

Q. Have we even asked ourselves, what happens to the unsold clothing?

Q. Environmental impact of constantly overhauling our wardrobe to keep up with the trends?

Solution
who is the problem for?

Our health, our planet & our garment workers.

- Age group - ?
- Where do they live?

Research Problem

excess production of clothes
Need to buy new clothes

Product

- Repeating same garment

Why is this a relevant issue to investigate?

- textile industry is world's second - worst polluter.

- short cycles - trends

What socio-cultural factors shape the problem?

Q. Are women willing to shrink down their wardrobe size & purchase colour changing clothes?

How will you address the problem?
Design solution