



# UpCycle



Solving unethical fabric sourcing in the fast fashion industry to help promote sustainability. UpCycle will bridge the gap between the company that wants to make a change and the consumer who doesn't know where to start.

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**Steven Carbajal**

# Problem

The fashion industry is the **second-largest** polluter in the world. This generations' fast fashion trends severely damage the environment and the resources we depend on. UpCycle will partner with brands and consumers to create an ethical and sustainable system for fabric sourcing.



## 01

20% of industrial water pollution comes from textiles treatment and dying.



## 02

190,000 tons of textile microplastic fibers end up in the oceans every year.



## 03

Only around 15% of our clothing is recycled or donated.

**Source:** Sustain Your Style, "Fashion's Environmental Impact" by Mathilde Charpail 2017  
Forbes, "The Big Issues Facing Fashion in 2019"





# How Can UpCycle Help?

UpCycle is an app that promotes sustainability in fashion. It acts as the middleman, helping consumers find the best way to clear out their closet through our brand partners. Instead of throwing away outdated pieces, users can UpCycle with our app, creating an ethical source for companies that are trying to become environmentally friendly.

## How does it work?

### 01

Don't know what to do with your old clothing? Download UpCycle to find brand partners that are willing to help.

### 02

Once you have brought in your clothing to our partnered stores, you will receive points on the UpCycle app by scanning your receipt.

### 03

When you have received enough points you are eligible to redeem cash back or gift card rewards!

**Source:** Sustain Your Style, "Fashion's Environmental Impact" by Mathilde Charpail 2017  
Forbes, "The Big Issues Facing Fashion in 2019"



# Why brands are **willing** to join?

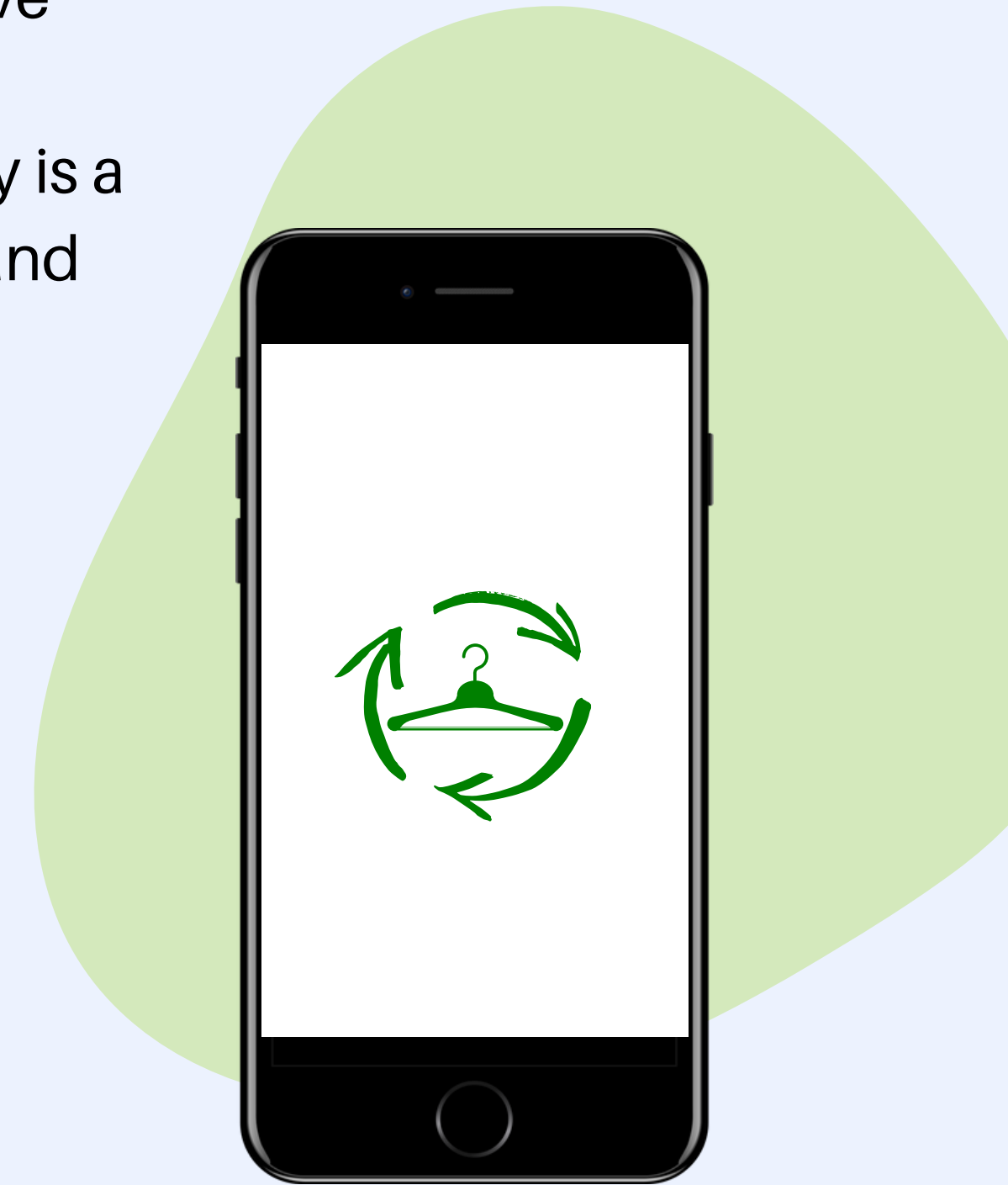
Brand image ties into brand equity. Overall, this need to maintain a positive image is an incentive for brands to join the UpCycle network. The latest generations of consumers want brands to stand for a cause. Sustainability is a cause that is now at the forefront because of worsening climate change and global warming.

Here are some **key purchasing drivers**:

**73% of millennials are willing to pay more for sustainable brands**

**58% are more likely to buy from a company known for being environmentally friendly**

**53% are willing to buy a product from a company known for its commitment to the community**



**Source:** Nielsen, "The Sustainability Imperative," 2015



# Whats Next?

After app users donate their clothing and receive their rewards, UpCycle will help them figure out how to build their new closet moving forward. The app will provide users with **tips** on where to shop, what pieces to buy, and how to remain fashion-forward while remaining environmentally conscious.

Tips Include:

**01**

Choose fibers with low water consumption such as linen, recycled fibers, etc.

**02**

Buy less, and instead invest in better quality clothing that will last longer.

**03**

Purchasing from sustainable brands, like H&M that reuse materials.

**Source:** Sustain Your Style, "Fashion's Environmental Impact" by Mathilde Charpail 2017







# Thank You

Steven Carbajal