



# Fashion NEXT

1/2 Presentation

# Team



**Ariel He**  
Producer



**Luka Liu**  
Solo Programmer



**Brenda Bakker Harger**  
Instructor



**Jinkun Chen**  
Lead Artist



**Marie Leung**  
Experience Designer



**Abigail Zhu**  
UI designer



**Charles Johnson**  
Instructor



**Erik Lindvall**  
Subject Matter Expert

# Project Background

**The fashion industry produces about 10 percent of annual global carbon emissions, which is more than all maritime shipping and international flights combined.** *Zurich Insurance Group*

On average, it releases 10% of worldwide greenhouse gas emissions annually.  
*ACE Action For The Climate Emergency*



# Project Goal

We are making an interactive installation that encourages people to make sustainable fashion choices.

# What are sustainable fashion choices?



Material



Saves water



Biodegradable

# Do people realize & care?



Where?

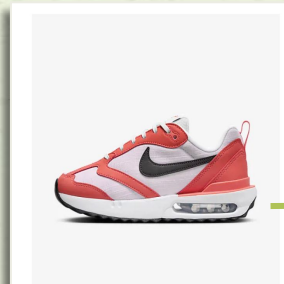


Meaning?

75% of consumers

Website

No introduction



Sustainable Materials

\$92.97 \$115

19% off



Brands that have a sustainable line

# Barriers



**Fashion/Shopping  
Preference**



Cannot be changed



**Price**



Can't change  
But can explain



**Understanding  
Sustainability**



Can Change

# Transformational Goals

- Guests are able to understand what “sustainable” means on a specific piece of clothing
- Guests can match themselves to a suitable and sustainable fashion choice
- Guests understand why this product is more expensive



# Metrics Matrix

- Design
- Playtest & Iteration
- Educating Guests

# Core Experience



ONBOARDING

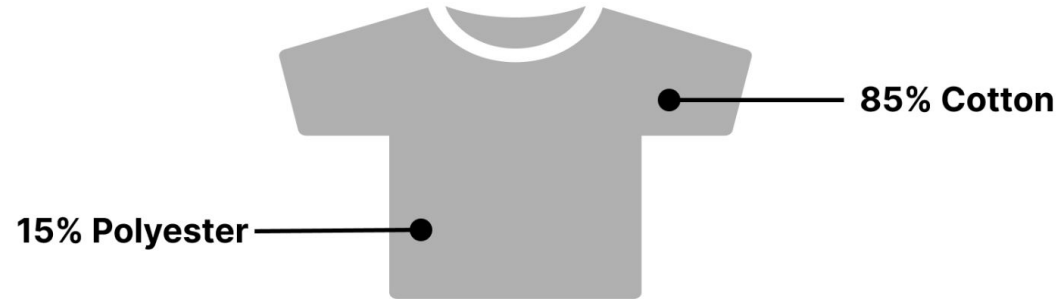
CORE EXPERIENCE

VISUALIZATION

TAKEAWAYS

# Viz - Materials

**This piece is made of ...**



ONBOARDING

CORE EXPERIENCE

VISUALIZATION

TAKEAWAYS

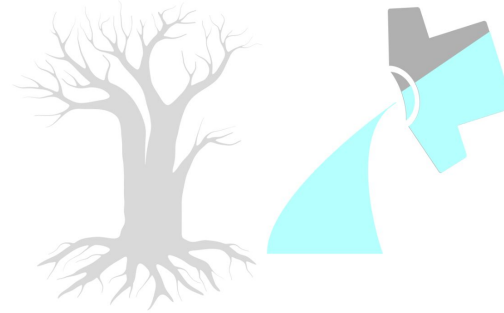
# Viz

## Water Saved

This piece used air dyeing technique



If you give these water to trees...



