

## Think and Feel

- Feels as though fashion is a passion of hers
- Thinks that clothing and fashion choices are a great way to show self expression
- Thinks she needs to change her shopping habits because she feels overwhelmed by her closet
  - Feels guilty for not wearing all of her clothes to their potential
- Feels a responsibility to do her part in helping create positive environmental change
  - Feels sad knowing the potential future of our planet

## Hears

- Hears about climate change and it's affects
- Hears about ways to help live sustainably, but does not hear much about the sustainable fashion industry
- Hears some rumblings about fast fashion and its affects
- Hears positive feedback on her current wardrobe
- Hears influencers promoting fast fashion brands



## Sees

- Sees her friends wearing clothing from fast fashion brands
- Sees endless advertisements for fashion brands at work, out in public, online, promoted on social media
- Sees her closet full of low-quality garments that are rarely worn
- Sees people who advocate for sustainable living

## Say and Do

- Says she wants to make a change in her shopping habits
- Does continue to shop fast fashion, as of now
- Says she understands the repercussions of such
- Does research fashion trends more than sustainability trends

## Pain

Understanding that making sustainable choices when it comes to fashion will be a difficult transition that will be less than convenient at times.

## Gain

Feeling secure and confident in your clothing choices and how they affect our Earth, while learning new ways to make your fashion stand out amongst the rest.