



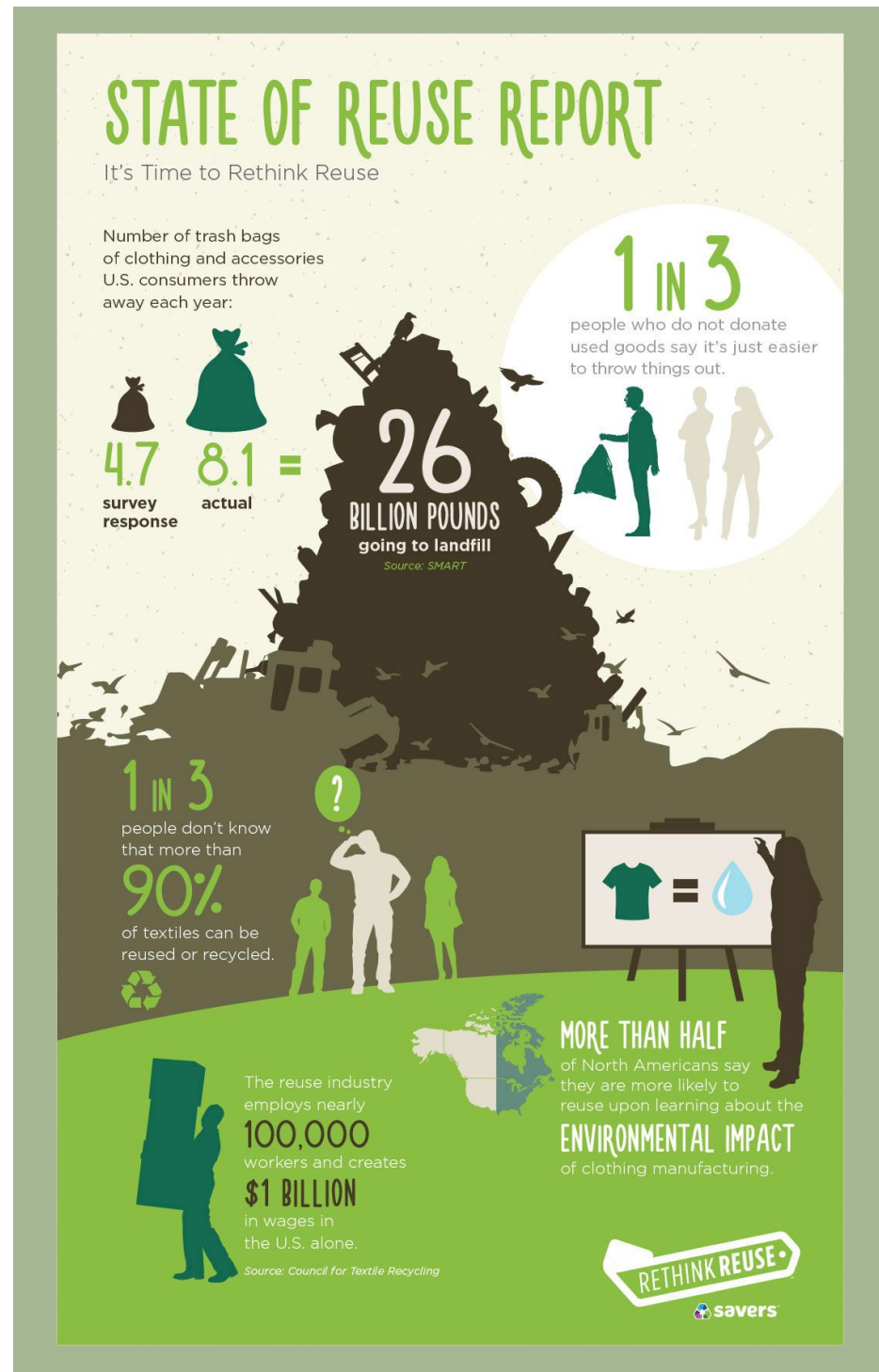
# Second Chance



Give Your Clothes Another Life

## Issue We Want to Address

- **Issue:** The high amount of waste produced from the overproduction of clothing in the fashion industry
- Every season **30%** of clothes that were produced never get sold
- **13 million tons** of textiles go to waste each year
- Fashion production makes up **10% of humanity's carbon emissions**, dries up water sources, and pollutes rivers and streams

