

# SEASONALITY & CLOTHING



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# INDUSTRY WASTE

Clothing is purchased



The average American spends **\$1,932** on clothes annually.

Americans today purchase 5 times the amount of clothing than in 1980.

Clothing is worn- The average piece of clothing is only worn 8 times before it is retired.



Clothing ends up in landfills.

Textile waste makes up 5% of landfills world wide.

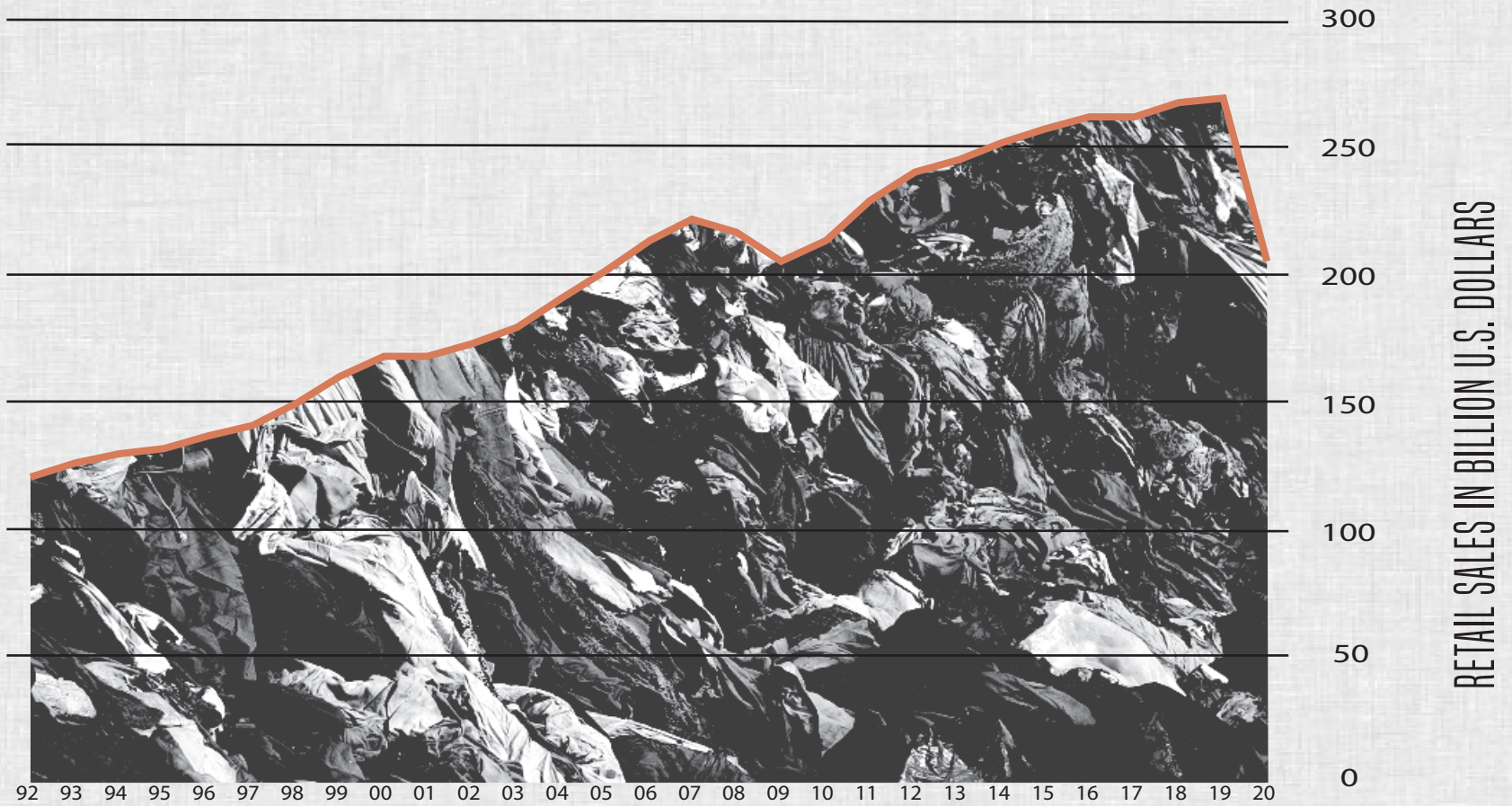
The average American throws away **81 lbs** of clothes every year.



