hype*beasts

for sustainability

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our team

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problem space: fashion & sustainability

We began with a curiosity about how **adolescents and young adults** navigate contradicting messages when making fashion choices...

Aspirational messages about being eco-friendly and being **the generation** that does something about climate change

The **pressure to follow trends** and find oneself through clothes

additional needfinding

We wanted to talk with 3 more users to learn more about:

> Family relationships & values around sustainability

> Experts our age in sustainable fashion

Based on these criteria

We conducted three further interviews, with takeaways in the following POVs.

revised point of view: chase

we met...
Chase, a **19 year-old fashion design student** in college, well-versed in secondhand and resale of clothes.

we were surprised to discover that…
that at his age, he is thinking about getting **pieces of clothing that he will wear forever**.

it would be game-changing to...
reframe fashion as a **high-stakes** and **long-term** game of **strategic choices**.

revised point of view: ellie

we met...
Ellie, **a recent PD grad and the Co-Founder and CEO of Oddli**, a sustainable fashion company.

we were surprised to discover that…
while most of Oddli's online audience consists of adolescents, **many of her customers are mothers** buying pieces as gifts for their daughters.

it would be game-changing to...
build a bridge between **sustainable shopping** and **gift-giving**.

revised point of view: sohely

we met...
a **mother of 3 sustainability-minded teenagers** with differing fashion priorities.

we were surprised to discover that…
her **16-year old daughter** feels like she has **"no choice"** but to buy from non-sustainable brands because she, like her friends, **wants to wear what she sees on Tik Tok.**

it would be game-changing to...
make **keeping up with trends** more sustainable

synthesis

help people visualize their wardrobe better

help people update the clothes they own

catalogue current sustainable trends for people to look through

point out trends as sustainable values (environmental)

help people find trends in the pieces they might be considering throwing out

identify how specific timeless pieces could be styled with current items that are trending during the shopping experience

analyze qualities of a piece to determine the "timelessness"

market in terms of "durability"

help people make use of thrifted clothes to satisfy current trends

identify how a shoppers essentials could be styled with items they are looking at while shopping

have a lookbook of current sustainability trends shown by influencers

a platform for the average shopper to share their sustainable outfits

use AI to recognize elements of trends in your closet

educate people about current trends; break them down

visually highlight what's most important

categorize clothes from essential to statement

point system to categorize

balance portfolio with a diverse but complementary set of clothes

for each piece, justify why it's important and what other pieces of your resume it complements

"short term investments" == borrowing

maintain supply and demand for popular clothing beyond standard shopping options

analogy: trading cards, point system = pokemon trading cards — it's more about anything, weight → wonder, emotional component, inner aspects incentivizing individualism?

make the effort to build a portfolio pay off

discussions —> better realization of under-appreciated pieces/stocks

people post what they need, matched with people looking to sell

help identify what's missing

look at other (similar) wardrobes and recommend other items based on that

use portfolio as a way to open doors

clearly outline intention in building resume, tailor toward that goal

cost shifted to strategies

TENSION: disincentivizing vs. pushing toward buying better things

pair shopaholics with non-SA friends for borrowing

help people clear out closet/unused items

incentivize trading with closer users (minimize shipping)

quantify the lifetime cost of each piece —> overall value of portfolio

recommendations to fill in gaps in portfolio

financial advisor for clothes (ex. stitchfix)

pitch your wardrobe, trade to improve and diversify portfolio

emphasize the social aspect of wardrobe building (competition, trading)

trading cards highlighting lifetime impact

scan clothes in store to see likely lifetime impact

even up to analyze composition of garment — the likelihood it will end up in landfill, how long it will last, what you can do with it once you're done, etc.

TikTok—outfit videos—changing a lot/styling one piece—pretending to be from an era

amplify sustainable creations—one piece that goes with a lot of others, etc

versatility, sustainability of components in an outfit

like credit card rewards program—sustainable partners (thrift/costing stores, credit card co.s, shipping co.s)

allbirds, patagonia— people rewarded for doing good things (with sustainable incentives)

additional signage on in-store tags to promote the sustainability of different pieces (esp. thrift)

LV, other high end brands used to destroy unsold goods

incentivize selling, donating old clothes

outfit showdowns

shopaholics anonymous

voting system around adapting old pieces to new trends

budgeting aid (reduce total), show volume of recent purchases (last year?)

