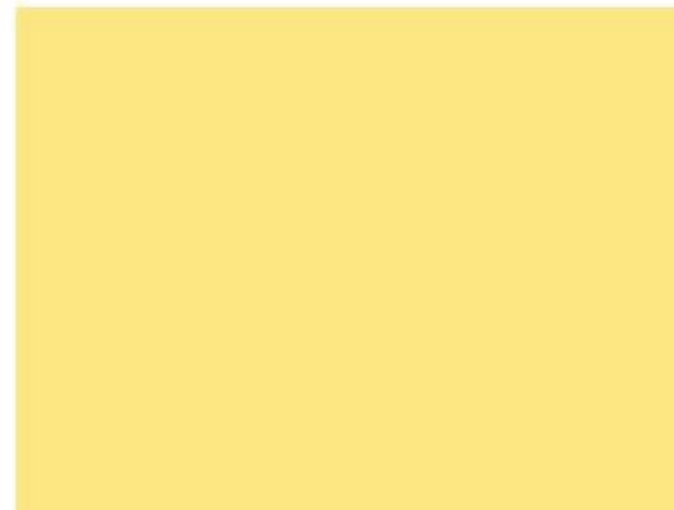


LL



Tiny Closet Phase 4 By: Logan Lehrman



Phase 1

Background:

Fast fashion is a huge issue in the fashion industry. An industry that for many reasons, is socially and environmentally unsustainable. The fast fashion industry emits 1.2 billion tons of CO2 equivalent per year. The fast fashion industry is responsible for producing 20% of global wastewater. In 2015, the fast fashion industry used 80 billion cubic metres of freshwater.

Target Audience:

Ages 18-40

Opportunity:

Between 1992 and 2002 the time we keep our clothes decreased by 50% and is expected to continue to decrease. Our world is slowly starting to become more eco-friendly. Unfortunately, the clothing industry has not jumped onto the bandwagon.

Goals:

Educate those on the harm of fast fashion.

Introduce ways to be eco-friendly.

Eliminate the waste each year produced by the fast fashion industry.

Inspire people to reuse and recycle their old clothing.

Brand Statement

Create the best products, causing no environmental harm, and inspire those to reduce, reuse, and recycle.

Brand Attributes



Sustainable



Fashionable



Educational



Innovative

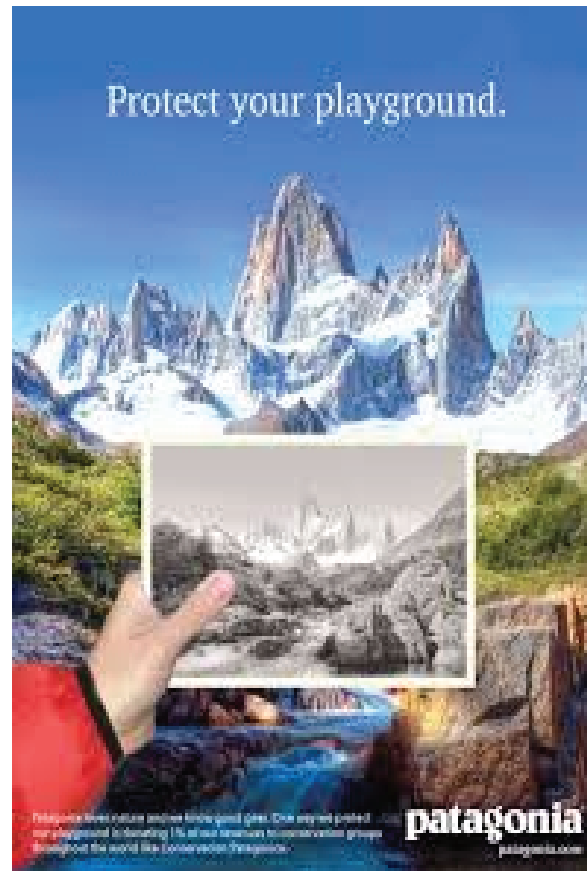


Friendly



Creative

Ad Inspiration



The Green Fiber Bottle Project
Better World in the Making



KNOCK ON WOOD
A biobased bottle made from sustainably sourced wood-fiber.

AS GOOD AS GREEN
Strong, durable material, 100% compliant with the strictest food and beverage regulations.

IN THE NAME OF BEER LOVE
Will contribute to spreading sustainable beer love everywhere in partnership with ecoXpac.

ZERO WASTE
Will be 100% biodegradable and generate 0% waste.

