MED 704 Spring 2022

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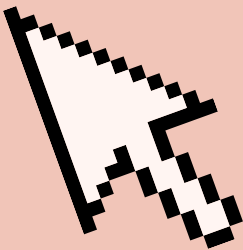
Reflective Journal

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"Narrowing the problem"

In this reflective Journal I will be utilizing the Driscoll/Rolfe model of reflection of "what, so what, and so what next" (Gladd,2020).

Last semester I presented a brief to my peers and IBM mentors on how to make the fashion industry more sustainable through tech-based clothing ideas. I included a slide on Lukso, a company that is utilizing the use of blockchains and crypto to verify authenticity throughout the fashion world (HappyBlock, 2021). At the time of the presentation I had very little understanding of Lukso, NFTS and blockchains, and even admitted that while presenting the slide. However, upon doing more research into the world of sustainability, I realized it is quite a hard task for fashion brands to prove sustainability, and that the fashion industry is also riddled with unethical practices (Lambert, 2014). From this research I decided to narrow my focus, onto the subject of transparency, because without transparency first then sustainability cannot be proven or achieved (Association of MBAS, 2021).

I decided to look a bit more into the company Lukso, and learned about blockchains/NFTs and how Lukso creates new standards for the digital fashion industry.

From this I realized I wanted to focus more on the blockchain aspect for my brand, and use the NFT as the face of the blockchain. (I later eliminated the aspect of the NFT after talking to industry professionals, but since this journal documents my journey throughout this process the NFT aspect was kept until I eliminated it.) The creator of Lukso, Fabian Vogelsteller, explains code ERC 721, one of the specific codes that makes Lukso unique, in videos posted online to YouTube (https://www.youtube.com/watch?v=Nx5D9QWNIhI) . ERC 721 essentially gives the blockchain the ability to expand without the use of extra mining, making it extremely easy for it to go from just one data point to thousands of points of assets. Learning how blockchains can expand to hold all these different points of data brought me to the idea of using a blockchain as a log to document the creation process of clothing. It is because of my research into NFTS, blockchains, and the crypto fashion world in general that I was able to refine my concepts and wishes for transparent sustainability into a concrete idea of a company/brand.

Initial Concepts

   The semester began with pairing us to our IBM Mentors, and my mentor is Eden. Eden and I have been meeting once a week all semester for approximately 45 mins to an hour. I am really thankful for these meetings because not only am I getting great ideas and advice, but the weekly deadline pushed me to have new concepts and content to share each week. This really helped me manage my timeline throughout the project, and get a majority of my work done early instead of saving it until the end of the semester. Eden has also been vital in teaching me things such as Adobe Illustrator and concepts of branding, and she even came up with the name of my company, which will be "Transparent." Besides those things, it was also just great to have such positive support while progressing through the project. Eden has been really great with building my confidence in the project and my ideas.

   Now that I had the idea to combine the digital and physical fashion worlds together through the use of NFTs and blockchains in order to be more transparent in ethics and sustainability, I had to focus more on the product, specifically, what the people will actually buy. In order to be the most sustainable version of the company, I proposed the idea of the creation of the clothing not starting until the initial purchase of the blockchain. This would significantly reduce waste, which is a huge problem in the fashion world right now. Another perk of this idea would be that the clothing items ordered could be customized to the consumer's desires. This could make the brand more inclusive to fit everyone's style, sizes, and wishes. Some brands I have taken inspiration from for this concept include Nike's shoe customization options, where you can change the colors of every aspect of the shoe, and Xbox's controller customization options as well, which is very similar to Nike's. Being able to include that would be great, but I think it would be amazing to be able to expand from that, and let the consumer have even more say in their clothing items, such as the materials it's made from. One downside to both the customization and the clothing not being mass produced beforehand is that the creation and shipping times would be longer than a typical mass produced clothing store. Upon doing some audience research among peers who are passionate about sustainability, the majority of those asked agreed that they would be willing to wait longer than normal for their clothing items if it means there is proof of sustainable practices (interview transcript appendix A). I understand this may not be the same among all consumers, but I believe this brand is targeted towards those who care about sustainability and the environment. Another way to combat this would be to offer a "faster" option, which would essentially be a basic, pre-made design option that would still be made to order but may be able to be produced at a faster rate due to its simplicity and lack of customization.