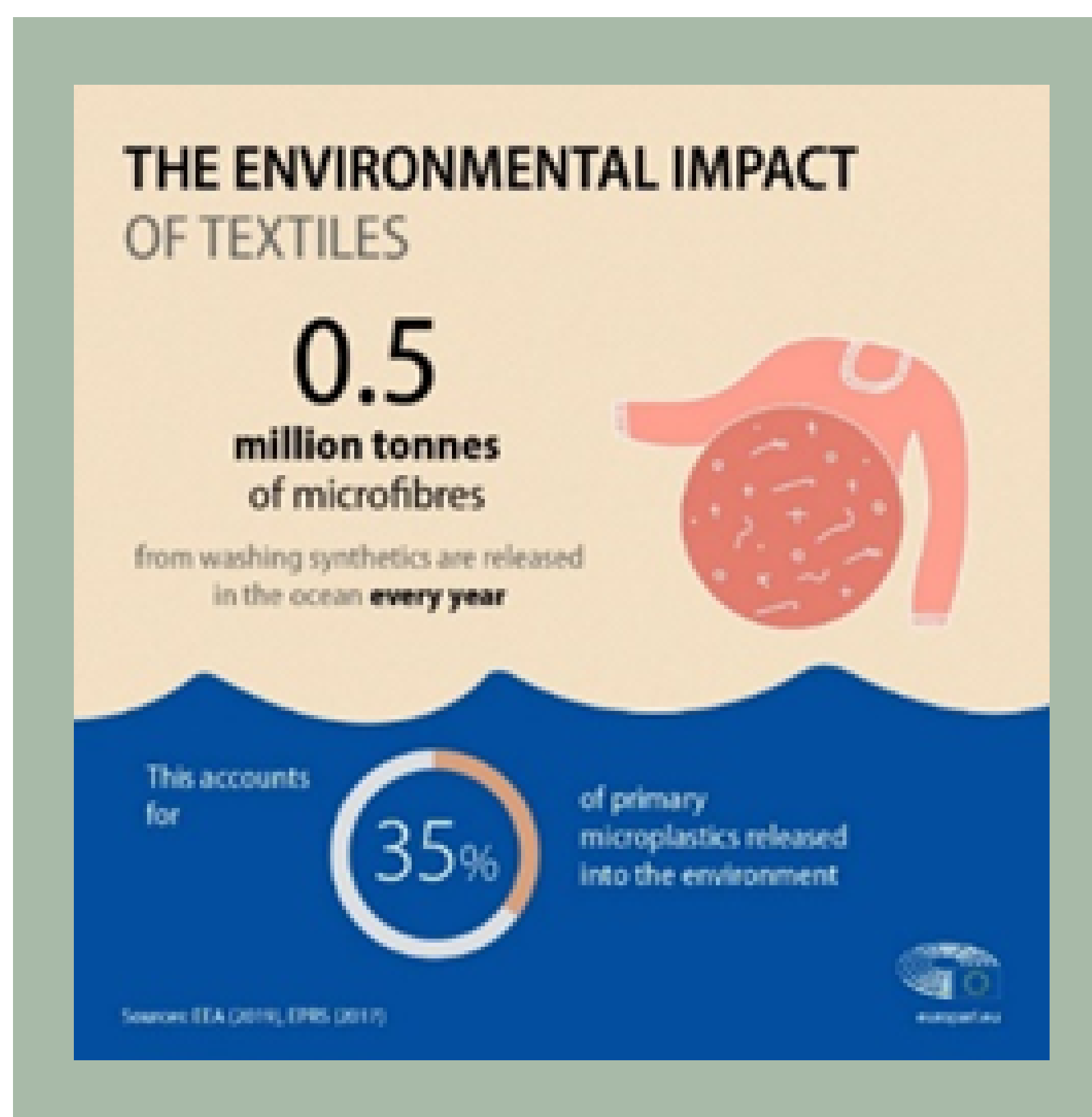


## UN SDG



## How Serious is the Issue

- It takes **713 gallons** of water to make one cotton shirt
- Not just an issue in the US
  - **EU** has already implemented a **circular economy action plan** as their strategy in 2021 to drastically reduced the environmental footprint of textiles by 2030.
- Fast fashion giant H&M has reported in the past to have **\$4.3 billion of unsold inventory**.
- The fashion industry produces **5-6%** more clothing each year to keep up with consumer demand but more and more clothes still don't get sold and wind up as waste/pollution



## Stakeholders Affected

### Environment



The fashion industry is responsible for **10%** of total carbon emissions

**85%** of all clothing ends up in a landfill

- Substantial amounts of micro-plastics end up in waterways
- Large textiles are found in the ocean, impacting wildlife

### Consumers



Apparel prices increase an average of **5.2%** year over year

- Lack of access to affordable clothing repairs
- Replacing clothes is not budget friendly
- The environment is greatly impacted by this issue which affects individuals health

### Businesses



The fashion industry overproduces by **30-40%** each season

The number of clothes the avg. person consumes has increased by **60%**

- Clothing stores are forced to throw away perfectly good product
- The increase in production leads to unreasonable supply chain demands

## Current Solutions



"...we repair and recreate secondhand clothing, bringing new value to unwanted basics & forgotten vintage pieces."

