

Haven Stetor

Dr. Bhagat

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Fashion Forward

My sustainable service is called *Fashion Forward*. *Fashion Forward* is a company that upcycles old clothing into a new and trendy piece. This company would make the fashion industry much more sustainable by preventing people from throwing away pieces in their closet that are out of style or damaged. Due to the increase in fast fashion over the past few years, 66% of unwanted clothing is sent to the landfills every year. Only 15% of clothing is recycled. *Fashion Forward* offers people an easy and accessible way to recycle their clothing, and they receive a customized one-of-a-kind piece as a result.

Fashion Forward provides one-on-one service to ensure that the customer is satisfied and receives a product that they will wear for years to come. First, the customer must go to the website and submit a form giving information such as measurements, timeframe, a photograph of the clothing piece, and what kind of piece they would like the seamstress to create. Once the form is reviewed, one of the on-site seamstresses will reach out to the customer and set up a meeting through Zoom or in-person. During this meeting, the customer will bring their piece and the seamstress will work with the client to create a realistic design for the client's timeframe and budget.

Since each piece is unique to the client, the pricing will be individually determined depending on the material of the clothing and time needed to complete the design. The required consultation will be free, as it is just to determine whether the client will be eligible for the

service. Due to it being a service, tips will be accepted if the client is satisfied with their experience with the seamstress after the finished product is received.

Fashion Forward's target audience would be females in Generation Z (people born between 1997-2012). The best way to market to this generation would be through social media. By utilizing social media by making a TikTok account that partakes in trends, creating an aesthetically pleasing Instagram page, and paying for ad space on Pinterest, *Fashion Forward* will be able to reach their target audience and gain traction.



These images are examples of the type of work that *Fashion Forward* will create. They show before and after pictures of old clothing pieces transformed into new and trendy articles of clothing.