

## INTRODUCTION

Scrolling through the countless social media platforms’ businesses use to promote their product, the word “Sustainable” often presents itself in my feed. When I created Hana Hagen Swimwear, I found myself doing the same; creating slogans like “Hana Hagen Swimwear: an Eco-friendly business, suits made from Recycled Fabrics, *sustainable*.” Even though I presented my company this way, I was unaware of how everything was labeled “sustainable”. I started to wonder, are other companies that label themselves as sustainable, actually sustainable?

After learning a little more about sustainability, my business, along with many other companies were false advertising. Modelling my business plan around transparency and honesty, I strive to do whatever it takes to have a minimal impact on the environment, while focusing on supply chain, creating timeless designs, implementing environmentally friendly packaging, and limiting the quantity of swimwear I produce.

## RESEARCH METHODOLOGIES

- Hana Hagen Swimwear is a company built to reflect my findings of sustainability in fashion and what I can do to have the least effect on the environment.
- My conclusions are based of the Quantitative data I gathered from a survey I created.
- My survey reflected Observational Data because my conclusion is based off of observed data trends.
- The target population I am studying is my company’s directed consumer: young women, ages 13-35.

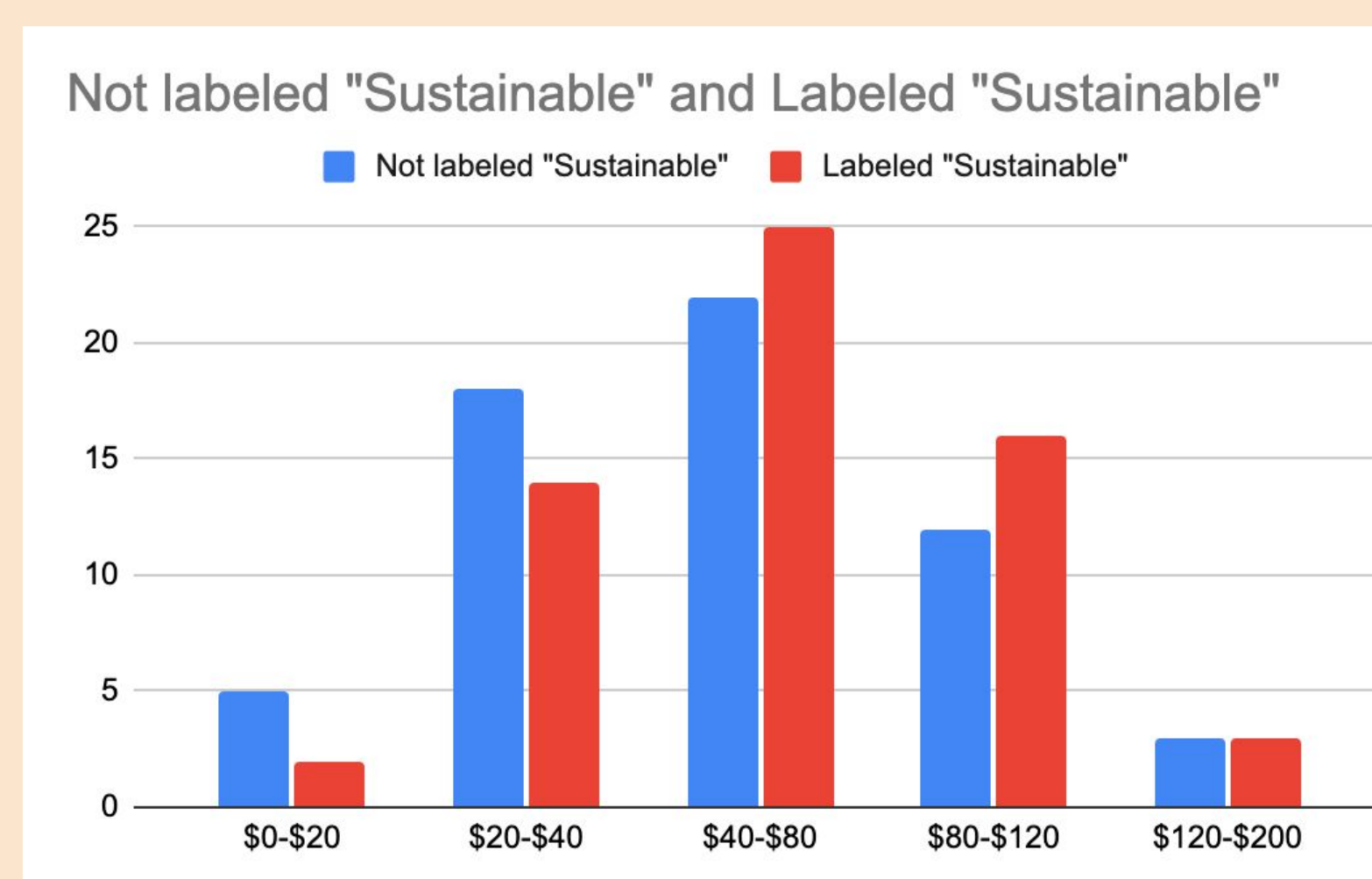
## DISCUSSION, ANALYSIS, AND EVALUATION

- Marketing a swimsuit "sustainable" increases the price a consumer will pay for the product. This type of advertising can be dangerous due to the misconception about sustainability. Most consumers are unaware of what makes swimsuits environmentally friendlier.
- Companies involved in swimwear that practice their version of "sustainability" do not provide evidence of how they are being sustainable. Ironic, considering consumers buy the product based on the "sustainably made" label.
- The false marketing behind sustainability encourages those who are oblivious to the true meaning of sustainability to purchase harmful products. Nearly half the consumers in the survey are unaware of the actual practices a company must undergo to be environmentally conscious.

