right one and will go through tips on how to spot trendy clothes in piles of worn-out and out of date ones. Things such as looking at the proper shops and looking in the right sections can motivate people to find more fashionable styles without the environmental depreciation.

### **3. Textiles Around the World**

This would be a multicultural article that features how fashion is made around the world and specifically highlight which sources are eco-conscious and which ones are not. Typically smaller, family or personally run businesses in third world countries produce handmade textiles that do not cause a lot of environmental destruction. For example, Hemp pants are made in Southeast Asian countries such as Vietnam. Hemp pants are sustainably sourced, using a lot less water than cotton. Hemp is also biodegradable and compostable so it never builds up waste and combats the idea that clothes always end up in landfills. This article would further explore specific people and small businesses across cultures that are not only environmentally friendly, but support people in small villages who often rely on these clothes for profit. This story will explain the other side of the fast factory and fast cash industries, helping create a better understand of how different cultures appreciate the environment while creating beautiful fashion staples.

### **4. Cotton—The History of Destruction**

This will be more of an informative story on why cotton and cash crops came about, highlighting the triangular trade business that started between Europe, America, and Africa. Not only will this story highlight the ethical constraints around slavery and how cotton created large inequalities within the states, but it will also lead to why we still use cash crops today. After giving a historical background, this story will then give facts and statistics around the terrible impact that cotton has left on the environment and why it is one of the leading causes of climate change. Then, after knowing the truth and why big businesses love to use large quantities of cheap cotton for profits, there will be a connection to the consumer. This will explain how many people are still largely supporting the cotton industry and what a normal person can do to stop it. Overall the purpose will be the inform the reader to make smarter choices when it comes to buying mass-produced cotton products both for reasons of sustainability and ethics.

### **5. What's Wrong With The Catwalk?**

This story will be featured after New York, Paris, or Milan fashion week. It will specifically pinpoint certain fashion looks that were on the runway this season and break apart their environmental footprint. It will take more extensive research than some of the other articles, but it will be very engaging and eye-opening for the reader. This article will specifically look at the way a certain look was created and explain the behind-the-scenes process of making one complete outfit on the Catwalk. In detail it will explain the sourcing, processing, and production, highlighting the lives impacted by this look. At the end there will be an information box showing the amount of water pollution caused by this one outfit as well as water consumption and the overall carbon footprint. Then after looking at just one outfit, the article will multiply this by the number of outfits on the catwalk this year and add up the total destruction that goes into a fashion week.

### **Column(Opinion Editorial Article): Why Your Jeans are Poisoning the Planet: The Truth Behind the Textile Industry And Why You Should Refrain from Buying a New Pair**

Look in your closet and find your favorite pair of jeans. Maybe it's your trusted pair of Levis, those worn out comfortable Mom Jeans, or even your most stylish pair of embroidered denim. These are probably your go to options when out on a casual day, paired with a nice t-shirt or top. But behind those blue fringed hughes lies a detrimental secret, the secret of the textile industry.

One Pair of Jeans uses [an average of 2,000 gallons of water](#), which is enough to fill 20 bathtubs. Cotton, the main fiber that jeans are made of is responsible for [2.4 percent](#) of the world's land crop, and [24 percent of its insecticides](#). Jeans are chemically toxic for the planet and consume a lot of our water, not just when they are first bought but after continual use and washing. Yet people still continue to buy new jeans at an alarming rate, creating detrimental effects for our planet

[Two billion jeans](#) are produced worldwide every year. Chemical pollution in water causes [1.8 million deaths each year](#) and decreasing water levels are already causing environmental issues and leaving us to believe the future may be drier than expected.

Jeans are clearly killing our planet, but can anything really be done about an industry that's becoming bigger and bigger every year? [We buy five times](#) as many clothes as we did in 1980, and trash 13 million tons a year. Recent climate change advocates claim that ethical choices matter, which has brought about the idea of ["Green Jeans"](#), using creative ways to lessen the environmental impact of jeans. Jeans can be up cycled, or broken down and reused as insulation in homes. Jeans can be rented or thrifted instead of buying a brand new pair. They can also be recycled into plastic bottles by taking apart the fibers, made with pesticide free cotton, or made of hemp in order to be composted.

