



Earth Express: Journey to Sustainability

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Earth Express: Journey to Sustainability

Supporting the idea of sustainability, the event consists of a pop up train carriage, showing the side of fast fashion mass market rarely knew through the LED screens attached on the windows of the carriages. Using a palette of brown, dusty green, and gold, the carriage exudes a rustic, vintage train vibe.



Inspiration: Orient Express Train

Orient Express created a new style of travel with the invention of a high-class, luxury train, bringing people, countries and cultures closer together. Today, Orient Express continues to build on its heritage with new hotels.





SHOWCASE

The value chain.

Inspiration: **Neonyt Trade Show**

The Neonyt Trade Show is the world's biggest exhibition for sustainable fashion. From contemporary, casual and urban wear to denim, street and sportswear down to business outfits – as well as ladieswear, menswear and kidswear, the ranges also include outdoor, shoes, accessories, jewellery and beauty.

 messe frankfurt

NEONYT

THE GLOBAL HUB FOR FASHION, SUSTAINABILITY, INNOVATION.



The change of fashion is now.

Showcase of change in the

Kraftwerk Berlin

NEONYT

DAVID SHIELDS AND DAVID SHIELDS



NEONYT



EONYT





Inspiration: Jakarta Fashion & Food Festival presents fashion show inside LRT train

While the train ran, models presented outfits from 11 Indonesian designers as part of Jakarta Fashion & Food Festival (JF3) 2019.



Inspiration: Prada Silver Line

The Prada Silver Line is pop-up shop in the shape of a railway station.

Located at the Pacific Place shopping mall, the store featured a mix of bags and accessories from different collections.

The pop-up shop debuted in Macau, and travel to locations in Asia, Europe, and the United States in 2018.





Inspiration: The Jingle Brow Express

On board the activation, customers will be able to book brow treatments including waxing, styling and tinting. Customers will be able to pre-book or walk-in, with all proceeds going to the brand's chosen charity partners Refuge and Look Good Feel Better. Benefit will also encourage visitors to pick out mini gifts off a Christmas tree to donate to the charities.





#EarthExpress
#SustainableUs
#ClothesReborn
#RecycleInStyle



Messages and Goals

Informing the danger of fast fashion towards the environment

Numerous research has stated that the fashion industry is the second most environmentally damaging industry right after the oil industry.



90%
OF WASTEWATERS
in developing countries is
discharged into rivers
without treatment



1.5 TRILLION
LITERS OF WATER
are used by the fashion
industry each year



GREENHOUSE GASES
EMISSIONS



SOILS DEGRADATION
AND DESERTIFICATION

1 KG
OF CHEMICALS
is needed to produce
1 KG of textiles



Messages and Goals

Informing the rising demand of sustainable fashion

Through a survey conducted by Fashion Summit, there has been a mutual understanding that the vast majority are concerned about sustainability issues, and nearly two-thirds regard themselves as supportive of sustainable fashion.



Consumers demand sustainable fashion - InternetRetailing

<https://internetretailing.net> › sustainability › sustainability › consumers-de... ▼

New research suggests that more than half (52%) of consumers in the UK and US want the fashion industry to become more **sustainable**, with calls for reduced ...

How Consumers Are Pushing the Global Fashion Industry ...

<https://fortune.com> › 2019/09/06 › government-consumer-pressure-global... ▼

Sep 6, 2019 - Global **fashion** brands, responding to government pressure and consumer **demand**, are taking new strides towards **sustainability** and circular ...