- Redesigned fashionable, secondhand clothing
- **Limitations**
  - Expensive for the avg. consumer (around \$50 per shirt) which makes sense for their business model
  - They are for profit, while Second Chance is a non-profit

## Citations

- Joy, E. (2022, November 14). *Fashion's Overproduction Problem + An Alternative Business Model*. Conscious Life & Style. <https://www.consciouslifeandstyle.com/fashionoverproduction/#:~:text=Fashion%20has%20a%20serious%20overproducti%20problem.%20The%20widely>
- Tidswell, E. (2022, March 10). *Less is More: Fixing Overproduction in the Fashion Industry*. Goodmakertales.com. <https://goodmakertales.com/overproduction-in-the-fashion-industry>
- *The environmental footprint of a t-shirt is enormous*. (n.d.). Goodfair. Retrieved April 9, 2023, from <https://goodfair.com/blogs/nonethings/did-you-know-that-one-t-shirt-guzzles-over-700-gallons-of-water#:~:text=To%20make%20one%20cotton%20T-shirt%2C%20it%20takes%3A%201>
- *The impact of textile production and waste on the environment (infographic)*. I News | European Parliament. (2020, December 29). <https://www.europarl.europa.eu/news/en/headlines/society/20201208ST093327/the-impact-of-textile-production-and-waste-on-the-environment-infographic#:~:text=The%20impact%20of%20textile%20production%20and%20waste%20on>

## Our Idea

- A group on the UNH Durham campus
  - We will take in gently used **clothing donations**
  - **Repair minor rips/tears** in clothing for **FREE**
  - **Sell** gently used clothes on Fridays on Smith Hall Lawn on the UNH Durham campus as a popup shop
  - **Donate** money to an organization doing something to help minimize this issue: **Fashion Revolution**
    - Improved working conditions
    - Conserves resources and regenerates ecosystems
    - End throwaway culture and shift to a system that uses materials longer and nothing goes to waste
- **Target market:** Students, Durham community, and surrounding towns

### Our Punch Card

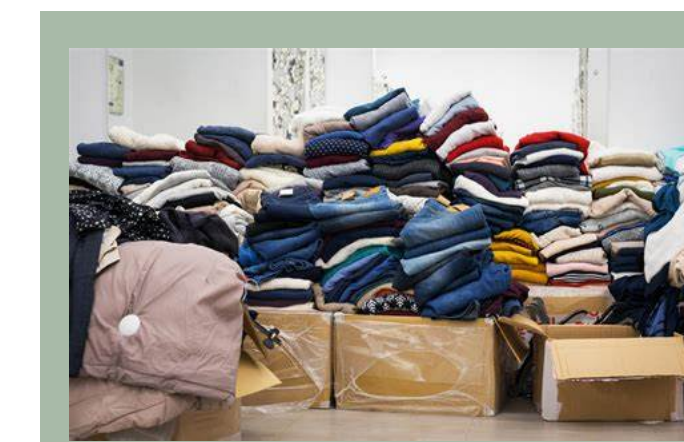


- **Our popup shop will:**
  - Have gently used **clothing for sale**
  - Accept **clothing donations**
  - Accept clothing in need of repair
  - Will offer a free entry **raffle** where customers can win **FREE clothes** and other prizes

## Why Our Solution Will Minimize the Problem

### What it will do

- Encourage our community to **buy secondhand**
  - Less purchases of "new" clothes (**saves money** and gives **less money to companies** that overproduce)
- Encourage people to **buy less** due to being able to **repair their clothes** easily and for **FREE**
  - Which decreases clothing waste



### How is it Different

- **BIGGEST difference:** we repair old clothes
- Drift makes old clothes into something completely new and different. Second Chance **repairs the old so it looks new**
- Drift = for profit, Second Chance = **non-profit**
- Second Chance is **superior** – we fix your favorite clothes so you don't have to buy new ones