One thing that could help shorten the length of creation of the product would be to have a local operation, as in locally creating the entire product from start to finish. This would reduce the company's carbon footprint because it would not be necessary to source in as many materials as well as make it easier to overlook the ethical practices for employees by not having to contract out work through other companies. One brand that I admire for their process of creating products is the beauty brand Colourpop, which is an American makeup brand based in California. Colourpop is so transparent with their operations they even offer tours of their factories to the public, and many beauty influencers have filmed themselves on these tours. Everything from the packaging to the product itself to the shipping labels and boxes are created within the same complex. The company attributes this business model to the reason they are able to keep their costs lower than traditional beauty brands without sacrificing quality (Wischhover, 2016).

Keeping the brand local would not only help shorten the creation process by not needing to wait on materials or rely on outside brands, it could also help address the issue of trust, which is listed as a threat in my SWOT analysis. This threat was pointed out to me by my Professor Flavia, who explained it is one thing for a company to claim sustainability and transparency, but that does not mean anything if the consumers don't believe the claims. Greenwashing, which is the process of companies misleading their consumers about their environmental impact, is a huge problem in the fashion industry right now, and I would need to actively show that Transparent is not greenwashing (Kenton, 2020). Taking her feedback, I realized this would be a threat I could fix. A local operation could help build trust for many reasons, one being the option to let the public come in and tour the facilities like the brand Colourpop previously mentioned. Another positive aspect of this is that people tend to already trust locally created and sourced brands more, and even if it does expand worldwide it would still have its initial starting point as a part of the brand identity. Since this brand at this point is a speculative concept, I am not sure where "local" would be in this aspect. I know back home in the United States being a local brand is something people appreciate, and I learnt from my IBM mentor Eden that the same rings true for the United Kingdom as well.

Figure 1: image made by Author in Canva

After sharing the concept of the brand to a friend of mine who specializes in business (Riley Schafer), she recommended I look into the Triple Bottom Line business model, explaining that it is a method used to measure the sustainability of the social, environmental and financial impacts of a company. It is important to follow a sustainable business model from the beginning stages, and using this model can ensure environmental sustainability for the brand. Also, modeling a company after the sustainable framework of the Triple Bottom Line can make the brand more attractive to investors, helping ensure more long-term success (Miller, 2020).

This business model was evolved by John Elkington in 1994 to shift focus away from solely profit toward more sustainable and humane practices of business (University of Wisconsin, 2016). The idea is that companies will receive more success if they focus on more than just profit, and that environmentalism will attract more customers and therefore drive sales of the business. Being able to talk to someone who works professionally in the business fields for primary research helped me learn about these models and certifications that I otherwise may not have come across in my own research, and I was shocked how relevant the concepts were to what I wanted my theoretical brand to follow.

Figure 2: Image from https://www.techtarget.com/whatis/definition/triple-bottom-line-3BL

Figure 3: Image from https://www.marmind.com/blog/patagonia-marketing/

Now that I have a concrete concept of my company, I searched the current clothing industry for examples to compare it to. Although I believe that this is a relatively innovative concept, the world of tech and blockchains is growing so rapidly that it is hard to guarantee that another company won't do something similar. The same friend who recommended the Triple Bottom Line business model also works for the tech company Nvidia, and she collaborated on a project analyzing the sustainability of the company Patagonia. She was able to share some of the work they did with me for this project. She also recommended the book Let My People Go Surfing by Yvon Chouinard, who is the creator of Patagonia. Chouinard emphasizes that his environmental mission statement for Patagonia is that they will "cause no unnecessary harm" as well as "use business to inspire and implement solutions to the environmental crisis" (Chouinard, 2016).

