



Fashion Vs. The Environment

Project Overview:

- Researched information & facts
- Designed Website
- 10 Blog Posts
- Designed Banners for each post
- Made Instagram Story design/posted
- WCBT Instagram Posted

Blog Post Topics:

1. Welcome/Informational
2. Donating Clothing
3. What it means for a company to be sustainable
4. Do It Yourself (DIY)
5. Makeup Sustainability (featuring Erin White)
6. Sustainability Gift Guide
7. My upcycle Project
8. Sustainable bags
9. Empowering women
10. Greenwashing

Sacred Heart University:

- Use the resources we already have to make changes on our campus
- Raise awareness on campus
- Add classes /majors/ minors / Certifications
- Pratt, Parsons, Flt: SHU's fashion programs competitors-all have classes or majors/minors in sustainability

Gen Z's Priorities

Forbes Article "Sustainable Retail: How Gen Z is leading the Pack"

- Millennial's: 73% are willing to pay more for sustainable goods
- 54% of Gen Z is willing to pay up to 10% more for sustainable items
 - 50% of Millennials