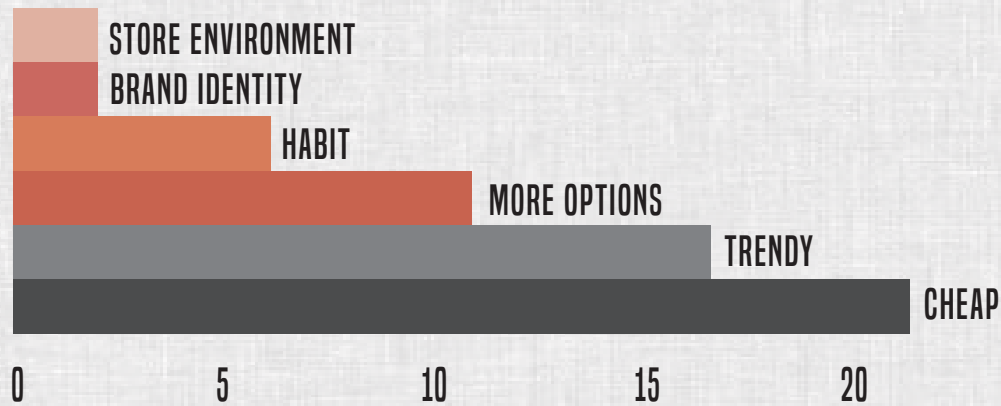
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calp.org

