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Fashion Marketing and Retail Design

sustainability
Considered Fashion Award

Supporting Statement

Tech Boutique is a new concept in response to the un-sustainable and un-ethical impact that the fashion industry has had on the environment. This is a digital, innovative service, that enables customers to try clothes on virtually in-store and purchased on a made to order basis. Using sustainable and ethical suppliers within the supply chain. All suppliers are UK based and the packaging is made from sustainable materials and can also be recycled. This is to eliminate the following issues, such as mass production and the amount of waste that is produced as a result, replacing unsustainable materials, replacing fossil fuel generated energy with green energy, to eliminate the unfairness and poor treatment of workers and to reduce the amount of packaging that gets wasted and as a result pollutes the enviroment and wildlife.

The suppliers within the supply chain of the service use sustainable and ethical products and green energy sources to produce their garments. This is to reduce the amount of CO2 that is produced when shipping and producing garments. In addition, the suppliers also have ethical policies in place, to ensure workers have safe and healthy working conditions.

Having ordered their products in-store, the customer's order is then produced in the UK and delivered to their home address. The delivery is packaged in recycled packaging, which can be used as a circular reuse. This is to reduce the amount of plastic used and the amount of packaging wasted.

The Fashion industry and waste

Annually around 12.8M tons of clothing goes to landfill. The fashion industry is responsible for up to:
10% of global CO2 emissions,
11% of pesticides used,
20% of the world's industrial wastewater,
24% of insecticides, (Kochar.S, 2020).

CURRENT METHOD

Newlife - Recycles clothing from retail stores that have been sent back from customers, in order to help companies achieve their environmental and social responsibilities. All of the clothing is then put into Newlife stores for the general public to buy. These stores are located around the United Kingdom and the money from the garments sold, goes to disabled children and their families.

However, Tech Boutique's aim is to eliminate returned garments, by getting customers to virtually try products on first and therefore, Tech Boutique can make garments which are made to order only, instead of being mass produced. In turn benefitting the environment, reducing production costs, eliminating mass production; whilst still maintaining affordability.

Following on from this, Tech Boutique's app and innovative, technological booth reduces irresponsible buying by the consumer. By the customer having the app, they can personalise their garment in advance and the booth enables them to try the products on virtually, ensuring the garment is the correct size and fit. It is necessary for customers to go into store to try the clothes on virtually, before they can make a purchase. As the garments have been personalised they will not be able to be sent back, unless they are faulty. Resulting in reducing the amount of returns and eliminating the need of mass producing clothes, which is unsustainable.
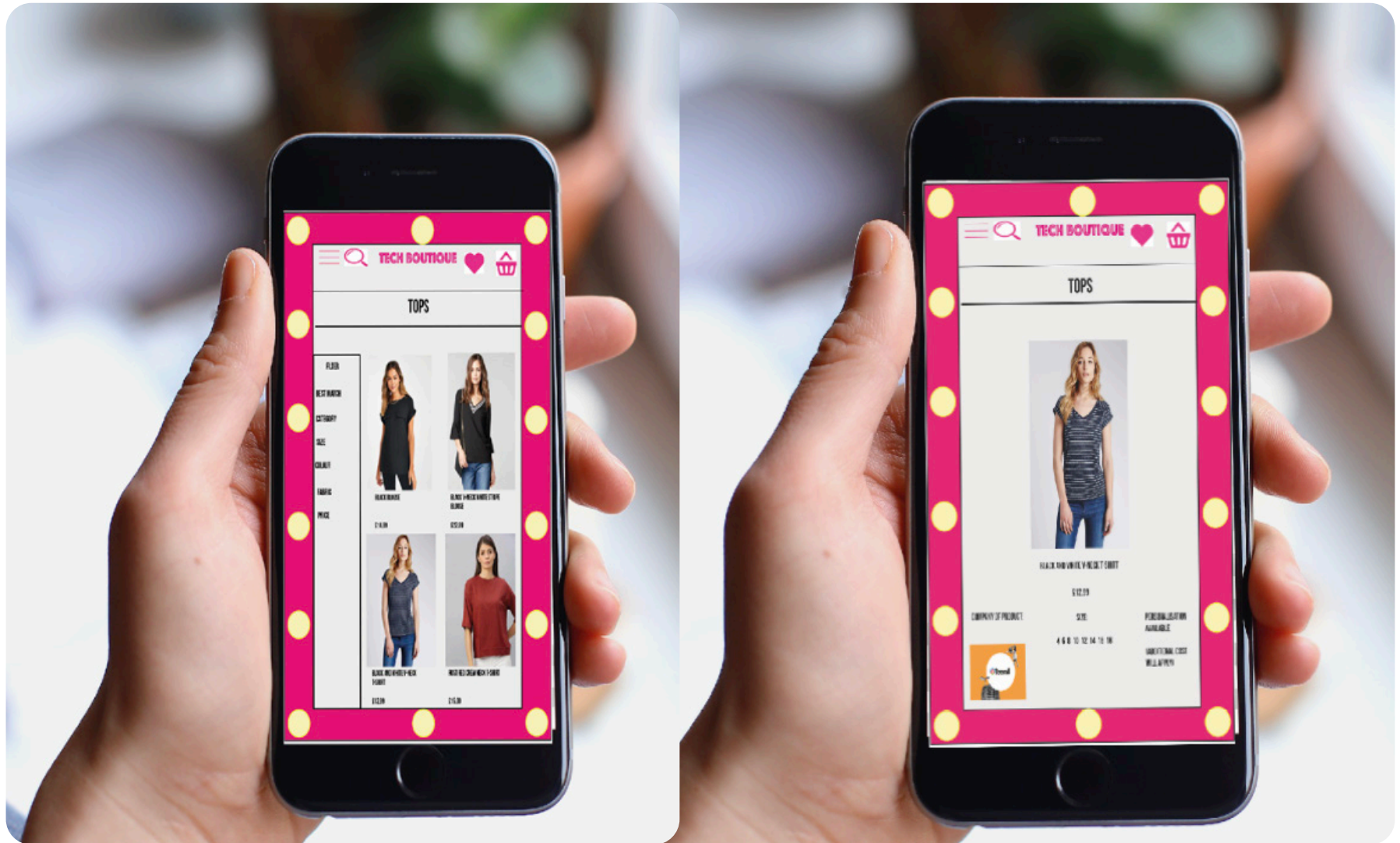

NEWLIFE SUPERSTORE   NEWLIFE AT HOME
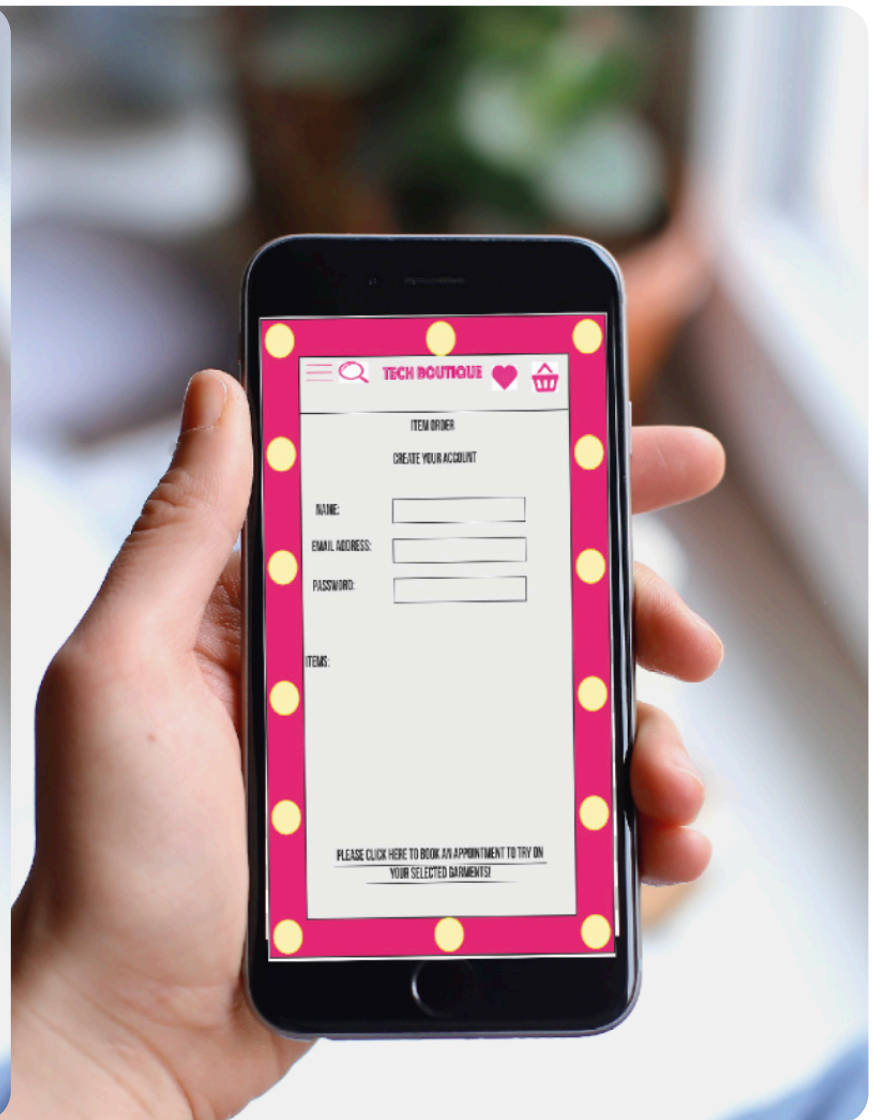
CONCEPT FOR NEW IDEA

THE PROCESS
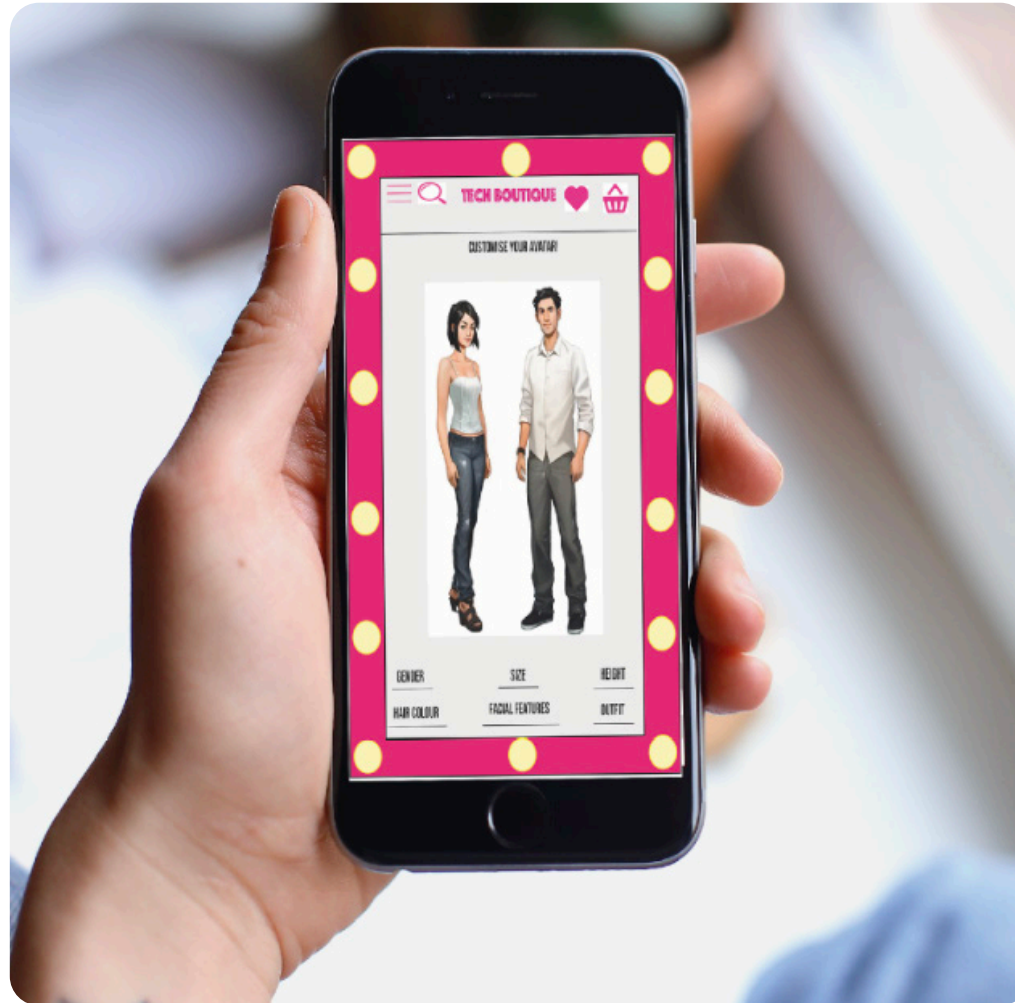
Download the Tech Boutique app.

Pick garments from Tech Boutique's supply chain and have the option to personalise them.
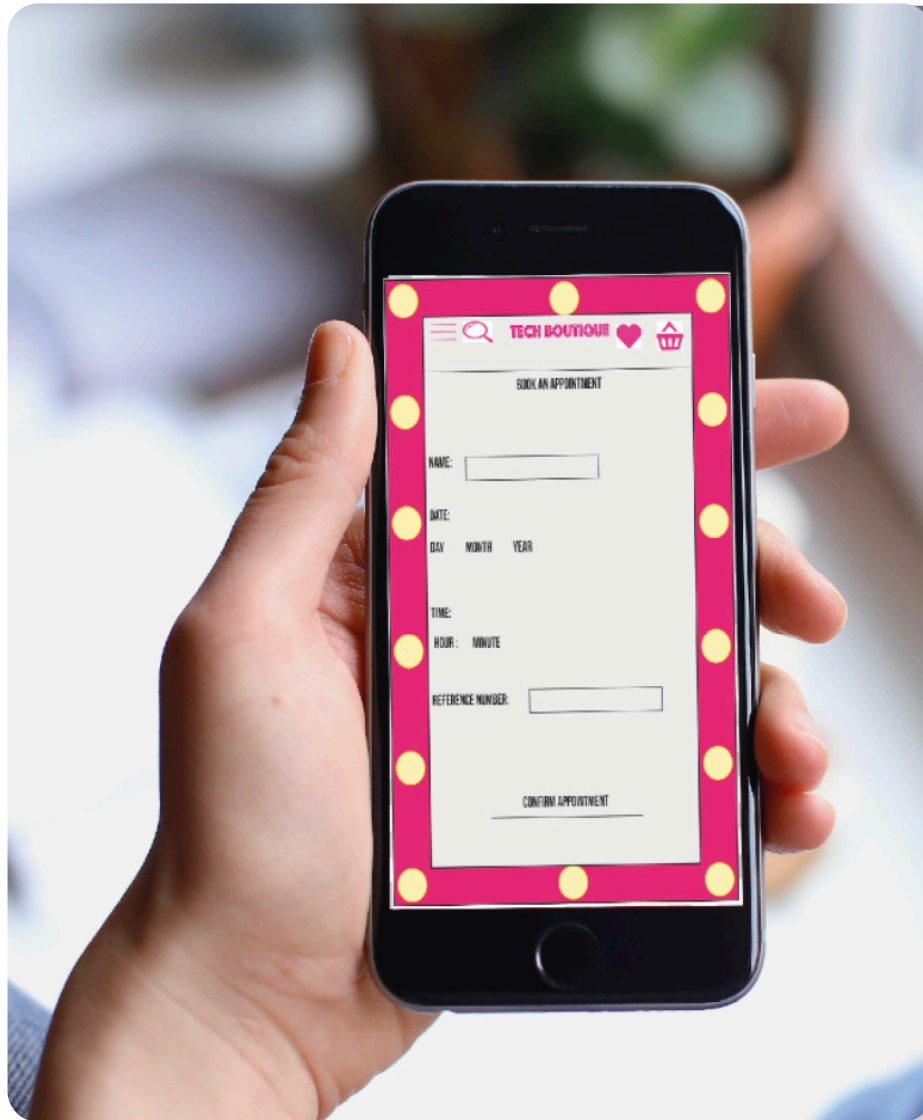
Book an appointment to try garments on and pay for them in-store.
Customers will not be able to purchase the garments using the app.
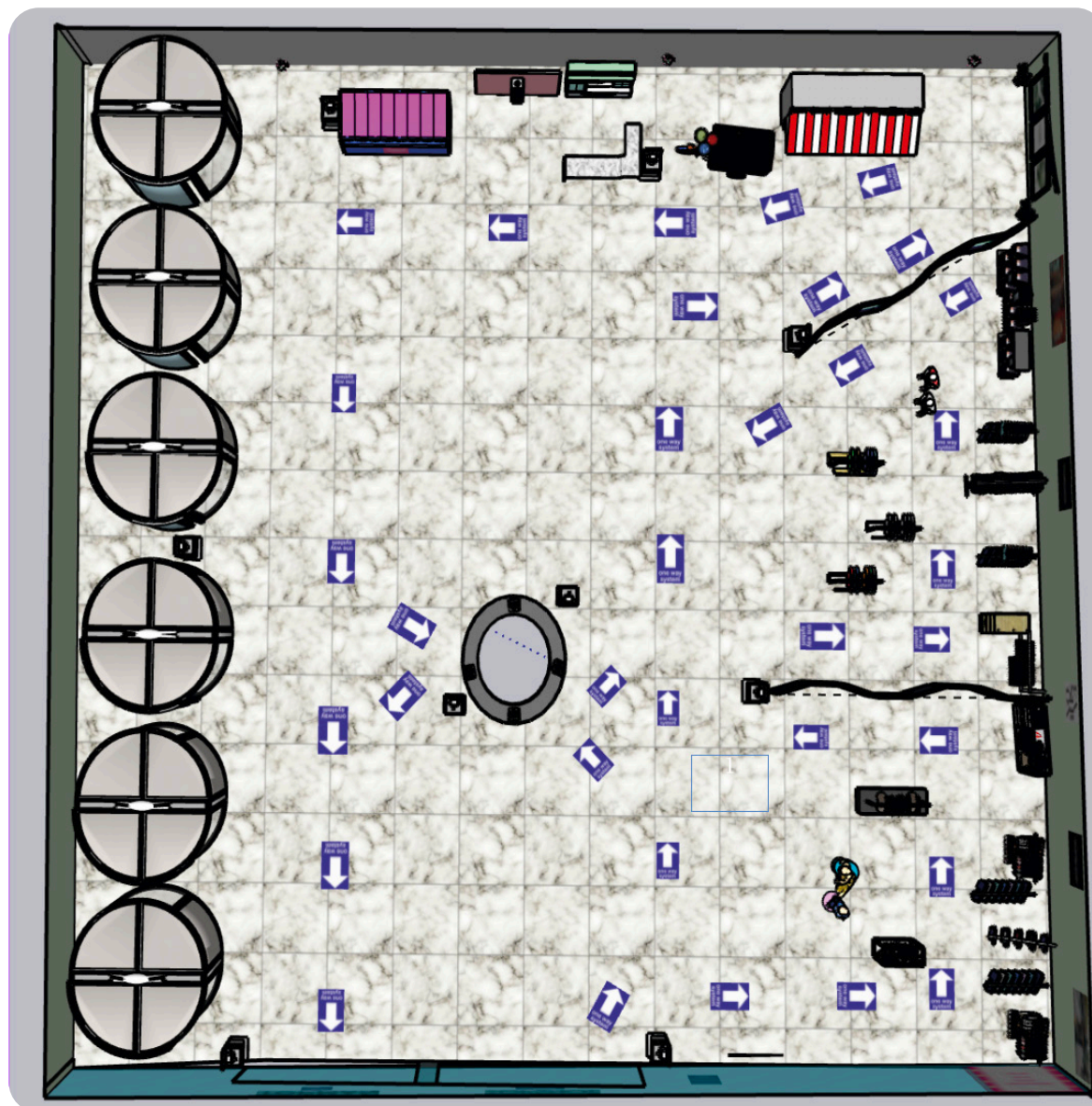
Visit the store on the day of appointment.
The store has been designed to allow access for all customers.

There are sustainable interactive activities for customers to engage with in-store.
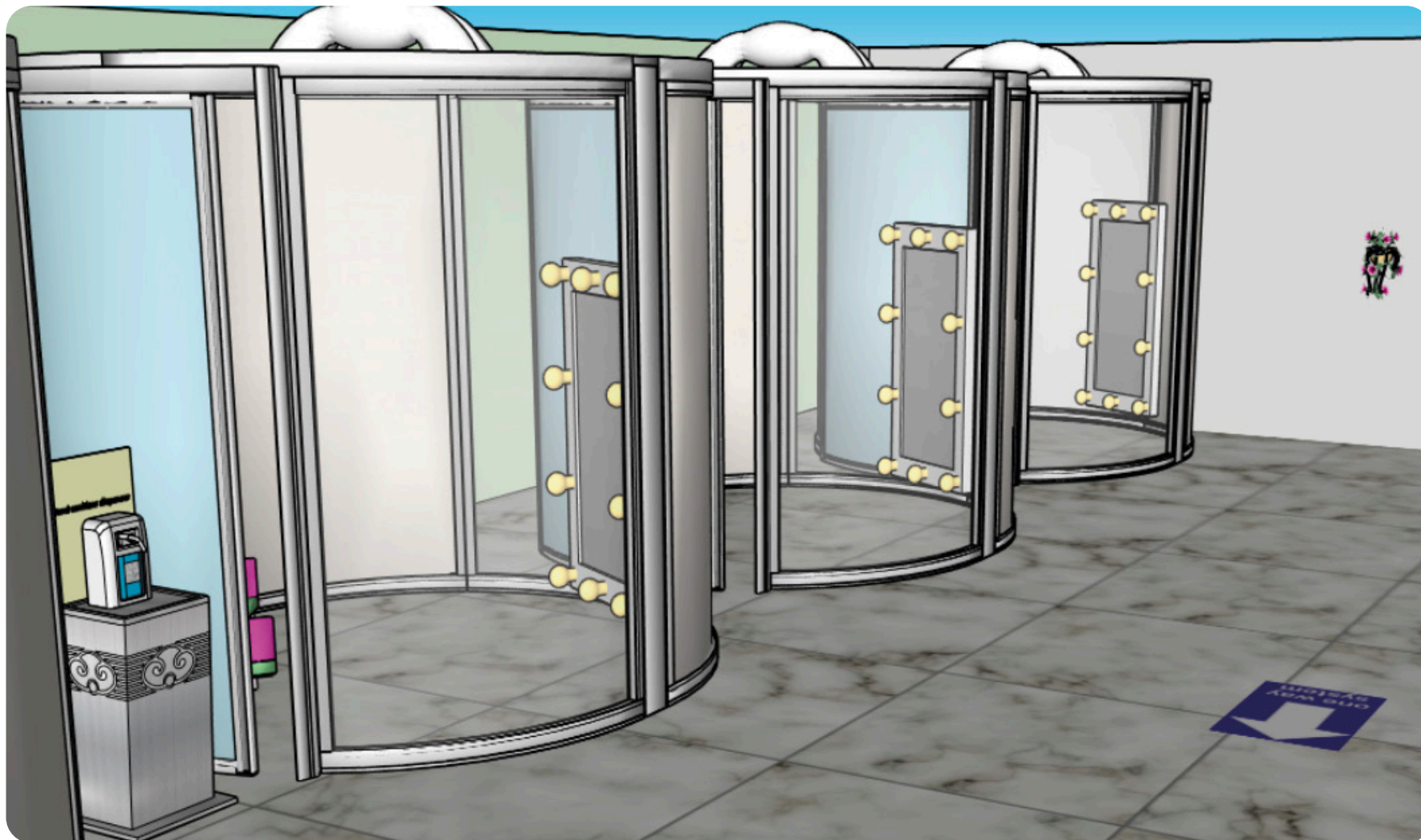
These interactive, technological booths, are where customers can try garments on and pay for them.

Through the mirror the customer will be able to pay for the garments and arrange for them to be delivered to their home address.

SUSTAINABLE AND ETHICAL SUPPLY CHAIN FOR TECH BOUTIQUE

Garments in the Tech Boutique range are manufactured in the UK, using a sustainable supply chain. The main aim is to reduce the negative environmental impact that fast fashion has had on the increasing production of waste.

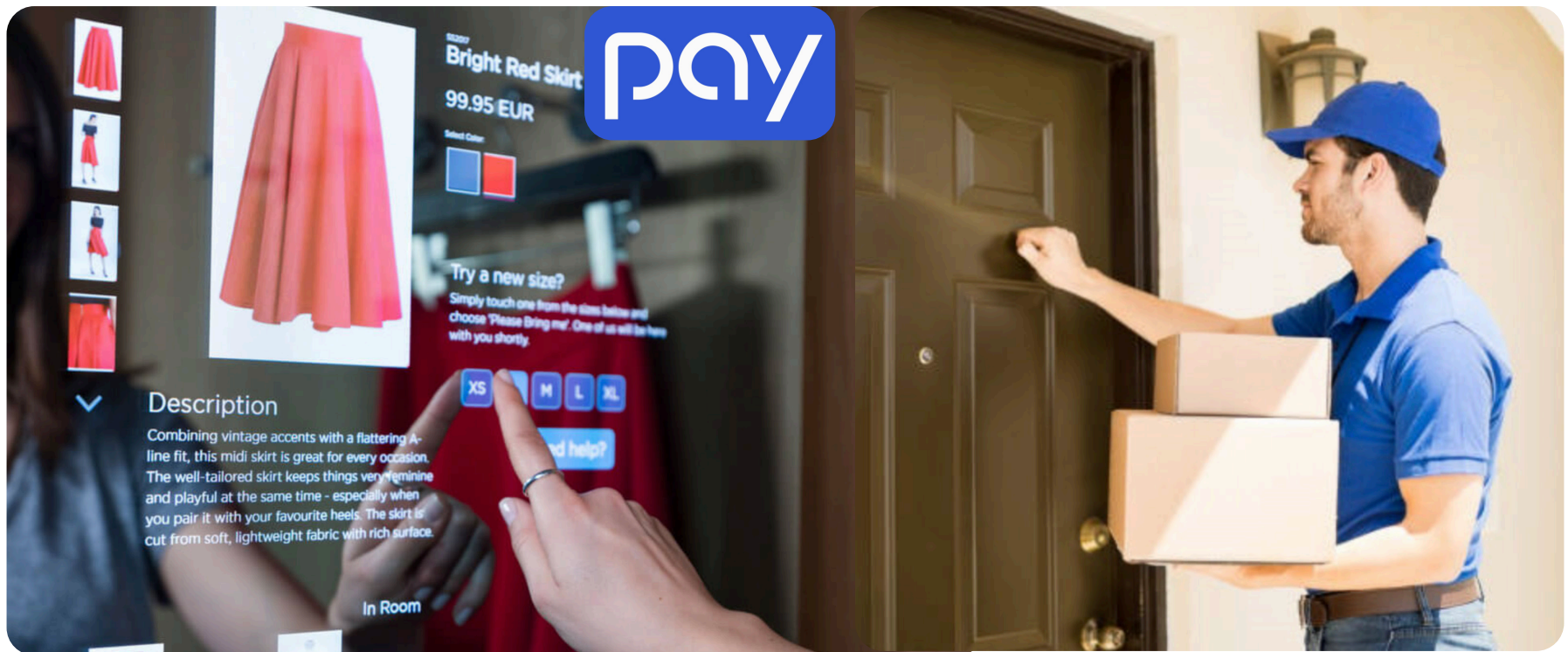teemill: A t-shirt only company that owns a solar farm in the UK, to power the machinery that prints on the t-shirts. Initially the plain t shirts are made using organic cotton produced by a north Indian company which owns two wind farms to power their machinery. Once made, the t shirts are shipped to the UK, printed on and then distributed to customers using plastic free packaging.

PANGAIA: A company based in the UK, that uses bio-engineered materials. Their products are made from 'bio-based, recycled fibres and materials'. They also use natural dyes from natural sources.

ADKN: A company based in the UK and all of ADKN's products are 100% eco-friendly, with garments made from natural or organic materials or made from 100% recycled plastic bottles. The company itself has 'strict ethical and environmental standards'. They have previously been involved with fashion projects.

Ethical clothing company: A family run company based in the UK, uses a selection of sustainable and recycled fabrics to make their products. In order to reduce their carbon footprint, some of their fabrics are locally dyed. They are also used to working with high street retailers.

Made to Order

MADE IN UK
MADE IN UK

THINK GREEN

SUSTAINABLE PACKAGING

This is the packaging that the customers' orders will arrive in. There is a handle on the top of the parcel, so that it can be carried by the delivery driver and given to the customer easily.

SUSTAINABILITY OF TECH BOUTIQUE

What they do:

The benefits of this for the environment:

Sustainable companies

Use sustainable Cotton,
bio-engineered materials,
natural dyes,
recycled materials

Clothes can be recycled or when disposed of will biodegrade.

Producing the clothes will not use hazardous chemicals or use large amounts of water, reducing the harmful impact on the environment.

UK based companies (use less fossil fuels than shipping from abroad)

Reduces the harmful environmental impact that burning fossil fuels for fuel for aeroplanes and ships has.

Use green/renewable energy ie. solar power

Using green energy does not harm the environment and has a continual re-use.

Use plastic free packaging

Reduces the amount of plastic that ends up in oceans and other places. In addition, it reduces the amount of plastic that clogs up the drains in towns and cities and reduces the amount of plastic litter in areas.

Reduces polluting the air, water and soil with toxins.

Helps to reduce the risk of harming wildlife.

Not all plastics are biodegradeable or can be recycled and plastic that can not do either of these things will last forever.