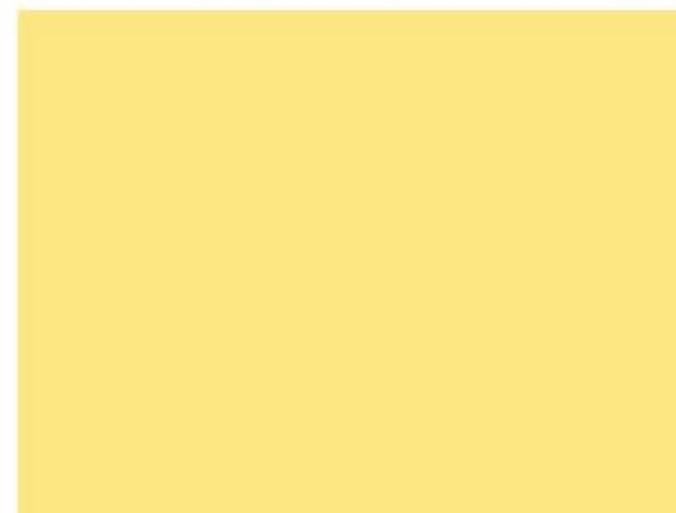


LL



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

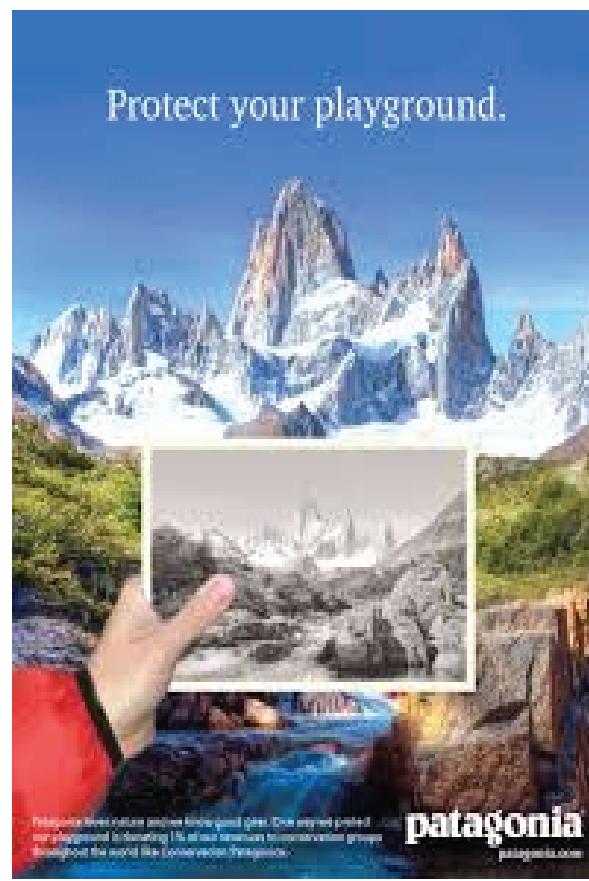


Friendly



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.

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

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

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

A green Carlsberg beer bottle.

Original Concepts

Hard “wear”
Sustainable clothing brand.