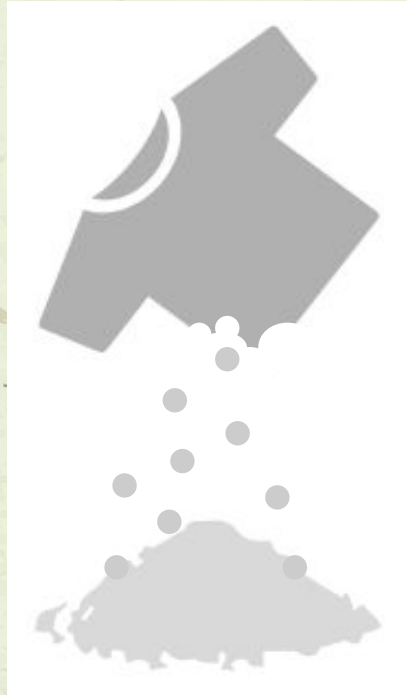
ONBOARDING

CORE EXPERIENCE

VISUALIZATION

TAKEAWAYS

# Viz - Biodegradation



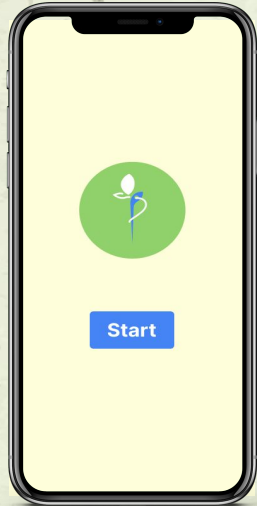
ONBOARDING

CORE EXPERIENCE

VISUALIZATION

TAKEAWAYS

# Experience



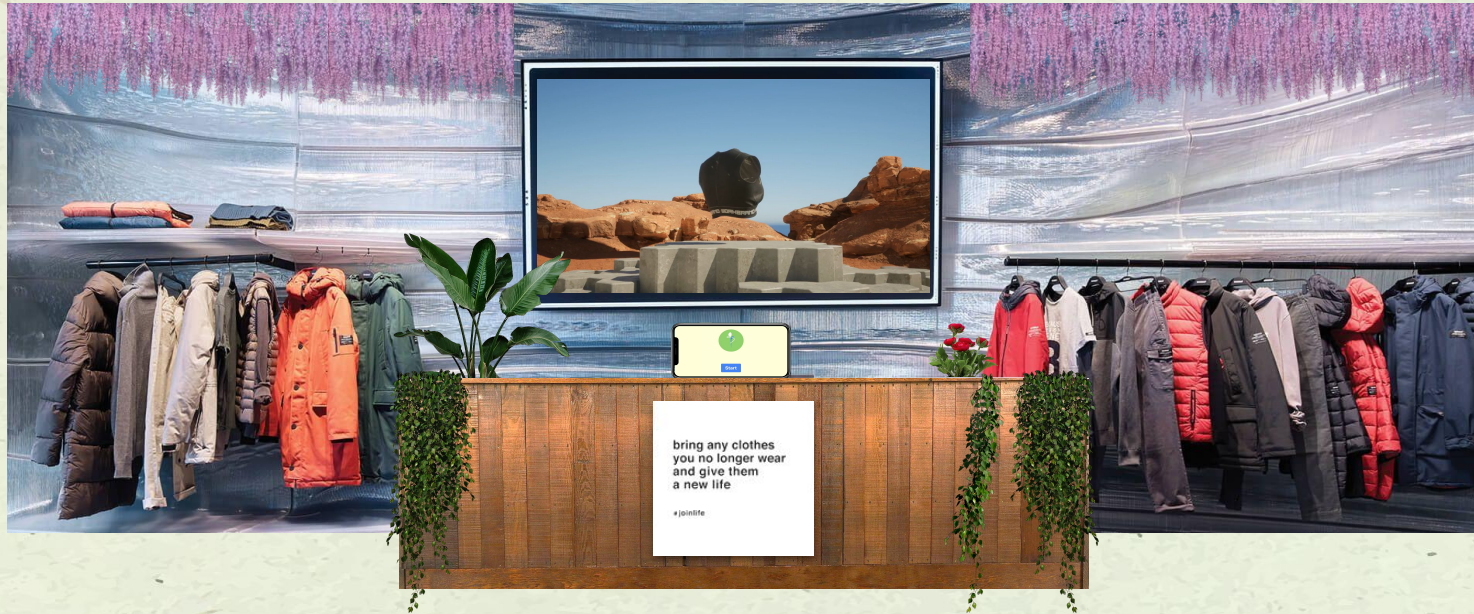
ONBOARDING

CORE EXPERIENCE

VISUALIZATION

TAKEAWAYS

# Experience



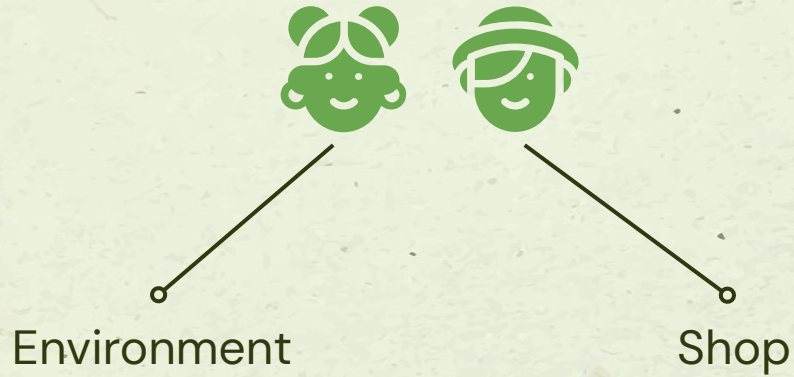
ONBOARDING

CORE EXPERIENCE

VISUALIZATION

TAKEAWAYS

# Target Audience



- young adults 21-35 with disposable income
- wanting to splurge a little on fashionable brand-name items
- interested in helping the environment, but usually doesn't



# Target Audience



# Target Audience



**Belief**



**Behavior**



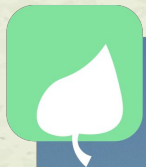
# Visualization

# Environment Art

In the kiosk, the product will be displayed on a platform, as we showcase different sustainable attributes, the surrounding environment will change in real time.



# UI Elements



**8.5 DAYS**

of a mature tree's water transpiration.

**3 WEEKS**

of a new planted tree watering consumption.

**FACILE SANS**  
Poppins



**84% COTTON**

Unlike petroleum-based synthetic fibers: cotton is a renewable resource.

**16% PVA**

A new tech synthetic fabric which is less toxic when it comes to chemical production processes.



**8.5 DAYS**

of a mature tree's water transpiration.

**3 WEEKS**

of a new planted tree watering consumption.

