

U2D News Sustainable Fashion Working Script

2”0 - 2”30 Minutes Duration in total

Duration	Visible on Screen	Audio/Dialogue
10 Seconds	Maidstone TV Studios/Baseroom: News Anchor stood with images of things to do with sustainable fashion/fashion (e.g. picture of someone sewing, reseller apps etc.) in the background Cut to graphics of stats showing rise of popularity in selling and/or buying of sustainable fashion	DL News Anchor: Next, we will be looking into the recent rise in sustainable fashion and how it has become a popular alternative to fast fashion.
25 Seconds	A-Roll of Interview clip Graphics at the beginning of the interview clip with the interviewee’s name, pronouns, and their role/who they are. Graphics before moving on to the next interview.	DL Interviewee: Interviewee speaking about sustainable fashion (could potentially talk about the rise in it and the evolution of it)
30 Seconds	Maidstone TV Studios/Baseroom and UCA Rochester: News Anchor and Fashion Lecturer	DL News Anchor: Interview with Fashion Lecturer talking about rise in sustainable fashion and the evolution of it
10 Seconds	B-Roll of clothes/big retailers/social media clips Graphics of Statements made by fashion retailers in response to the questions	VO: What does the rise in popularity of sustainable fashion and reselling mean for big fashion retailers and their futures?
5 Seconds	News Anchor	DL Anchor: We got in contact with Primark and this is what they

		had to say.
30 Seconds	Primark Maidstone: Manager of Primark Maidstone. Graphics displaying name. If can't get interview, graphics with statement from Primark or a fashion retailer.	DL Interviewee: Interview with Primark Manager. If interview can't be conducted, get statement from them or another fashion retailer. What are Primark doing towards sustainable fashion? How have Primark adapted to the rise in sustainable fashion, particularly amongst the younger generation
15 Seconds	News Anchor	DL Many other fashion retailers are now looking towards ways to make their products more sustainable. "64% of materials used by H&M are made from recycled or more sustainable sources" (H&M,2020). This is a big step forward for the fashion industry, however there is still a long way to go.
10 Seconds	News Anchor Cut to news channel/platform logo	DL News Anchor: Thank you for tuning in to U2D News, until next time SFX: Outro music quietly plays in the background and gets louder as the anchor is finishing.

Sustainable Fashion

- Evolution of it
- What it means for big retailers
- Popularity growth amongst younger people

B-Roll Shots

- Shots in primark
- Scrolling through Sheln
- Fashion students in textiles room at Rochester campus

Possible Contributors

- Primark manager (any shop manager that is willing to be on camera)

- Zoom with a successful/popular depop user (who is really passionate about sustainable fashion)
- Several members of the public for their thoughts - vox pops

Research:

<https://www.solenerauturier.com/blog/history-ethical-fashion>

<https://hmgroun.com/wp-content/uploads/2021/03/HM-Group-Sustainability-Performance-Report-2020.pdf>