

Abstract: The purpose of this research is to visually display the relationship between sustainability and fashion. Combining the two, and using tools that can upcycle, and recycle the amount of apparel waste, can educate the audience on how to be sustainable in all aspects of their daily living. It is important to take an open approach to sustainability and investigate all perspectives. Creating this infographic will help the target audience digest the information that is displayed. It is proven visual aids, and infographics allow a better retain of knowledge. In doing so, the goal of this study is for the audience to understand the impact of sustainability and what we as consumers can do to help.

Fashion and sustainability are two topics that are often not next to each other. However, this innovative approach will show how the clothing on our backs can affect us more than we think. My secondary sources of research will influence the audience and show both the long term and short term effects of clothing waste. This narrative infographic will tell the story of green fashion.

Research Questions:

1. How can we create a zero-waste model for apparel recycling?

This topic explores what a zero-waste model looks like, and how we can incorporate fashion. What is green fashion, and how can we be proactive and explore alternatives ways to reduce our waste.

2. How can we measure the waste that is created from the fashion industry?

This question investigates how we can quantifiably find out how much waste is created in the fashion industry each year. Finding these statistics will help this narrative infographic. As it will show real data, that can directly relate and connect to consumers.

3. What is sustainable fashion?

The purpose of this question is to define sustainable fashion, and answer who is affected, what is sustainable fashion, when was it established, where is it taking us, and how can we help?

4. What happens to clothes once you're done wearing/using them?

The purpose of this, is to solve the question we all seem to wonder. What happens when we discard our clothing? This directly asks consumers, what are they doing and how are they affecting this problem.

Where will I obtain data?

I will be obtaining information through primary sources including Tash Lewis, a professor in the department of Fiber Sciences, at Cornell University. I will also be using data from Google Scholar, and supported documents.

Research Sources:

<http://www.tandfonline.com/doi/full/10.1080/17543266.2016.1263364>

Other sources are PDF, and available upon request