Upon doing my own research, I think Patagonia is a great brand to analyze because even though they are doing more in terms of environmental awareness than most brands, they still are not perfect. Since it is such a large company that sources out contractors for its items, there is no way for them to ensure that ethical practices are being used throughout their creation process. In the past, Patagonia has had issues of forced labor, human trafficking and exploitation found in their supply chain through their contractors (White, 2015). The worst part, this is a brand noted for its ethics. If this is what is being praised, I believe that says a lot about the current state of the fashion world. I think their ethics and ideas on paper sound great, theoretically making it a great company to look up to, but the actions of the brand often sway from its messages. I would want Transparent to not fall to these problems, which hopefully can be solved through keeping the operation local as previously mentioned, in order to not have to rely on third party organizations that may not treat employees ethically.

PHOTOGRAPHY

Figure 4: Author's own image from class

On Wednesdays the class is offered an optional photography session with Simon Griggs where we get to learn the basics of photography and different cameras, lighting set-ups and techniques. This will be useful later in the project when I want to shoot images for the brand (Appendix B).

In order to be perceived as a company instead of just an idea for brands to utilize, Flavia suggested I make a brand logo and work on branding. My mentor Eden was able to give me an in-depth presentation on concepts of branding, and this semester our campus made the entire Adobe Creative Cloud available for free to students. I am very thankful that Eden was able to show me a quick tutorial on the basics of Adobe Illustrator, after I explained my frustrative attempts to sit through a five hour long Linked-in course on the subject. For now my process includes using the tools Eden was able to show me and explore and make designs on my own, while learning and bettering the designs through the Linked-In course to develop mock designs to send to a graphic designer.

In early February I reached out to a graphic designer and asked her to collaborate on the logo for my brand. Her name is Ashlyn and she recommended we somehow utilize a ghost into the design, to go with the theme of the brand transparency. I think this is a solid idea, with the only problem being that the snapchat logo, a well recognized icon, is also a ghost. From there the goal is to create something different and unique enough from Snapchat's logo while still incorporating all that we wanted into the logo. Although I am extremely thankful for her ideas and contribution to the concept, Ashlyn had her own classes to work on as well and hasn't been able to finalize any designs. Although this added stress because I found out about this late April, with only a few weeks before the due date, it is a good example of what can happen when leading a team. I do not blame her at all, for your own studies must come first.

One rough sketch I made is of two ghosts circling each other, in a type of "yin-yang" formation, with a large "T" behind them, that would be filled in with QR code type pixels. I chose the yin-yang style because it is known to represent harmony, and harmony within the planet and environment is something to aim for with sustainable practices. It is a very rough sketch, but I was able to transfer it over onto Adobe Illustrator (appendix C) in order to send it to my friend, Serena Marques, who is a professional graphic designer. The design is very rough but I believe it is enough to get the message and idea across. I was hesitant to ask her at first because I didn't want to ask someone to do the work they do for a living for free, but since it was late in the project and I really needed the help, I knew she was someone I could count on to get the image done fairly quickly. I love how she was able to incorporate the brand colors in the final outcome. If I were to do this again I would make sure I chose reliable creative partners, like Serena, to work with from the start.

Figure 5: Logo designed by Serena Marques

Mid-way Presentation

I was able to get some great feedback during the mid-way presentation, including getting in touch with Charlotte from IBM who is knowledgeable on the world of blockchains. This will help me with primary research options. One mentor asked about the environmental impact of mining that the brand will create and I did not have an answer for this question at the time, but I am thankful because it revealed a flaw in my concept and gave me an avenue to research. I later learnt my answer through my primary research with Nikhil and Charlotte.

