

SUSTAINABLE SWIMWEAR

How can I implement my passion in fashion and environmental concerns to design a swimwear brand with both makes money and advocates for sustainability?

Research

- What are the needs and wants of my target market?
- What impact does the fashion community currently have on the environment?
- How can my business change this?
- Can I make a large enough profit to donate money and engage my target market?
- Where and how can I develop sewing and small business manager skills?
- Who can I contact who can help me develop my skills?

Create

- What kind of designs are in fashion and in demand at this point in time and what may be in the future?
- Design a collection of swimwear
- Develop designs which each have a different connection to various aspects of the environment
- What fabrics are currently in the market which are sustainable?

Share

- *N.B. I will not be making the swimwear, only one potential prototype so that the material can be shown*
- Use photoshop to edit my prints onto swimwear shapes
- Use Instagram and Facebook accounts to advertise and showcase the designs to a large audience
- Create a website so consumers can 'buy' product
- 'Sponsor' Instagram models to advertise swimwear to their follower base
- Enter articles and advertisements into popular catalogues and magazines