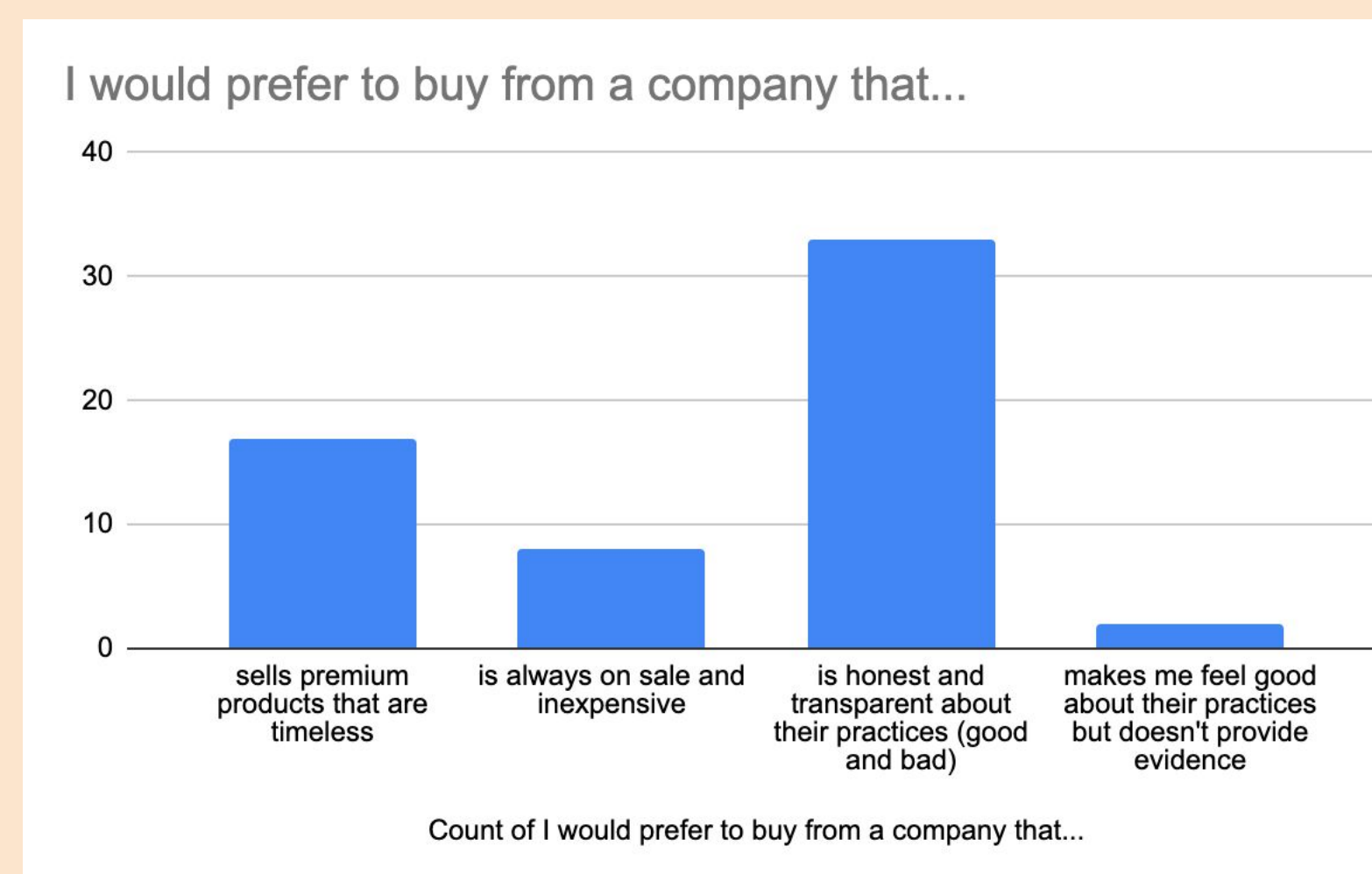
## DATA AND FINDINGS

### Results of Survey

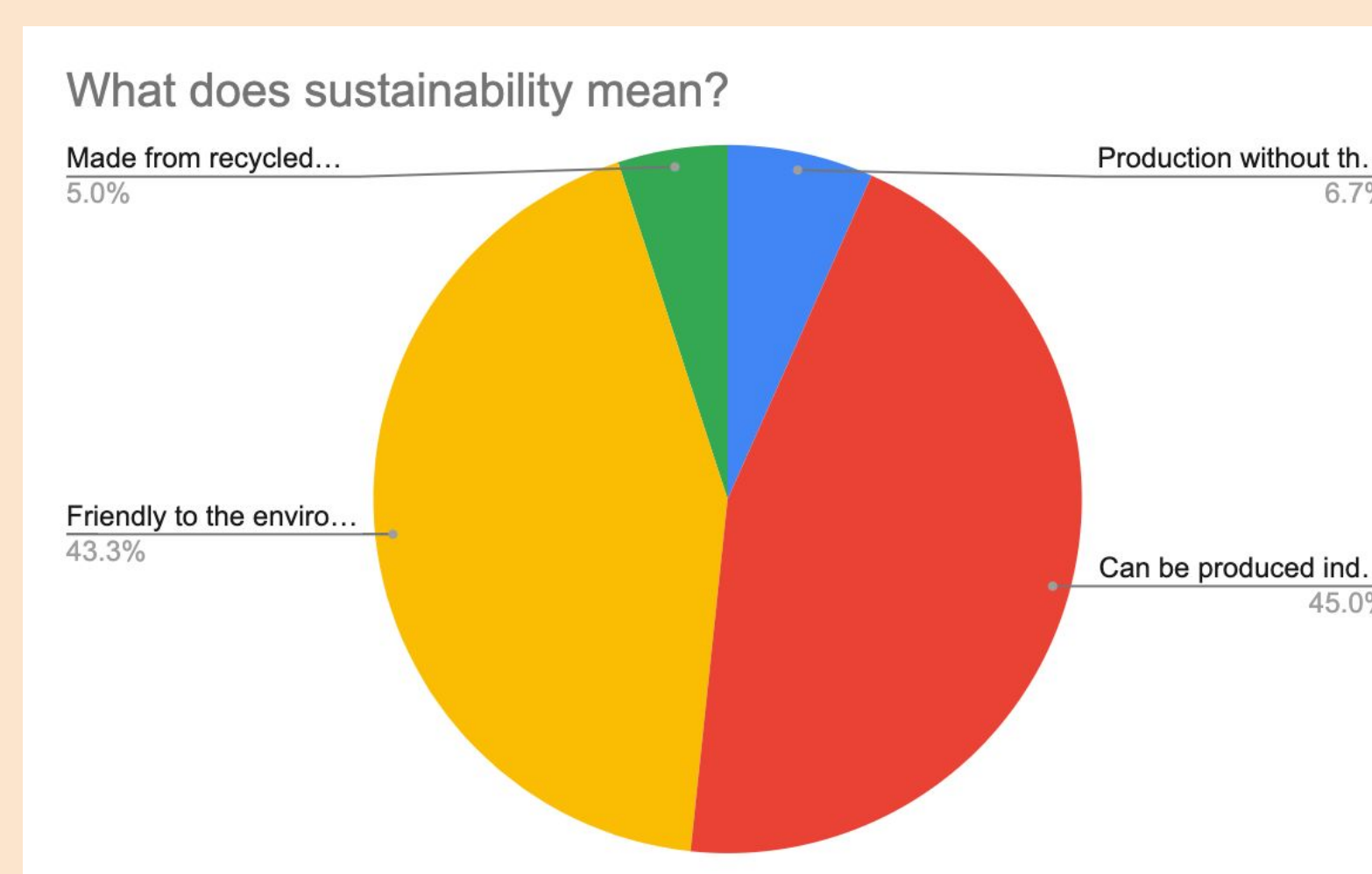
- This survey allowed me to discover that women will pay more for a swimsuit labeled “sustainable”. Women tend to stay in the \$20-\$80 range when shopping for a swimsuit while a “sustainable” labelled swimsuits increases that range to \$40-\$120.



- The data from the survey shows that, when buying swimwear, people value honesty and transparency about their practices, regardless whether the practices are good or bad. The runner up was a company that sells premium products that are timeless. Finally, a company that promotes good practices but provides zero evidence was the least picked in the survey.