Since my mentor Eden had been ill for a few weeks later in the semester she arranged for me to have a meeting with Susie, Charlotte and Nikhil, who worked on the IBM and Burberry blockchain collaboration called "Extreme Blue". I was really thankful for the insight on blockchains that I was able to gain from this meeting, and it was funny to me because the concepts around the project IBM worked on were very similar to the ideas I had for my brand, which ties into the threat I listed about another company having the same concept as Transparent because it is such an emerging and growing field.

The first thing Nikhil and Charlotte touched on was the question "Why Blockchains?". They explained that this was a question they ran into constantly with their projects.

Nikhil emphasized that it is important to be able to answer a question like this because it is very likely to come up, and after discussing it with the group I am now confident in my answer to the question. For obvious reasons blockchains and NFTs are a hot and trending topic right now, making it a relevant venture, but the better reasoning is because blockchains cannot be deleted, thus creating more trust and transparency. Nikhil explained that things like a typical database can later be manipulated or changed to reflect whatever the coder pleases, whereas a blockchain can only ever be added to, never erased from. This ties in perfectly with the ideals of Transparent, which wants to focus on being as honest and transparent about the clothing creation process as possible. This also can help address the SWOT threat of trust. Hopefully if consumers know that the blockchains cannot be manipulated or altered it can help foster some trust in the brand.

Another important outcome of this meeting was getting rid of the concept of NFTs and just focusing on blockchains. In a way this aligns with my initial concept, I just wasn't sure of how to go about a blockchain without an NFT. Originally I was just going to have it be a QR code, but the group of us in the meeting decided that it made most sense to eliminate the NFT and focus just on the blockchain aspect.

From there I asked the group about the concept of mining, and if using blockchain in the long run was really going to be a sustainable option because of the environmental impacts of mining. Nikhil explained to me that there are two types of blockchains, proof of work and proof of stake. Proof of work is the typical method that a majority of the blockchains are using today, and it essentially uses supercomputers to solve complex math problems, known as "mining", in order to access the blockchain. That method is not sustainable or environmentally friendly, however the second method, Proof of stake, is. Nikhil explained that this was the method they were going to use for project Extreme Blue because it does not require mining. Proof of stake guarantees that data saved on a network is valid by using a consensus mechanism that verifies new cryptocurrency transactions (Napoletano, 2022). Understanding and knowing the company can use proof of stake is important because during my mid way presentation one of the IBM mentors did question me on mining, and I did not have a solid answer to her question. Now I have asked and talked to professionals in collaboration with my own research to have a sustainable answer and plan in order to avoid mining and environmental costs.

At the beginning of this project I aimed to incorporate a new field of tech, NFTs and blockchains, into a fashion company in order to create more sustainable clothing. Through expert interviews and my own research I was able to refine my large concepts into a reality with the outcome of my theoretical brand Transparent. Transparent is a customizable clothing brand that uses a blockchain to log the entire creation process of the clothing to prove both sustainable practices and ethical working conditions, and I am very pleased with the outcome I was able to produce with the help of peers and expert interviews.

One aspect of the initial idea that I did not follow-through with was the NFT concept. This is because after doing a primary research meeting with Nikhil and Charlotte from IBM we realized together that the NFT aspect was an unnecessary part of the company for what it was trying to achieve. The blockchain was the important part, because it is what would be used to log the creation process of the clothing, and adding the NFT to it would not only have been unnecessary but also would risk coming off as a gimmick since it was not needed.

I believe my work was able to meet the learning outcomes because it is an innovative theoretical brand that focuses on fixing a modern problem in our society and fashion industry through the use of technology. The innovative aspect is thanks to the blockchain, and the problem is in regards to issues with sustainability, inclusion and ethical working conditions.

