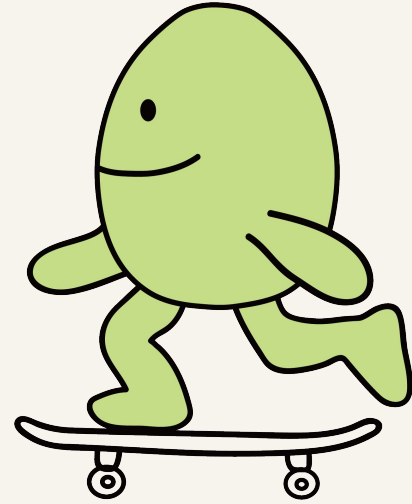


# Eco, Go Green

## EGG



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# Introduction

What is EGG?



## EGG: Eco, Go Green

The project 'EGG: Eco, Go Green' seeks to **increase social awareness** in South Korea, specifically among the younger generation, regarding the **social and environmental issue of fast fashion** while providing them an opportunity to gain new skills and knowledge.



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# Problem Definition

Location  
Objectives of EGG





# Problem

- Current Environmental Issue
  - Textile production
  - Chemical waste
  - Air pollution
- Temporary Fashion Trends

# Solution

EGG (Eco, Go Green)

- Based in Seoul
- Upcycling
- Redesign and repurpose



The Impact Of Fast Fashion On The Environment. Jul 20, 2020. Princeton Student Climate Initiative.  
<https://psci.princeton.edu/tips/2020/7/20/the-impact-of-fast-fashion-on-the-environment>

# Objectives

1. Bring **awareness** to the environmental issue of toxic waste created by fashion industry among consumers in South Korea by offering:
  - a. **Interactive classes**
  - b. **Consulting service**
2. **Promote** existing thrift/vintage shops in South Korea, specifically Seoul, to:
  - a. Promote **sustainable practices**
  - b. **Decrease** sales of fast fashion as much as possible
  - c. **Minimize** the production of new clothing





# Project

# Location

Seoul

- Hongdae/yeon-nam dong
- Jongno-gu (Dongmyo Flea Market)





# About the Project

Partners

Target Users

Details on the Project



03



# Partners

**Vintage/thrift stores, Clothing brands, & Universities**



# Vintage/Thrift Stores

## Vin Prime

- The **largest thrift franchise** with multiple outlets scattered across Seoul
- multiple stores found across **Seoul**, all of which are close to subway stations.
- Prices hover around **KRW 5,000-15,000**.

## Million Archive ( 밀리언아카이브 )

- Located in a converted old factory space
- Takes things up a notch by having **curated themes** that change monthly.



- Offer our services to their customers
- Display and sell our products in the stores
- Promotion





# Clothing Brands

The project would try to work with **existing clothing brands** and **local indie clothing stores** to create a clothing line of **one-of-a-kind pieces** made entirely of **repurposed fabric**. The materials used can be collected through donation, and redesigned clothing can be sold at the stores as a **pop-up event**.



# University

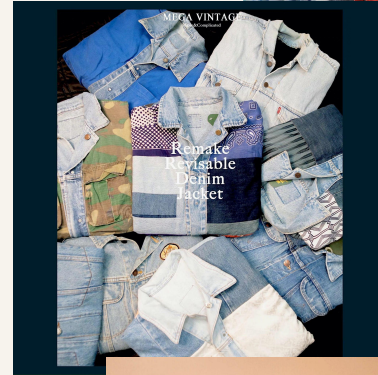
Collaboration with **design major university students** through **design competitions**. The winning student's design will go directly into production and manufacture and be sold. It can also be a productive method to **promote recycling** and **support developing artists**. The winning entries will be displayed as an **exhibition**. The winning student will sign a contract with us as a **designer**.



# Benchmarking:

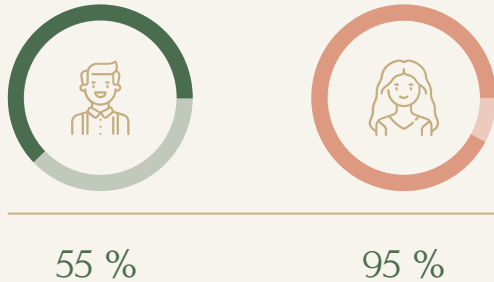
## Megarments from Mega Vintage, China

- Founded in 2020 by Mega Vintage
- Integrate cultural exploration, retro aesthetics, and fabric reconstruction to create an inclusive and unique 'Vintage Remade' clothing series .
- **Publicize** the importance of **environmental protection** and the infinite possibilities of fashion by open up pop-up showrooms in different cities.
- **Promotion** : social media platform, pop-up showrooms, potential promotion from celebrities.