Changing your carbon footprint can begin with little steps such as making conscious fashion choices. In the end what you wear says a lot about how you treat the environment. In order to minimize the effects of fast fashion we can all do our part by lessening our dependency on factory fashion and look towards eco-friendly

brands or op-shop steals. Shopping more green will cost both you and the planet less in the long run and it can be as simple as sifting through an op-shop or researching where your denim comes from.

Your favorite jeans may fit perfectly on you, but they won't fit perfectly in the environment after they are worn and used. Choosing more sustainable options should be an easy choice if we want to see the future of our planet.

## **Feature—Profile: Alexa Thompson—Why I Gave Up Fast Fashion**

*How an ordinary girl is making a big impact through small fashion changes, setting an example for how fashion shapes people's views of the world*

Alexa Thompson wakes up every morning and immediately checks her phone, scrolls through Instagram and notes the latest style or trend her friends are posting about. She then goes to her closet and carefully sifts through her colorful wardrobe, picking out the perfect combination of vintage and retro pairings. She walks out the door in her slightly faded, long-sleeve cheetah print dress and slightly worn denim jacket, ready for the long day ahead of her. But wait, she can't forget the most important part of her outfit—the green tote bag she carries around with her everywhere she goes. She takes a step back, grabs the bag, and heads out for her 9:30 sustainability class, one of her favorite lectures.

Alexa may seem like an average uni student, but when you take a second glance at her you realize that her style sticks out, and not in the way most people would think. Her normal choice of denim jeans paired with a vintage t-shirt mimics the style of those around her. But she picks her clothes a little differently.

Alexa never buys from fast-fashion stores, instead she thrifts and buys recycled fashion. She's so dedicated to the cause that her entire wardrobe is thrifted, with just a single pair of Birkenstock shoes left at the back of her closet to remind her of her old days spent browsing through clothes at traditional shopping malls. Her new way of life now includes window-shopping at street malls followed by thrift hauls that imitate the latest fashions without the carbon footprint.

"For me it's always been an easy choice to sustain from factory fashion. I love the environment and I realized I didn't want to spend thousands of dollars supporting environmental destruction."

Alexa finds that thrifting saves her bank account while making her feel more secure about where her money is going to. "The first time I made a switch was three years ago," a switch that she claims changed the way she viewed the seemingly hopeless reality of climate change. "I never really thought about my clothing choices when I was younger. It was always about taking public transportation, not wasting water when brushing your teeth, and taking shorter showers. No one ever really talks about the big impacts behind climate change like the clothing industry."

[The fashion industry is one of the biggest polluters in the world, second only to oil.](#) This is due to the phenomenon of [fast fashion](#), or the mass production of cheap clothing garments that copy the latest fashion trends but that are quick to

make and produced very quickly. In today's world of fashion, consumers are constantly demanding new trends and styles. The world consumes [80 billion](#) new pieces each year, and is as quick to throw out the clothes as it is to bring them in. In Australia [85%](#) of bought textiles are thrown away each year.

Alexa is one of the hundreds of young uni students who has decided to throw out the fast fashion lifestyle and opt for something sustainable. "When I started thrifting all my clothes back in school I got questioned a lot about my style. People would assume I was poor or my family couldn't afford clothes. Now, people compliment me on my clothes and are always amazed when I tell them I thrifted my look. I'm starting to see more and more people shopping recycled clothes, so it's becoming trendy."

Sometimes finding clothes through op-shops and special brands can take some work, but it sometimes leads to a more established sense of style. "I feel like my style has actually improved without fast fashion. I walk around in clothes that I feel are unique to me and I never have to worry about wearing the same outfit as someone else," Alexa says. Her favorite stores are in Sydney and the big cities where everyone gives away clothes more frequently and there are more options for recycled brands. "I love shopping at the glebe markets, there's always so much variety and it's nice to have a place to shop at where I never have to think about compromising style for sustainability."

Alexa's style matches her personality—very down-to-earth boho chic with vibrant pop's of color. While her clothes may not be the newest style or trend, she combines unique combinations of colors and textures, creating new trends out of old ones. Her favorite outfit is her cheetah print dress, which she always pairs with her green tote bag for a day at the beach. While this makes for a unique and rather odd fashion pairing she says that no matter what outfit she's wearing she will always make the green bag work with it.

The green bag she never leaves without is one with sentimental value—one she's sewed and stitched together herself. "It's my staple wherever I go. It reminds me that the power is in my hands to make a change, and that's one thing I will always try to say through my style."