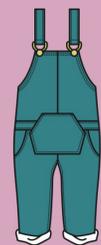
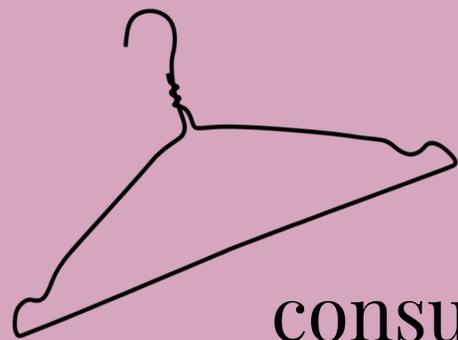


How are smaller fashion brands torn between adhering to economic pressures and social trends?

The fashion industry has left a monumental environmental footprint and has been one of largest culprits of unethical labor practices. It is important to weigh the costs of each decision a fashion brand makes and encourage both businesses and consumers to make the best choice that benefits themselves, the other party, the environment, and society as a whole. This project will take into account both the consumer and business perspective to present an unbiased evaluation of the fashion industry through production expectations (fabrics and labor practices) and buying expectations (prices and sizes). Its purpose is to promote compromise and provide sufficient reasoning for both sides to consider when buying/producing.



consumer perspective:

- Send out a survey to people of different ages/genders
- Evaluate their consumption behaviors and their knowledge on the fashion industry's environmental and social impacts

Data:



business perspective:

- compare 2-4 fashion brands; half fast fashion, the other high-end
- evaluate fabrics used, lifespan of clothes, production conditions, prices, size availability, etc.