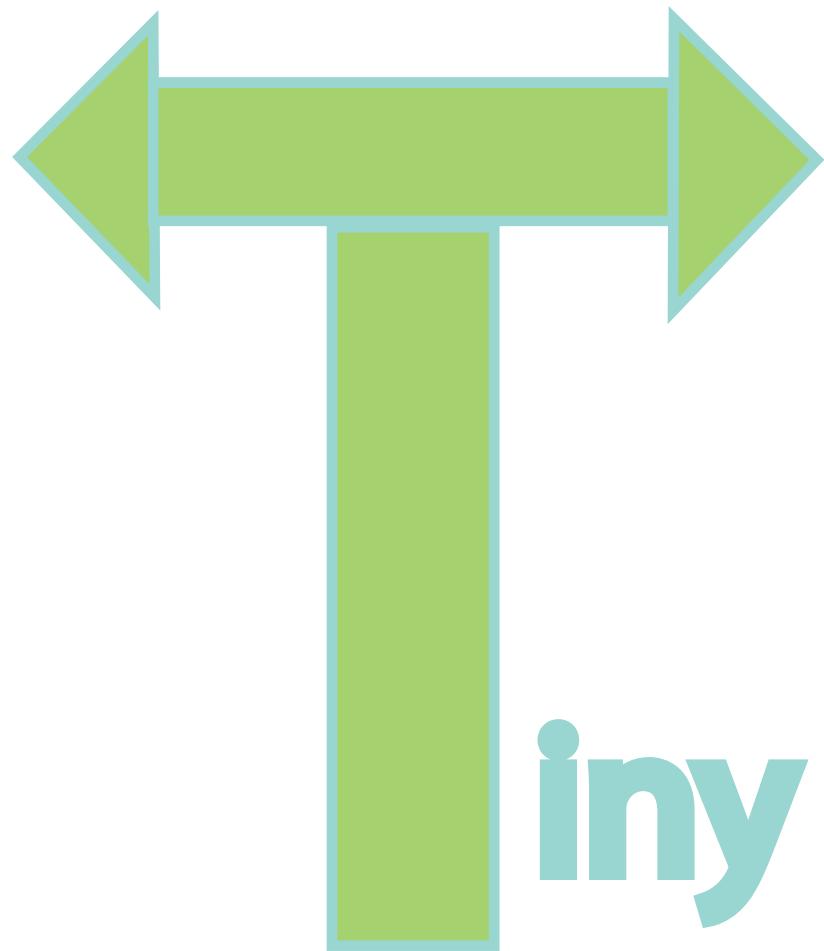
Skill Share

Sharing different ways to turn old items into renewable resources.

Beauty & Beyond

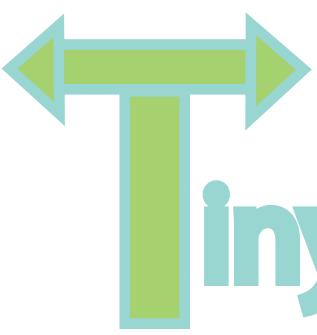
A store where all beauty products are ecofriendly.