highlight importance of displaying clothes well — especially used — avoid "trusty" — more etsy than depop

city building game importing clothes

growing clothes game while waiting for delivery (especially slow shipping speed)

bring your clothes to life

tell people how long their clothes will last based on other users

give people points for sustainable habits — not buying clothes for a while, thrifting, buying durable pieces

incentivize waiting on purchase (trend)

score brands based on how well their clothes do

"most sustainable" leaderboard (others too?)

break down trends to origin, tells you how to find original style at thrift shops to look unique

set goal —> if you stick to it, they do something e.g. (plant tree, donate clothes, support small sustainable clothing brands)

tracking number of days wearing certain items (Steve Jobs to Bob Ross score; Gini coefficient; price per wear)

If it would be game-changing to make keeping up with trends more sustainable...

how might we...

help consumers find elements of current trends in timeless pieces?

If it would be game-changing to reframe fashion as a high-stakes and long-term game of strategic choices…

how might we…

reframe shopping for clothes as building a resume or portfolio?

solution no. 1

pitch items in your wardrobe, trade, and share to improve and diversify portfolio.

OUR ASSUMPTION

people want to feel **confident** about as many pieces in their wardrobe as possible

HOW WE TESTED

we sat down with users and had them **pitch their most essential pieces**, then dig through their closets and **justify the least-used items**

solution no. 1

pitch items in your wardrobe, trade, and share to improve and diversify portfolio.

WHAT WE FOUND

the least essential pieces were **similar** to the most essential pieces, but **not as close to the user's style**; many had been essential

users were able to tell **stories about each essential piece**, as well as some least-essential pieces

One non-essential **"kind of just showed up"**

solution no. 2

talk to a clothing advisor for guidance on how to fill in "portfolio" gaps in a sustainable way

OUR ASSUMPTION

people are interested in getting advice on how to get **the most out use** of their wardrobe and **fill in gaps** in their style sustainably

HOW WE TESTED

we started with a **Stitch Fix-style survey** to learn about personal style and potential avenues for sustainability,
and then **debriefed**
with an advisor
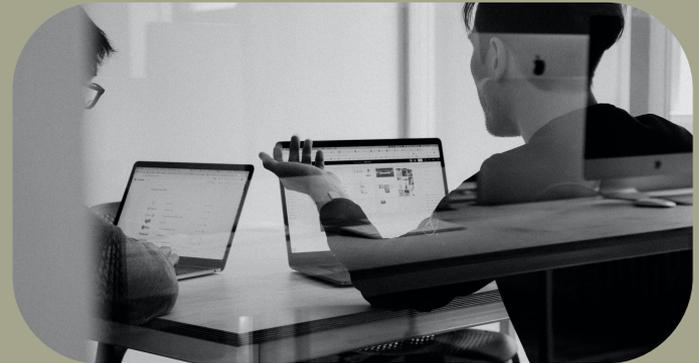
solution no. 2

talk to a clothing advisor for guidance on how to fill in "portfolio" gaps in a sustainable way

WHAT WE FOUND

users lose energy when going through a **long, anonymous survey**, but **prefer to talk** through the process **sharing stories** behind each piece.

If it would be game-changing to reframe fashion as a high-stakes and long-term game of strategic choices…

how might we…

"gamify" the sustainable shopping search to make intangible aspects more concrete?

solution no. 3

track the use of pieces in wardrobe and compare with others.

OUR ASSUMPTION

people are willing to **consistently** keep track of which garments they wear.

HOW WE TESTED

we asked **8 individuals** to send us selfies of their outfits for **5 days** (2 days in).

solution no. 3

WHAT WE FOUND

people were down, but most **needed a daily reminder**

some users who work out every day only wanted to take pictures of their outfits **in the afternoon** (after exercising)

resolution

Users liked the **simplicity** of a daily selfie; it helped us get a sense of a user's style and what their essentials are. This could be applied in the other two solutions.

The sharing and portfolio-building style works well for users who are **already confident** in their style, are interested in fashion, and want to share.

The advisor approach works better for users who are **still figuring out** their style, or those who want a simple solution.

summary

- users enjoyed receiving clothing recommendations with sustainability scores

- users liked telling the stories behind their clothes

- without a specific intent, the selfies felt burdensome

next steps

narrow our target audience for refined testing and development

facilitate more exchanges between users in our target audience

make sustainability in fashion concrete to everyone