0% Waste*
100% Way to go

*We are working on a new bottle that is totally biodegradable and made from wood fiber. Probably the way to go.



Original Concepts

Hard “wear”
Sustainable clothing brand.

Skill Share

Sharing different ways to turn old items into renewable resources.

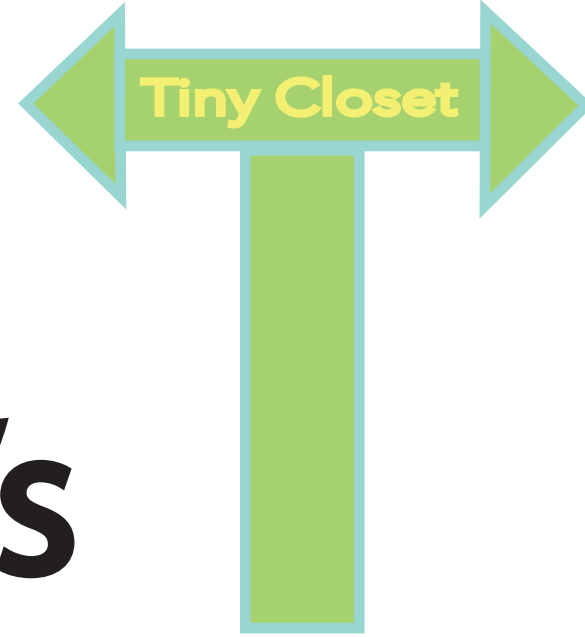
Beauty & Beyond

A store where all beauty products are ecofriendly.

Phase 2

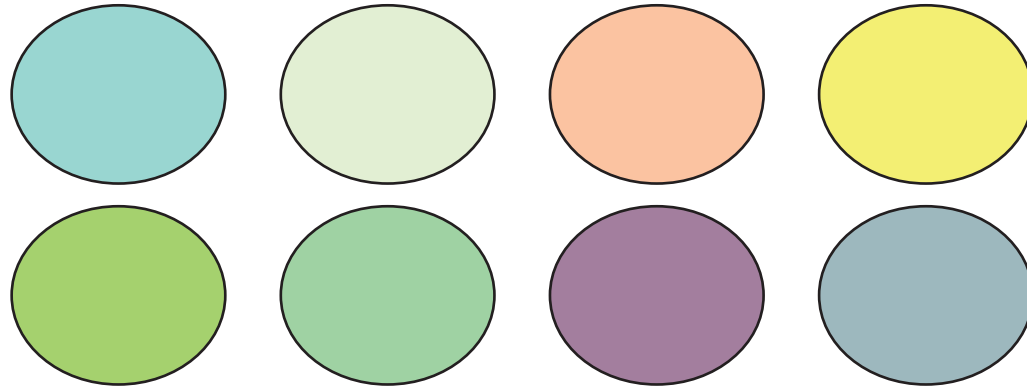


Tiny Closet: A Sustainable Clothing Brand



LOGO's





Color Pallette

Myraid Pro

Avenir Next

Seravek

Typography

Phase 3

Business Card



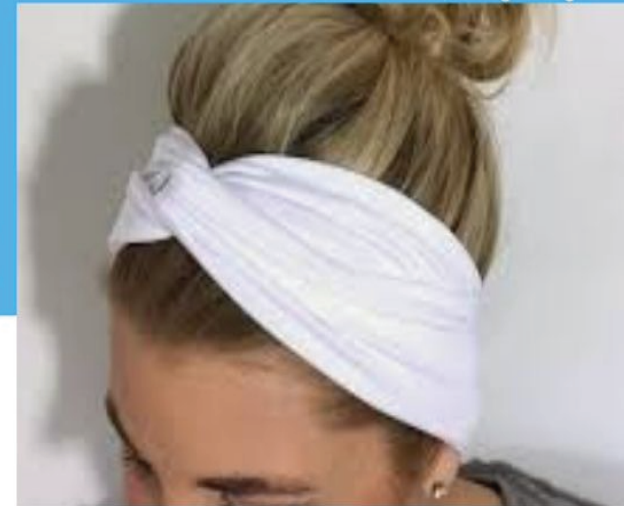
Your Sustainable
Clothing Co.