Beyond Sustainable: The Growing Demand for Ethical Fashion

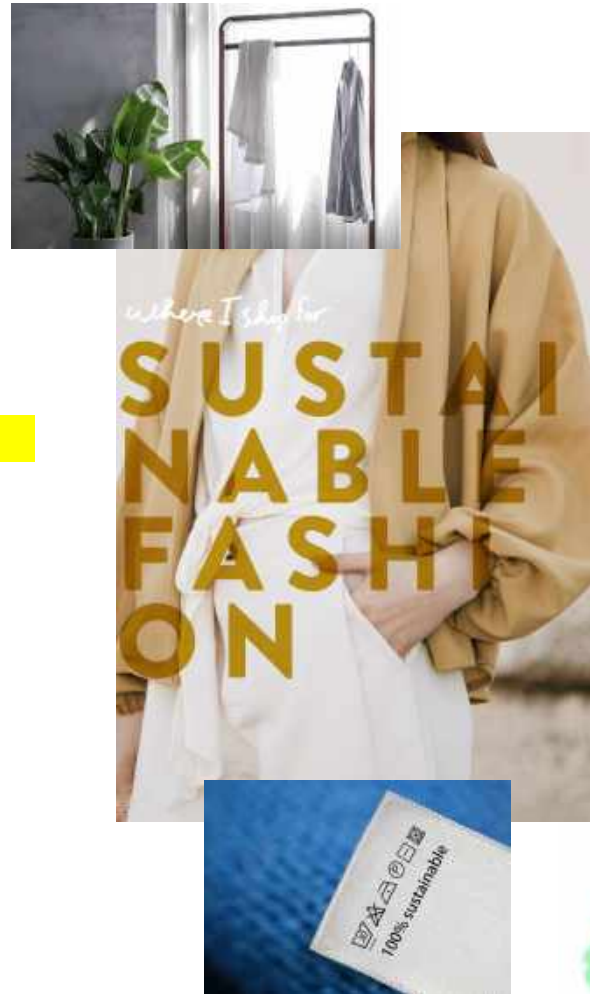
<https://www.therobinreport.com> › beyond-sustainable-the-growing-deman... ▼

Beyond Sustainable: The Growing **Demand** for **Ethical Fashion**. April 3, 2018 By Judith Russell.
When Vogue Australia quietly hit the newsstands in its home ...

Messages and Goals

Informing the steps to take towards sustainable fashion

Although the vast majority is aware of the need of sustainable fashion, most of them are still clueless regarding the steps they could and need to take in order to make the movement work.



GREEN
& CLEAN



FAIR &
ETHICAL



RENTED, LOANED
OR SWAPPED



REPAIRED, REDESIGNED
OR UPCYCLED



SECONDHAND
OR VINTAGE



HIGH QUALITY &
TIMELESS DESIGN



Messages and Goals

Showing the joy of upcycling and recycling

Rather than just informing through words and videos, it is better to let people experience the act themselves, where it aligns with the current needs trend of experience rather than physical objects.



DAVID ABRAHAM,
designer,
Abraham &
Thakore

A&T has designed upcycled lines using fabric cut-offs, antique brocade and ribbons from discarded hospital X-rays and films

"Upcycling is a creative challenge that can bring interesting results. Wasting should not ever be an option"





#EarthExpress

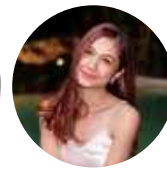
During the event, a train compartment replica will be built, showing a video of how fashion and sustainability has evolved throughout the years. The front part of the train will also act as a photo spot for the visitors.



#SustainableUs

The topic of sustainability is inevitable as the demand for sustainable items keep rising, and through the talk shows it is easier to show the public that sustainability does not have to start big, it just has to start. Talks about capsule wardrobes and styling tips could enlighten the public that sustainability is possible.





#ClothesReborn

In an era where graphics gained more interest than words, it is better to show the public on steps they could take as an individual through pictures. An exhibition consisting of graphic explanation to ways on sustainability will be presented in a unique way, which also works as a photo spot. A donation stand would also be build for visitors who would like to donate their old clothes in exchange of vouchers to partnering restaurants.





SELF
MADE
|INDOESTRI|
MAKERSPACE

#RecycleInStyle

One of the way to start being sustainable is to produce less waste, and one of it comes in recycling. A series of recycling workshops will be held during the event, which covers a pouch recycling workshop, passport cover recycling workshop, blanket recycling workshop, and a denim jacket upcycling workshop.



Event Goal

- Collected 250 kg of donated clothings
- 500 accumulative posts on social media, including Instagram Story and Posts with related hashtags
- 75 attendees on each talk shows
- 25 attendees on each workshops



Three horizontal yellow stripes of varying thicknesses, centered vertically, spanning the width of the image.

Thank You