



# Major Project

## *Nothing to Wear*

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# The Beginning

The reason I chose to base my final major project around fast fashion is due to my personal relationship with fashion and overconsumption. In recent years, I have become increasingly aware of how my choices can impact both society and the environment for the worse. This growing awareness has encouraged me to adopt more sustainable habits, particularly by reducing the amount of clothing I purchase.

In the past, my consumption has often been excessive and unnecessary, which has influenced my decision to explore this issue further through my project.

Graphic design can help address fast fashion by raising awareness and influencing consumer behaviour. Through impactful visuals and messaging, it can highlight the effects of overconsumption and encourage more sustainable choices.



# Fast Fashion

My project addresses the issue of overconsumption within fast fashion, focusing on how excessive clothing purchases have negative impacts on the environment and society.

It explores how fast fashion encourages a cycle of buying, wearing, and discarding clothing at a rapid rate, leading to waste, pollution, and unethical production practices. I chose to focus on this issue because it is highly relevant today and directly connects to my own experiences, allowing me to create more meaningful and impactful design work that encourages people to reflect on their consumption habits.

Research shows that the group most associated with overconsumption in the fashion industry is Generation Z (ages 13–28) in the UK, with women and girls being the main audience. This influenced my decision to target this demographic within my project. I chose the campaign name “Nothing to Wear” because it is a common phrase that I, along with many of my friends and family, often say despite having lots of clothing. It reflects the mindset behind overconsumption and highlights the contradiction between owning many items but still feeling like there is nothing suitable to wear, making it a relatable and effective message for my campaign.



# Primary Target Audience

The target audience for my major project is over-consumers aged between 13 to 30, consisting of mainly girls and women. This includes students with low income, social media users, and those following fashion trends. Females in this age group are found to shop at fast-fashion retailers more than any other demographic group.

# Secondary Target Audience

Influencers buy clothing in bulk to promote to their online audiences, and to stay in the loop, they constantly buy into new fashion trends. Even if these clothing items end up in a landfill. Ethical brands will compete to convince fast-fashion buyers to switch to slow fashion and, as such, will keep an eye on fast-fashion trends and companies. Fashion students will also follow fast fashion trends and buy clothing to dissect garments and understand the industry.



# The Facts

The fashion industry causes major pollution and waste, using large amounts of natural resources and producing greenhouse gas emissions that contribute to climate change. It is responsible for around 8–10% of global emissions, which is more than shipping and aviation combined.

Large amounts of clothing are also thrown away each year, with thousands of tonnes ending up in landfills. In addition, many garment workers are underpaid and overworked, often working long hours in poor conditions. Social media has also increased pressure to constantly buy new clothes, as trends change quickly and overconsumption is encouraged. This shows why fast fashion is an important issue today.



# The Impact

Consumers need to be aware of hidden costs. One major cost is water. The water footprint of clothing used in the UK annually is a whopping 8 billion cubic metres. Producing a single cotton t-shirt requires 5,400 bottles of water. (Mateo Adarve Zuluaga, 2024).

Clothing trends are changing so fast that people are adopting a “buy and throw away” culture, moving on to the next trendy item. At present, many items are worn only seven to ten times before being tossed. Items need to be worn at least 30 times to be considered sustainable. (Martina Igini, 2023).

There is encouragement online to make more sustainable fashion choices. Influencers showcase underconsumption to their audience, curating a simpler wardrobe.

Promote long-term use of clothing. Clothing industries promote “basic” clothing lines, fashion that you can wear anywhere and anytime, and it'll never go out of style. Hopefully, encouraging people to wear more before buying.

Main Aim: To change attitudes from “buy more” to “buy better”.



# Key Issues

The key issues with overconsumption include the large amount of waste it creates, especially in fast fashion where clothes are often thrown away after only a few uses. This leads to pollution and damage to the environment.

It also increases demand for cheap, fast production, which can result in poor working conditions and low wages for workers. Overconsumption also encourages a “buy more” mindset, where people feel the need to constantly purchase new items, even when they don’t need them.

This can lead to a lack of appreciation for what people already own and contributes to an unsustainable lifestyle.





# Primary Research

For my primary research, I will use existing information from reliable sources such as articles, reports, and websites. This could include statistics about fast fashion, environmental impacts, and working conditions. I will also look at existing campaigns, brands, and graphic design work related to sustainability to gain inspiration and understand how others communicate similar messages.

# Secondary Research

For my secondary research, I will collect my own information about overconsumption in fashion. I plan to create a questionnaire aimed at Generation Z to find out about their shopping habits and how often they buy clothes. I may also interview friends or peers to get more detailed opinions. In addition, I will take my own photographs, such as images of full wardrobes or unworn clothes, to visually explore the issue.



# Design Approach

For this project, I will use graphic design to convey my message clearly and engagingly. I will create posters to place in shopping areas and public spaces so people see them while they are shopping. I will also design social media posts for platforms like Instagram and TikTok to reach young people who are influenced by online trends.

I will use strong, simple language to create messages that are easy to remember. I will include infographics to present clear facts about waste, pollution, and working conditions. Some designs will include QR codes that people can scan to learn more about sustainable fashion and secondhand shopping.

The visual style will be bold, modern, and fashion-inspired. I will use clean layouts, good photography, and simple colours to keep the designs easy to understand. Overall, the aim is to prompt people to reflect on their shopping habits without making them feel judged.



# How my project aligns

This project aligns with my future ambitions in graphic design as it allows me to explore how design can be used to communicate important social issues.

I am interested in pursuing a career in graphic design, particularly in areas such as branding, advertising, or campaign design. This project helps me develop skills in creating meaningful visuals, targeting a specific audience, and delivering clear messages. It also shows how design can influence people's thoughts and behaviours, which is an important skill for working in the creative industry.





# Intended Impact & Outcome

This project aims to create a positive impact by raising awareness about the hidden problems of fast fashion and encouraging people to think more carefully before buying new clothes.

By using eye-catching and clear graphic design, the campaign will help reduce impulse buying and promote better choices, such as shopping second-hand, repairing clothes, and supporting ethical brands. The overall outcome is to change attitudes towards fashion so that people value quality over quantity and make more responsible decisions that benefit both people and the environment.