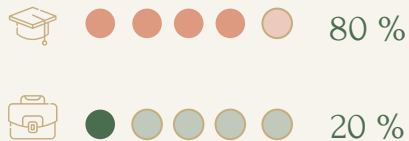


# Target Users

## Gender



## Profession

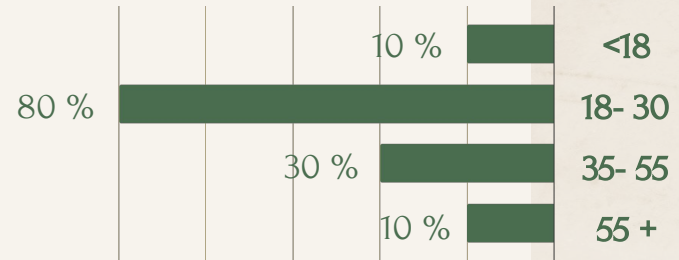


## Demographic

Location:



## Age



## Characteristics



Eco-friendly



Curious



Trendy



Outgoing

# Project Name: Eco, Go Green (EGG)

## Mission:

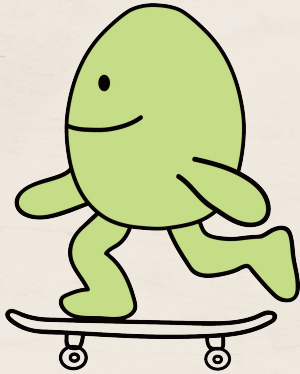
- **Reposition** "clothing" and give them a new sense of self and way of thinking
- Maintain **aesthetically pleasing** clothing designs while respecting traditional clothing and modern trends
- Focus on **sustainable development** of the environment, reduce waste of textile, and resist the destruction of the earth's green environment caused by fast fashion

## Vision:

We consider **innovation** and **reorganization** of vintage to create a new definition of garments. We are responsible for **combining** the future and the past to bring **sustainable care** to the fashion industry and our planet.



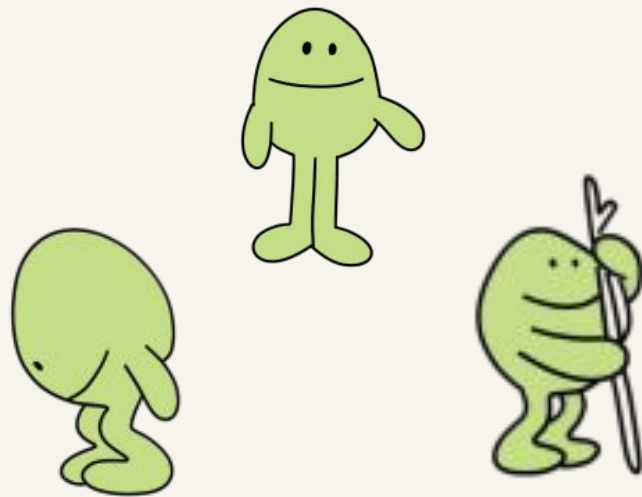
# LOGO



- Mascot **EGGie** in skateboarding pose
- Green color is in line with the **environmental protection** theme and the central goal of **sustainable development** of the EGG project.
- Skateboarding movement also fits the project title "Go Green" and symbolizes our project's **continuous efforts and progress** for environmental protection.

# The Mascot: EGGie

- Green egg-shaped figure
- Named the mascot EGGie to make it easily **memorable** and suit our mascot's **lovely and outgoing image** .
- Similar pronunciation to **아기 (agi)/ 애기 (aegi)** . Just as our project is new, so are our services and activities. Like a newborn baby, our mascot carries a lot of **hope and promise** .





# Services

One-day classes & Monthly Programs & Merchandising



# One-day Classes



- Teach ongoing environmental issues of textile waste, ways to **redesign** and **repurpose** clothing.
- **No restrictions and requirements** on attendees.
- **3 hrs per class** : Lecture (1.5hrs) + Activity (1.5hrs)
- Theme and activity will be different in each class, contents of the class will be notified on official account in advance.
- Registration through our website, seats are on a first come first served basis.



# Monthly Program



## EGGie: Buddy Program

Help people in need

Countryside

Redesign/ repurposing classes

Hands-on experience



## EGG: Monthly Magazine

Month-end summary

Themes

Volunteer based

Electronic newsletter

# Merchandising



## Tote Bag

Promote usage of reusable bags



## Keychain

Small, cute accessories to decorate bag + promote our brand



## T-Shirt

Repurposed materials made into high-quality shirt to promote our brand mission/purpose