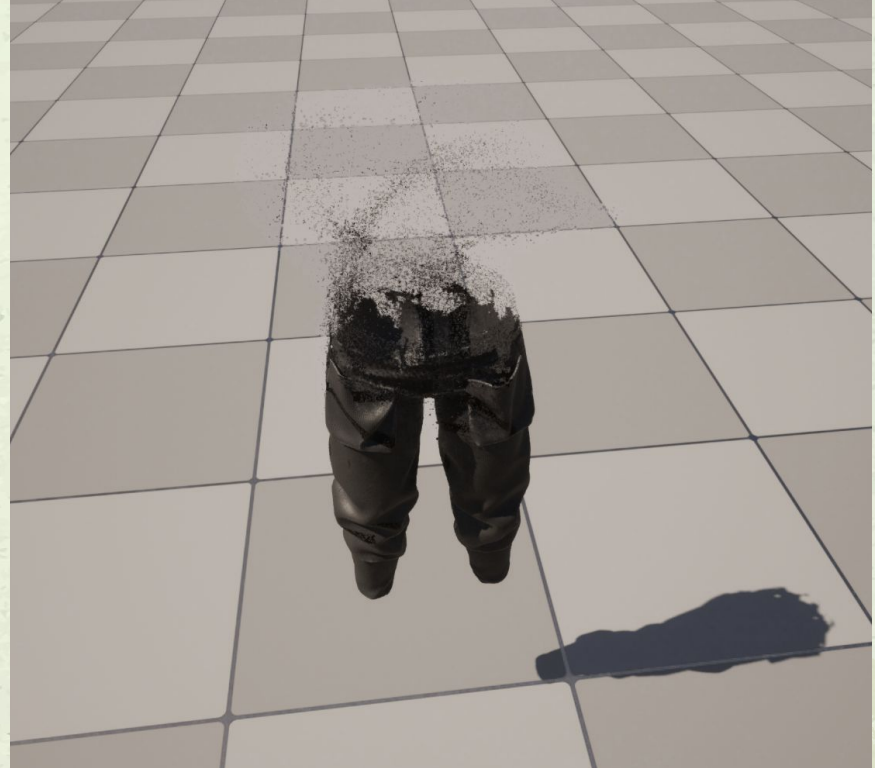
**75% LESS WATER**

Cotton from precision agriculture farms, only consumed 675L water, 75% less than traditional farms.



# VFX Visualization

In addition to textual information, visual effects are used to convey the sustainable attributes of products, which helps consumers better understand.



# Tech

- We use ZXing library to decode QR code which is captured by camera.
- Communicate android devices and desktop through LAN



# Takeaways – What have we learned so far?

**Sustainability is a broad topic!**

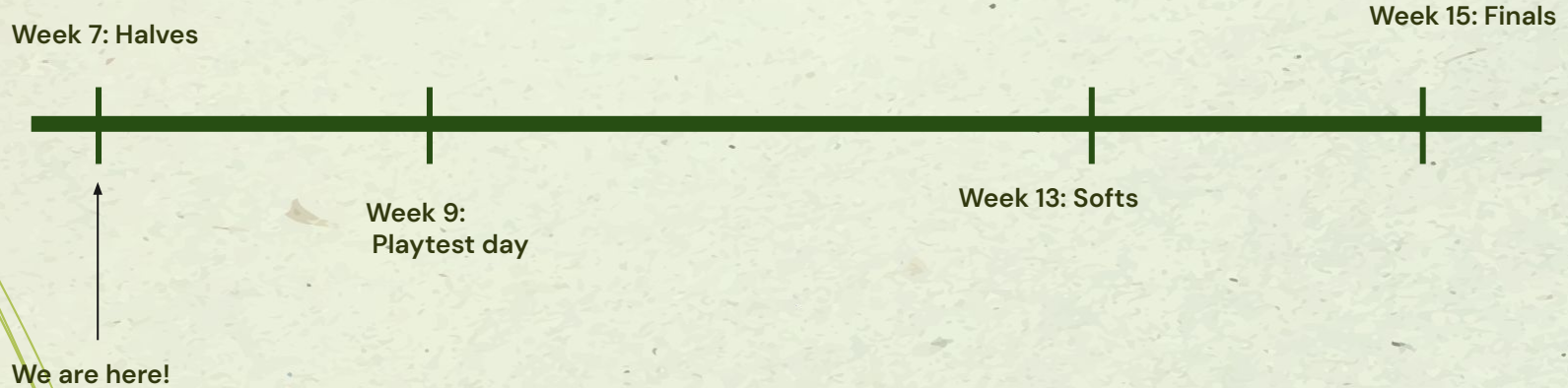
- 1. Target audience**
- 2. Transformational barriers**
- 3. Modularity**



# Deliverable

1. A convincing visualization
2. Two experience models using modular approach
3. Playtest results

# Next Steps



1. Internal playtest for experience flow
2. External playtest for usability and transformational aspect

# Special Thanks

**Jesse Schell  
Dave Culyba  
Jonathan Walton  
Elaine Fath  
Pavan Paravasthu**

**Thanks**



# Summary

We are making an interactive installation that encourages people to make sustainable fashion choices.

# Challenges

1. How to know we have a good solution?
2. Where to install?

# Research and Discovery

1. Upcycling
2. Evaluation tool based on sustainability
3. Circular fashion