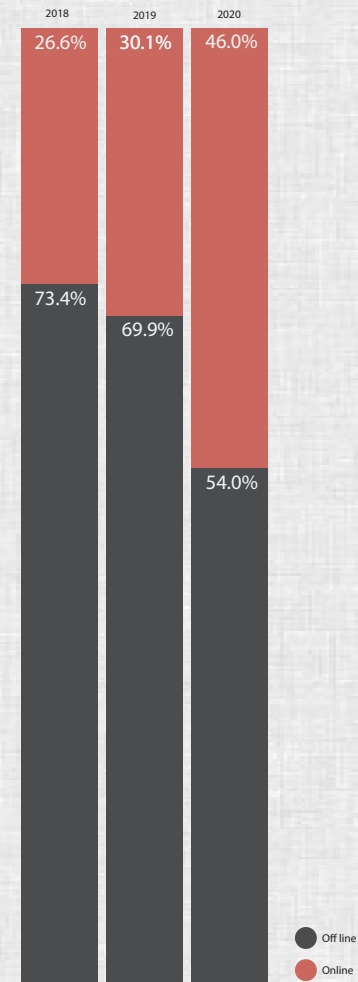
# CLOTHING AND ACCESSORY SALES IN THE UNITED STATES FROM 1992 TO 2020



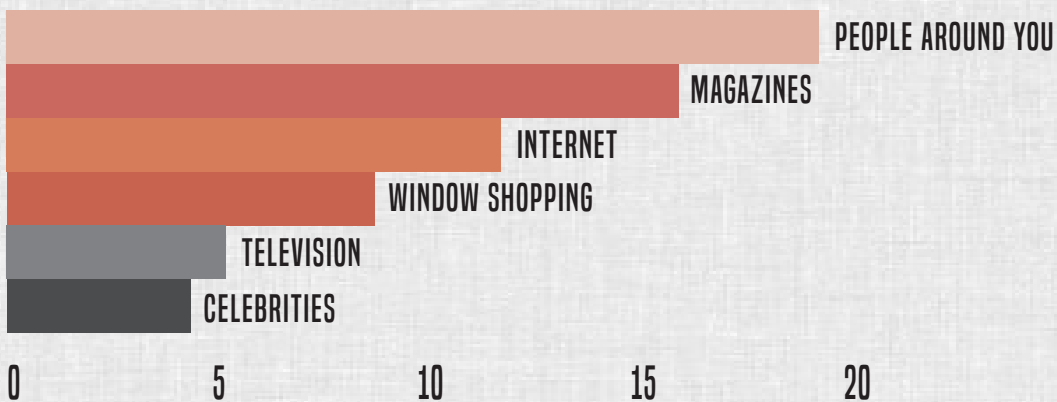
## REASONS FOR CHOOSING CERTAIN BRANDS



## RETAIL APPAREL SALES IN THE UNITED STATES



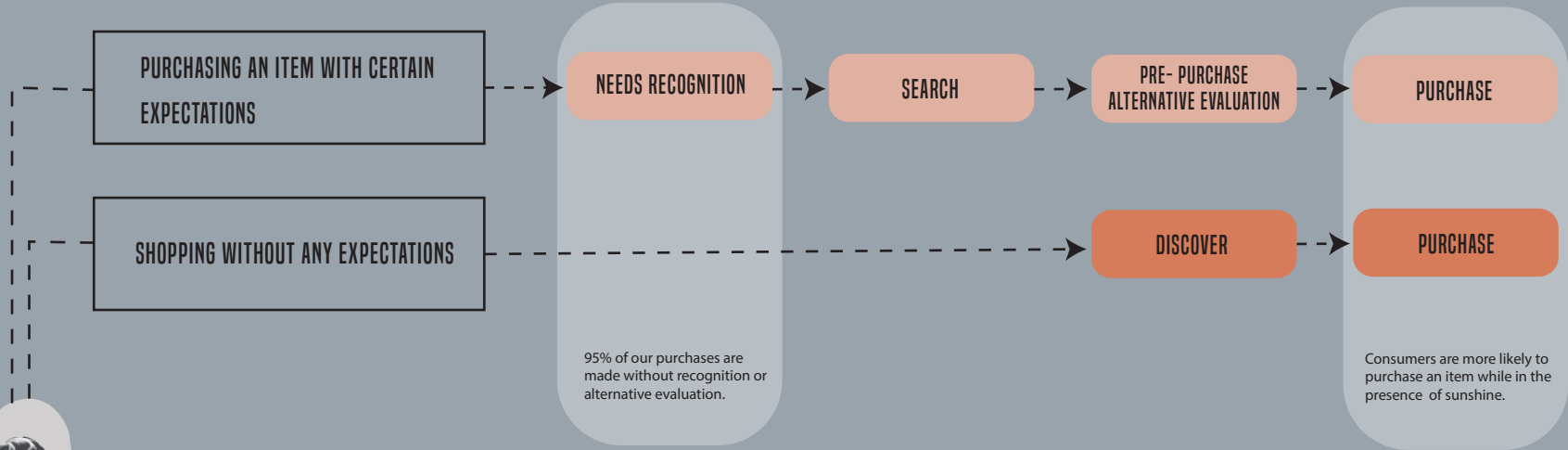
## FASHION INFLUENCE



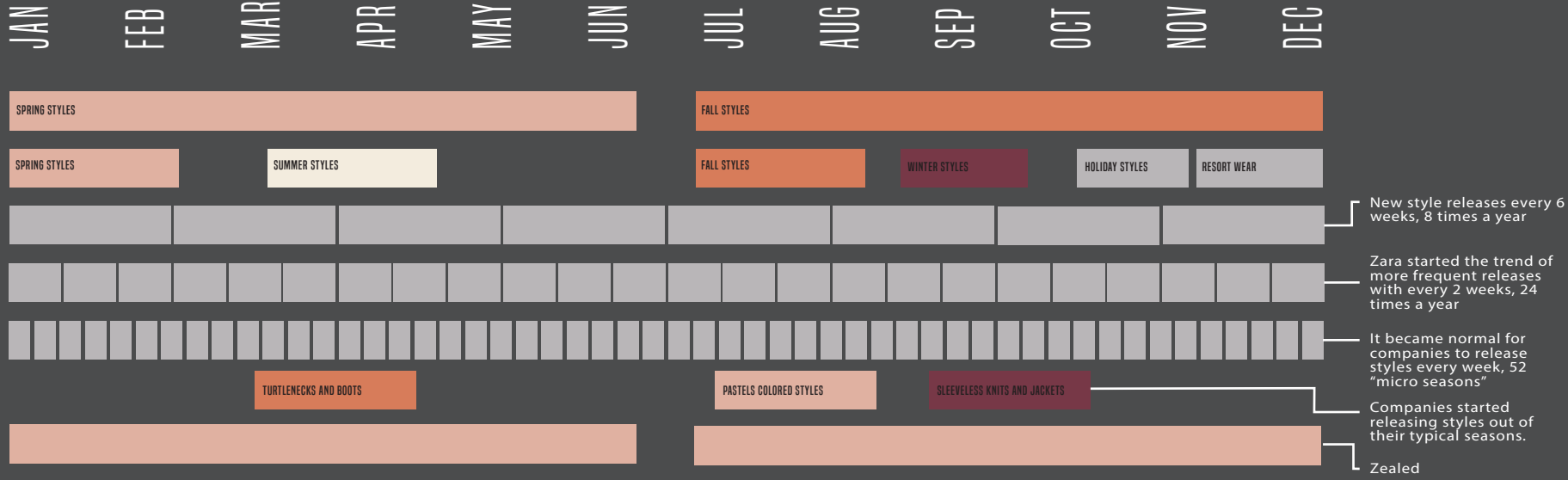
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# CONSUMER BEHAVIOR

## FAST FASHION CONSUMER DECISION PROCESS



# BREAKDOWN OF SEASONAL CLOTHING DROPS



The fashion industry has lost its connection with the seasons. We once started with the original Spring and Fall clothing drops that surrounded the major Fashion Weeks. Over the years we see the disconnect continuously growing. Companies now release clothing items regardless of their intended season. Without the connection to the seasons, companies can release clothes more frequently which creates more clothing waste.

