

NOTHING TO WEAR IS A LIE

Challenging fast fashion overconsumption in young adults.

Addressing overconsumption

- Target audience: 15–30 year olds
- Focus on awareness and behaviour change
- Campaign-based visual outcomes

The Problem

- Fast fashion encourages overconsumption
- Clothing is worn fewer times than ever
- Huge environmental impact (waste, water, emissions)
- Normalised mindset: “I have nothing to wear”

Secondary & Primary Research

- Fast fashion causes high waste and low garment use
- Trends driven by social media and influencers
- Young consumers buy frequently, wear less
- Environmental and ethical impact widely reported
- Frequent clothing purchases
- Common phrase: “nothing to wear”
- Awareness of issue, but little behaviour change
- Constant feeling of needing to buy trends.

Concept & Design Direction

- Confrontational and ironic tone
- Twist on quotes
- Limited colour palette (deep red, dark grey, off-white)
- Strong typography + simple layouts

Development & Iteration

- Initial poster concepts
- Experimented with layout and wording
- Refined typography and hierarchy
- Simplified visuals for clarity



Final Outcome

- Campaign series of 4 posters addressing fast fashion overconsumption
- Strong, cohesive visual identity across all designs
- Bold typography used to mimic advertising + sale culture
- Confrontational and ironic messaging to challenge consumer behaviour
- Integration of statistics to reinforce real-world impact
- Limited colour palette (red, black, white) to create urgency and consistency
- Designed for multi-platform use: print, social media, and digital campaigns
- Clear call-to-action encouraging more conscious choices (e.g. second-hand)

Final Outcome



Critical Reflection

- Strong visual identity
- Clear, impactful messaging
- Engaging and relevant to target audience
- Could expand into more formats (e.g. motion, social media)
- Tone could be refined further