Through conceptualizing this project I was able to learn and refine my skills in several areas. I think a major area I improved immensely in was my photography skills. Through the sessions with Simon Griggs I was able to learn how to shoot in a real photography studio, something I had never done before. He taught us about lighting and how to adjust and add lighting fixtures in order to perfect an environment for a photo, something I have never had to do before because I was used to shooting in either daylight or action sports shots. Since I also was used to shooting moving targets in my sports photography, it was a new experience for me to have models to shoot, and being in control of how they place and orient their bodies and expressions. I learnt how to direct a model in order to work with the lighting and get the best final outcome. I also got to shoot on several different types of cameras, taking me out of my comfort zone and pushing me to learn how to use them. I was able to utilize these skills while photographing my models for the mock website (Appendix B).

I also was able to utilize and become more familiar with Adobe products, specifically Illustrator and Photoshop. I used Adobe Illustrator to create a mock up design of my logo in order to send it to a graphic designer and convey what I had in mind (Appendix C). Before this project I had never used Illustrator before so I was able to navigate a new application and this will be helpful in the future if I ever need to use it again. I used Adobe Photoshop in order to edit my brand logo onto my model's clothing, and also edit off any existing logos in order to have images for my mock website (Appendix B). I had experience using photoshop in the past but through using it for this project I did find I became even more comfortable with the application.

This project helped me feel more confident with reaching out to others for help. I've definitely always been more of a "do it myself" type of person, but since an aspect of this project was to collaborate with others I pushed myself out of my comfort zone to work with others and ask questions to learn. I noticed a big difference in my anxiety between asking the first person I interviewed questions versus the last, hence noticing that I have become more comfortable doing so.

Before this project I had almost no knowledge of blockchains and NFTs, but I was able to get a good grasp on the concepts through my own research in reading books, watching YouTube videos, and conducting my own primary research with those who have worked with them before.

If I could change anything about the project it would be to have the ability to actualize the concepts of the blockchain because I feel like I learn best through doing, and being able to actually work with a blockchain would probably help me learn and understand them in ways that research alone cannot convey. However, doing so would be a large task that would probably be both costly and time consuming. I hope through researching and completing this project that I will now be able to apply the knowledge gained in order to open myself up to more job opportunities. I think being able to say I have conducted research on blockchains may open up doors to new innovative jobs.

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Appendix A- Audience Research interview notes

Appendix B- Photography

Appendix C- Logo Rough Sketch

Appendix D- Mock video

Appendix E- Ethics Approval

Audience Research Interview: Jordan Boulay, eco-concious consumer

1. **Do you think you are conscious of your environmental impact in day to day life?**

Yeah, I'd say I was first influenced back in high school by my peers but then once I learnt more about the climate crisis it turned into something I took more seriously. I swapped out little things, for example using a scrub mitt in the shower instead of purchasing liquid body scrubs that come in plastic packaging and using shampoo bars instead of bottled shampoo.

2. When purchasing clothes do you factor in the brand's environmental impact and ethical practices into your decision process?

I find that I thrift a lot more than I ever used to in order to try and reduce my waste impact. I also try to shop at stores like TJ Maxx that resell clothing instead of them being sent to a landfill because that feels more eco conscious to me. In general I try to invest more in clothes that are quality versus the quantity I have.

3. What clothing companies do you currently buy from?
-Lululemon
-Savers (Thrift store)
-TJ Maxx (TK maxx in the UK)
-Banana Republic
-J Crew
-Patagonia
-L.L. Bean

4. **Do you think greenwashing is a problem in the clothing industry?**

I feel like a good analogy for greenwashing is when companies and brands use rainbow flags all over their advertising for pride month, while simultaneously supporting anti-LGBTQ causes. I also think marketing plays such a huge role in greenwashing, and being conscious of what the marketing is trying to tell the consumer and why is important, but also a lot to ask of the average consumer. These companies hire people specifically to create campaigns to influence consumers, so as a consumer it's hard to not be.

5. If an online brand could prove ethical practices and sustainability would you be okay with longer wait times for the clothing? For example, clothing that is made-to-order in order to reduce waste.
If I knew the wait time and why I think I would be okay with it, but we do live in a society that thrives off instant gratification so that could be an issue with the average person.

