

patch

closet: sustainable, outfit: impeccable

# PROBLEM & SOLUTION



Teens and young adults tend to be far more environmentally conscious than their parents' generation. At the same time, they feel **pressure from their peers and social media to keep up with trends by participating in fast fashion**, buying pieces they don't use for long. Sure, they could practice more sustainable shopping habits like sharing clothes, thrifting, or being more purposeful in designing their wardrobe....but **that's hard**.

**Patch makes it easy.**

By exploring different modes of sustainable clothes ownership, patch helps you **find what works** on a personal scale **without sacrificing trendiness**. You can trade, sell, buy, and thrift to make keeping up with trends sustainable. Patch also helps you be more mindful about your clothing and shopping by providing a system for tracking wear and making smarter purchases.



# OUR TASKS



**Simple:** Figure out what you have, what you need & don't need, and what to do with it (keep, trade, sell, donate, refurbish, recycle)



**Medium:** (due to ongoing nature): Track current use of pieces



**Medium:** Acquire new pieces sustainably that will bring long-term value



**Complex:** Learn how to style what you have to incorporate trends / develop a personal style