Phase 2

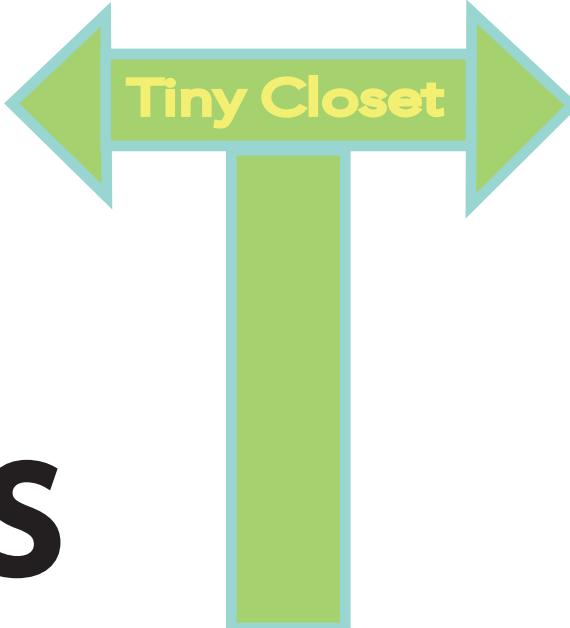


Tiny Closet

Tiny Closet: A Sustainable Clothing Brand



Tiny Closet



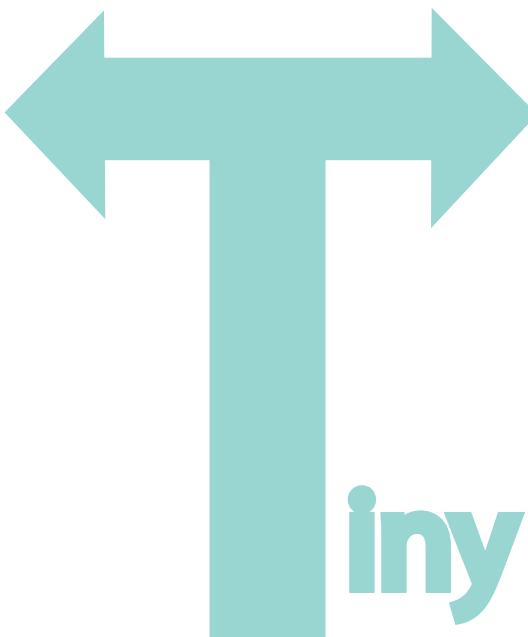
Tiny Closet

LOGO's

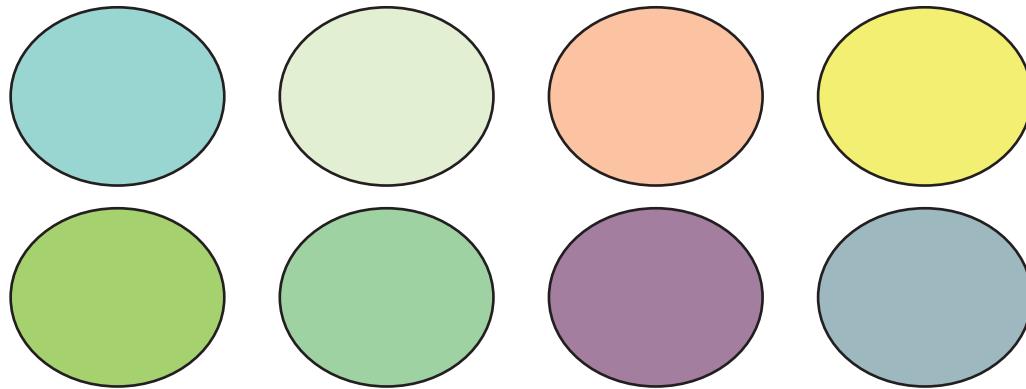


Tiny Closet

A Sustainable Clothing
Brand



Tiny Closet



Color Pallete

Myraid Pro

Avenir Next

Seravek

Typography

Phase 3

Business Card

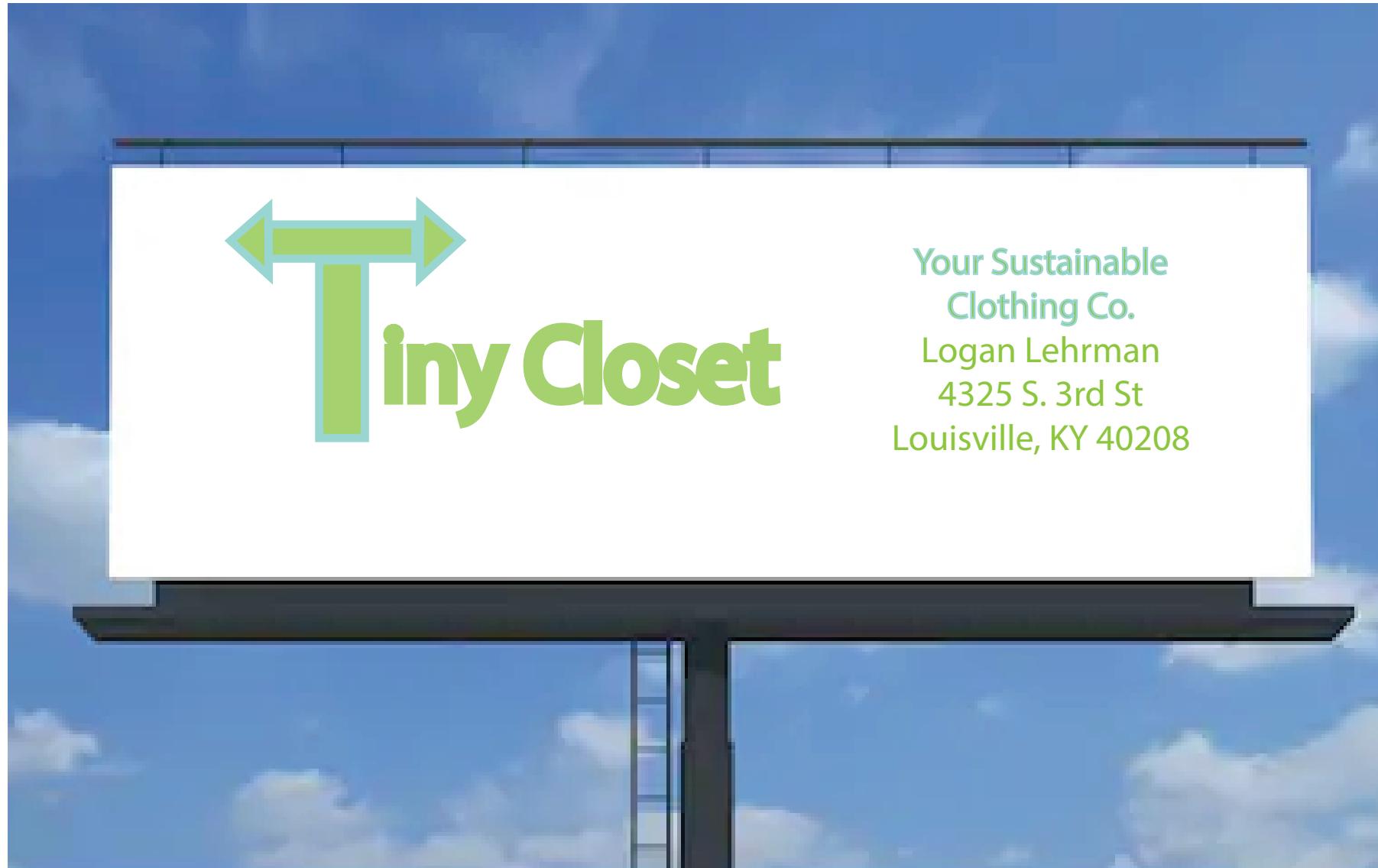


Your Sustainable
Clothing Co.
Logan Lehrman
4325 S. 3rd St
Louisville, KY 40208

EMPLOYEE UNIFORM



Billboard



Package Example



Simple & Minimalistic Store Front: Bright & Airy



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





SUMMER 2020

32

WAYS TO
UPDATE
YOUR LOOK

FINDING THE
PERFECT PAIR
OF JEANS

MAKE
THE
SHIFT

TINY CLOSET
THE HOT NEW
SUSTAINABLE
ONLINE CLOTHING
STORE

THE ECO-
FRIENDLY
TRENDS

YOU SHOULD
CHECK OUT

#endfastfashion
&
shop sustainable clothing at
Tiny Closet