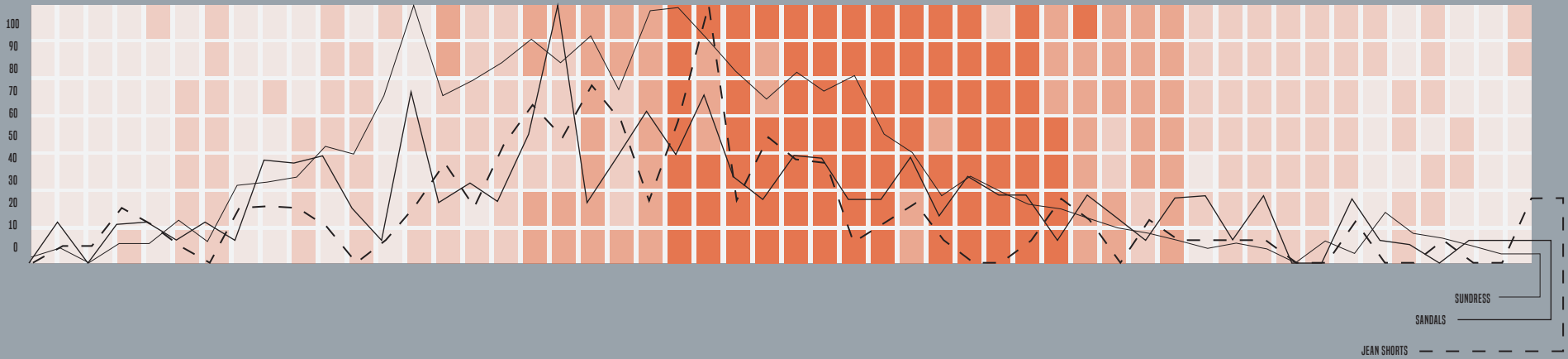
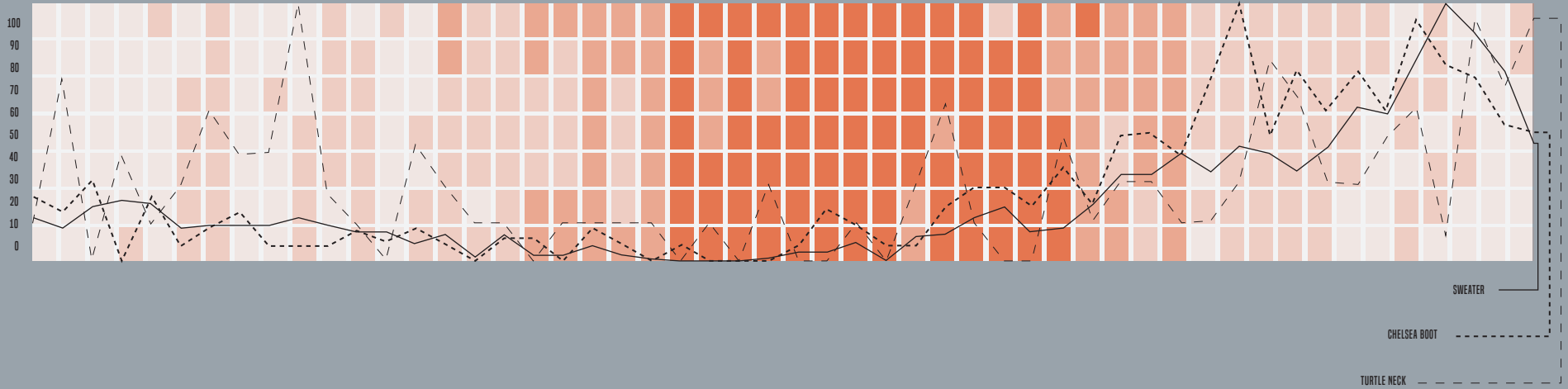


# RECONNECTING TO THE SEASONS

SALT LAKE CITY TEMPERATURES (2021)

94-76	75-59	58-41	40-24
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GOOGLE SHOPPING TRENDS (2021)



https://www.google.com/trends/...  
 https://www.google.com/trends/...  
 https://www.google.com/trends/...

# RESPONSE

How can we observe the season-less aspects of the fast fashion industry to reconnect humans with the seasonal need for clothing?





# PARAMETERS

## THE USER

### DEMOGRAPHICS

Age 18-30  
Location Salt Lake City, Utah  
Occupation Student, Part time worker

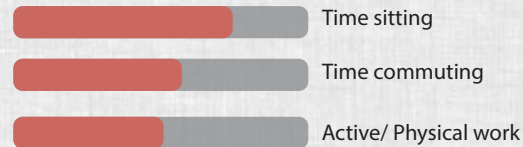
### PAIN POINTS

Unreliable clothes  
Ill fitting clothes  
When clothing stains easily  
When clothes have intricate washing instructions.  
Taking too much time deciding what to wear.  
Having to pack too much when traveling.  
Feeling uncomfortable in their clothing.

### FASHION HISTORY/ PREFERENCES

Wears pants on a day to day basis.  
Picks comfort and function over anything else but has a defined style preference.  
Wears a lot of neutrals but appreciates color, pattern, and statement pieces.  
Occasionally wears fancy clothes/ skirts and dresses but only if practical/ functional.  
Enjoys fashion and expressing them self through clothes.  
Picks clothes that make feel confident.

### ACTIVITY



### USER NEEDS IN ORDER TO PURCHASING CLOTHING

Clothing must be comfortable to sit in all day.  
Must be within in a reasonable price range.  
Clothing must be reliable and durable.  
Can be worn in a semi professional environment.  
Clothing must not feel too constricting.



## PRODUCT NEEDS/ GOALS

### FUNCTIONALITY

- Modularity, can be easily altered or manipulated into a new form to some extent.
- Has functional pockets.
- Can be washed in a washing machine.
- Is comfortable enough to commute 40 minutes in.
- Can be worn to the office, as well as during light physical activity (i.e. Playing outdoor games with kids).

