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Context

The fashion industry stands as one of the largest and most influential sectors worldwide, however, behind the glamor of the runway lies a complex web of production processes that significantly impact the environment.

From the cultivation of raw materials to manufacturing, distribution, and disposal, every stage of the fashion supply chain exacts a toll on the planet. Moreover, the rise of fast fashion, characterized by rapid turnover and low-cost production, has multiplied issues of waste and resource depletion.

“Sustainable Me in Fashion” is an interactive tool designed to spark discussion and awareness about fashion industry environmental impact, to reflect upon our daily habits connected to fashion as well as foster sustainable fashion practices and behavioral patterns. We believe that each of us can- with simple actions presented in this cards- contribute to circularity and tackle climate change.

The set contains a series of illustrated cards with statements related to sustainable fashion choices. These cards are intended to be used in group settings or pairs to encourage reflection and dialogue. They can “be played” individually as well.

SUSTAINABLE ME IN FASHION

instruction card



How to play (in a pair or in a group)

You have a set of 35 cards. Each card has a statement connected to sustainable behavior in terms of fashion. Read each statement and think under which category it would go for.

“Its Me”

“It Could be Me”

“I am not there yet”

Discuss on the way what is the reason behind your choices, what are the challenges and barriers for some practices.

If you decide to take an individual journey

You have a set of 35 cards. Each card has a statement connected to sustainable behavior in terms of fashion. Read each statement and think under which category it would go for.

“Its Me”

“It Could be Me”

“I am not there yet”

Reflect what is the reason behind your choices, what are the challenges and barriers for some practices.

Check your results!

Once you /if you play in pair or in a group, the others too /put all cards under these categories, do a simple math!

How many cards do you have under each category?

Move forward!

Look at the statements you put under “It Could be me”. Which ones seem to you easier to do?

Make a commitment

Pick from your “It Could be me” list up to 3 actions.

How? Describe your steps to reach it.

When? Try to think when it is realistic for you to complete this commitment.

Share the progress

Who? Chose a person whom you’d like to share your results with.

Re-Reflect

You can always play again and see what has been changed in your choices. Why did they change or how, would you like to continue to challenge yourself with new tasks?

As you see it is a circle of making sustainable choices again and again!