Logan Lehrman

4325 S. 3rd St

Louisville, KY 40208

EMPLOYEE UNIFORM



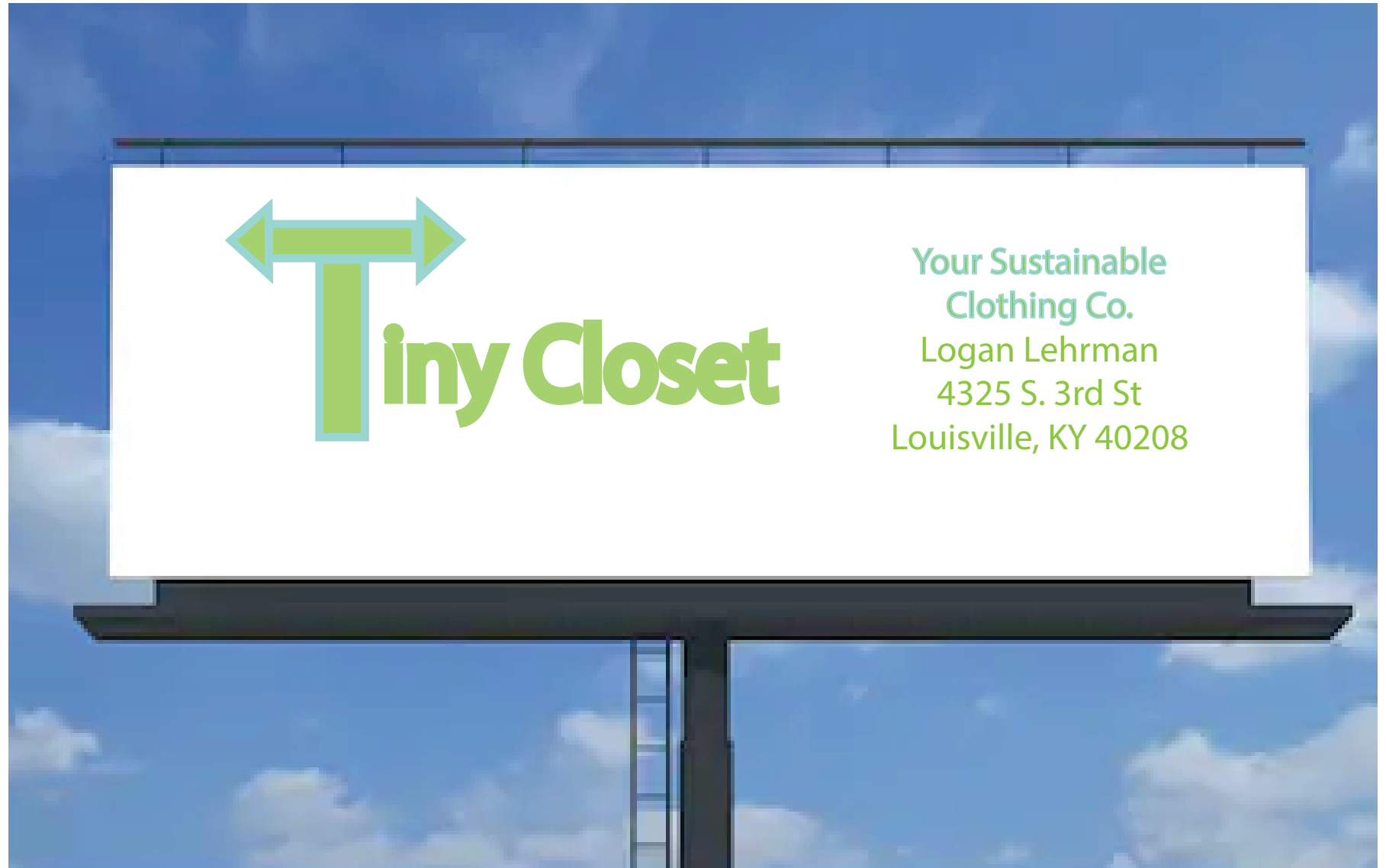
HELLO
my name is

Tiny Closet Employee:
Sarah

Tiny Closet



Billboard



Package Example



Simple & Minimalistic Store Front: Bright & Airy



Company Car:
Tesla Model S:
Electric car supporting our sustainable brand.



Magazine Cover

SUMMER 2020

MAKE THE SHIFT

32

WAYS TO
UPDATE
YOUR LOOK

FINDING THE
PERFECT PAIR
OF JEANS

TINY CLOSET
THE HOT NEW
SUSTAINABLE
ONLINE CLOTHING
STORE

**THE ECO-
FRIENDLY
TRENDS**

**YOU SHOULD
CHECK OUT**

TINYCLOSET.COM

#endfastfashion
&
shop sustainable clothing at
Tiny Closet