- It was nearly an even divide between people who knew the real definition of sustainability, “can be produced indefinitely without exhausting resources,” and those who put the commonly-misconstrued definition, “friendly to the environment.”



## CONCLUSIONS, IMPLICATIONS, AND NEXT STEPS

Sustainability in the clothing industry is misconstrued. It is impossible to create a product and exhaust materials, while calling the product “sustainable”. During my first launch, I used Recycled Fabrics. The product may be described as environmentally conscious, but it still takes electricity to recycle those materials. The swimwear factories use chemical dyes along with resources like electricity and water.

### Business Plan

My first launch was manufactured in Bali, Indonesia. Manufacturing for my newest launch along with fabric, designing, and shipping will all be in Los Angeles to minimize the environmental effects caused by large supply chain.

To make my product more friendly towards the environment, my next launch of swimsuits should be timeless. A collection that will always be in style and passed down to the next generation.

Each step I take while creating my clothing collection will include transparency with my audience about my decision making and its environmental impact.



I will find recyclable or biodegradable packaging that takes the smallest amount of energy to create.

Unlike my last collection of 1000 swimsuits, I will lower the quantity by 75%. 250 swimsuits is an optimal number for a small business. A smaller quantity of swimsuits will ensure no overstock or unsellable swimwear, which means no resources were wasted.

## ACKNOWLEDGEMENTS / REFERENCES

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### \*\*\*Works Cited:

