

end the trend.

depop

the problem:

fast fashion

Fast fashion has led to a significant waste issue in Chile, particularly in the Atacama Desert, now a dumping ground for discarded clothing. Chile imports vast amounts of secondhand and unsold clothes from the global fashion industry, much of which ends up in landfills due to poor quality or lack of demand, contributing to environmental pollution, as synthetic fabrics take decades to decompose and release harmful chemicals into the soil and air. The fast fashion industry's emphasis on cheap, disposable clothing exacerbates this cycle of waste, impacting both the environment and local communities.

Chile

explore our new collection on the depop app.



Click the *end the trend.* tab to shop online!



Push notifications to people with the Depop app, Instagram, TikTok and Snapchat video ads, and outdoor advertisements in large cities will bring awareness to society about how to give back with Depop.



Pop up shops in large cities will sell recycled clothes from the *end the trend* collection. Each purchase will come with a brochure explaining the problem of fast fashion and the devastating consequences if humanity does not work towards a solution.

the solution:

depop

Our solution is to recycle used and unwanted clothing through mechanical recycling. We will use the recycled clothes to create yarn that will be used to craft basic clothing items and blankets to be bought online at Depop. With each purchase the customer will also receive a brochure educating them on the effects of fast fashion and the devastating consequences if humanity does not work towards a solution. In addition, the items will also be donated to those living in poverty in the coldest parts of Chile. We personalize the experience by recruiting Chilean locals to create yarn and Depop accounts to sell the items locally in Chile.

Aside from the proceed donations, we will also be donating upcycled blankets, gloves, and socks to Chileans to help bare the cold winters.

50% of our proceeds will be donated to textile workers in Chile

14

years of drought with modern fibers

741

deserted acres in Chile are covered in wasted clothing

66,000

tons of unused clothing are dumped in Chile every year

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