### MATERIALITY

- Made from materials that are durable enough to withstand daily wear and tear.
- Material thickness and feel reflect that of the season.
- Materials match one another to be mixed and matched however the user desires.
- Use materials that will not wrinkle or stain easily and can be put through the wash with any load.

### SUSTAINABILITY

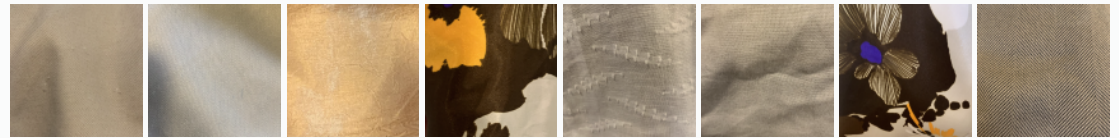
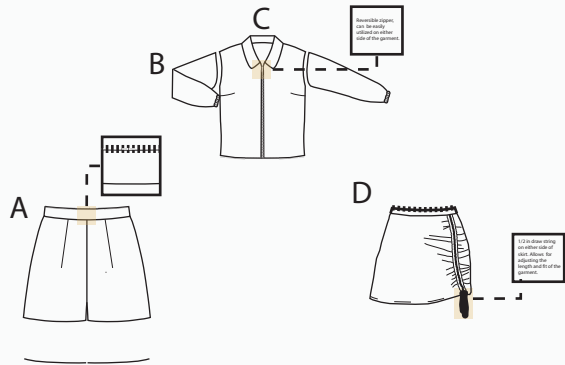
- Use materials that are second hand/ already exist rather than picking brand new ones.
- Create as little negative environmental impact as possible.
- Create items that reflect sustainability concerns.

### SEASONALITY

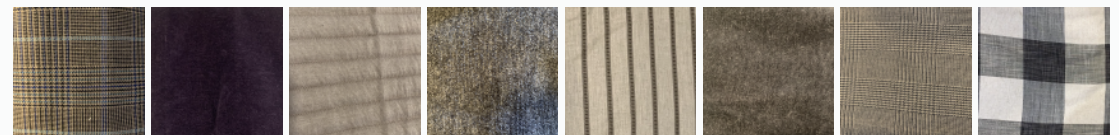
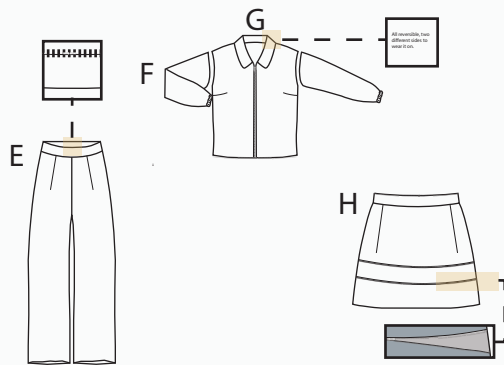
- The final form of the garment should reflect the changes of the seasons.
- The garment should be able to be worn year-round within many different seasonal climates.

# DESIGN PROCESS

## SPRING / SUMMER



## FALL / WINTER



# ZEALED

- Sealed Zeal Fastened or closed securely.  
Zeal great energy or enthusiasm in pursuit of a cause or an objective.



# IMPACT

Reconnecting consumers with the seasonal need for clothing can aid in evaluation of the current supply and demand structure within the fashion industry. By doing so, we can reduce the frequency of clothing drops that companies currently release. Thus, informing a more conscious fashion industry that produces less waste.

Creating an opportunity for consumers to interact more intimately with their clothing creates space for conscious consumerism.



More combinations available with one single garment means you can create more unique outfits and purchase less clothing. Purchasing less clothing will reduce the amount of items we send to the landfill and be better for the environment.

Clothes that can change with the weather and seasonally inspired clothing helps people see the disconnect with the current state of our fashion industry.

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