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**Marketing  
Strategy**

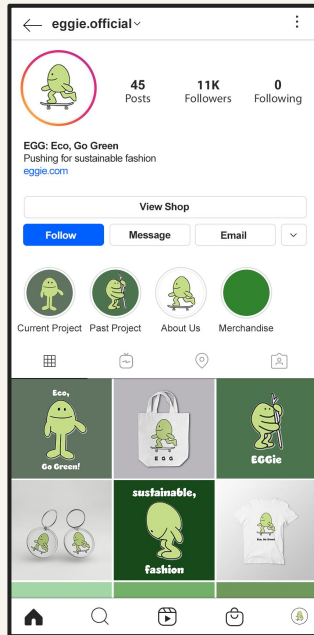
Promotion



# Promotion

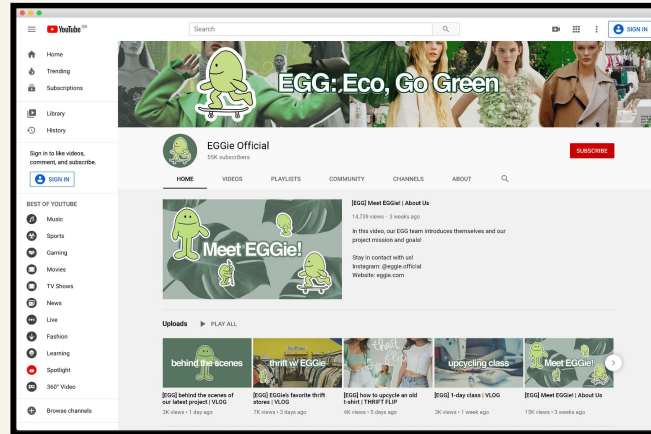
## Instagram

EGG official IG to promote, share new projects



## YouTube

Produce our own video contents (vlogs, upcycling tutorials, and 'Behind the Scenes' footage.)



## Thrift/Vintage stores

Promote on partnered store's official sites

## Official Website

Share our project and info/events to audience; purchase merchandise; register for classes/events



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# Revenue Stream Plan

Financial Plan

# Financial Plan

<b>Budget Plan</b>		
Name	Cost	Desired Profit
<b>Programs</b> (One day class + Monthly programs)	<p><b>One day class</b> (100.000 won/ class including the items purchase, class fee, rental fee, teacher salary and equipment)</p> <p><b>Monthly programs</b> (150.000 won/month including the lunch for the attendees, bus fare and guide fee)</p>	<p><b>One day class</b> (450.000/ class ~10 people enrolled, 45.000 won per person)</p> <p><b>Monthly programs</b> (600.000 won for both program, magazine purchase is expected to be done by the attendees, ~10.000 won, 60 people in total)</p>
<b>Merchandise</b> (Eco bag + Keychain + T-shirt)	<p>Eco bag (11.000 won/ bag)</p> <p>Keychain (4.000 won/ keychain)</p> <p>T-shirt (13.500 won/ t-shirt)</p>	<p>Eco bag (20.000 won/ bag)</p> <p>Keychain (6.000 won/ keychain)</p> <p>T-shirt (22.000 won/ t-shirt)</p>
Additional donation	-	More than 300.000 won/ month

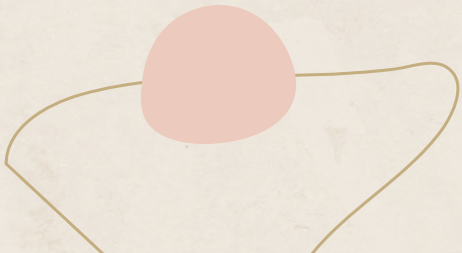


# Desired Outcome

What do we want to achieve?

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## Fashion-sector Outcome

Promote thrift/vintage stores in South Korea +  
secondhand shopping


## Social Outcome

Bring awareness to negative impacts of industry  
fashion (specifically fast fashion)

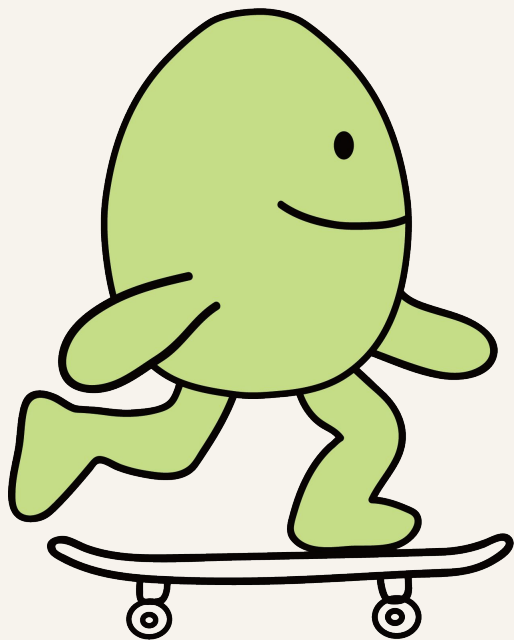


## Upcycling-related Outcome

Increase upcycling (repurposing, redesigning,  
reusing, etc) to decrease waste + pollution





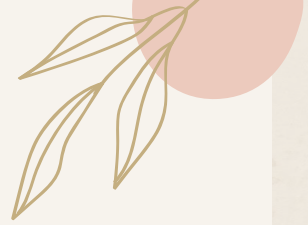


# Thanks!

Do you have any questions?

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