6. Are you interested in the world of blockchains at all? If not, would you be open to learning about them?
I'm unfamiliar with blockchains but I wouldn't be against learning about them.

What I learnt from my interview with Jordan

I specifically chose to interview Jordan because he would be in the ideal audience group that my brand Transparent is targeting. He is a very eco-conscious person, from being a member of environmental clubs with his university to practicing a sustainable lifestyle in his everyday life. I was able to ask theoretical questions about aspects of my brand to see how he would feel about them which was very helpful in testing out if people would actually like my ideas or not. One thing I was surprised about was his lack of interest in the blockchain aspect of the company. Not only did he say he knew nothing about blockchains, he also said he didn't really care to learn but would be willing if he had to. That came as a shock to me, but made me realize my brand caters to two main audiences, those who want sustainable clothing and those who are interested in blockchains. This is helpful to remember in context of branding. He said he would be okay with the longer wait times needed for the custom clothing, but that our society as a whole values instant gratification so he could see that being a turn off to others which is valid point.

APPENDIX A AUDIENCE RESEARCH INTERVIEW CONT.— ☒

Audience Research Interview: Alex Atkinson, Business Major

When shopping for clothes, do you pay attention to a brand's environmental impact and transparency around ethics?

I know fast fashion brands are pretty bad for the environment, mostly those online companies like shein, so I tend to stay away from companies like those. When it comes to clothing stores in the mall however I'm honestly not that sure which ones are ethical and sustainable and which ones aren't. Beyond like Forever 21 which I'm pretty sure is also fast fashion, I guess I kinda go with the idea that if it's really cheap then it probably was forced labor or unsustainable. If a brand specifically says it's sustainable or recycled materials, like I'm pretty sure Hollister does, then I would tend to rather buy that because I feel better about the purchase and the impact I'm making, but that's kinda rare to see.

If you could guarantee an article of clothing was more sustainable, would you be willing to wait longer for it to come in the mail? For example, a piece of clothing not being created until purchase in order to reduce waste.

Yeah, I mean that concept is pretty cool because landfills are a huge problem right now, and I think it'd make me feel a bit better knowing I'm doing all I can to stop contributing to the problem. I don't think anyone is going to be thrilled with a longer waiting time, but in that instance I think the pros outweigh the cons. I also think a lot of big brands do pre-orders for their big launches online, and I don't see a big difference between what you described and that, so if people are willing to wait for pre orders then I don't see why they wouldn't wait for a more sustainable piece of clothing.

Would you follow the creation process of clothing on a blockchain in order to see how it was made and if it's truly being more sustainable?

In general I think being able to just access a blockchain connected to clothing is pretty cool, blockchains are a really hot topic right now and I think that concept definitely follows current trends. I'm not sure if I'd want to follow the entire process super closely but I definitely would go on a few times just to see what it is, because it sounds like something I've never really heard of before.

What I learnt from the interview with Alex

I specifically chose Alex to interview because he represents more of the average American in their 20s demographic. He admitted to not usually buying sustainably although he knows he should and claimed it was because the environmentally friendly options tend to be more expensive. He said if they were the same price then he would be more inclined to shop sustainably because he knows it's the right thing to do, which shows I need to try and keep the costs for Transparent as low as possible. One thing I was surprised about with Alex was his interest in the blockchain aspect of the brand. He seemed to care more about the blockchain than the sustainability portion of the brand, and said if he were to buy something from the company it would be because of the blockchain aspect. This was the complete opposite answer from what I got in my other interview but it was reassuring to hear that people would be interested in the blockchain aspect. He said although he wouldn't be thrilled with the longer wait times for the clothes that it also wouldn't be a deal breaker if he bought it or not. He also said that being able to know when its coming and keep track of it would make the wait time more bearable.

Previously, I had taken photography classes at my undergraduate university for my journalism degree, but the photography studios here at Solent put my previous school's studios to shame. We are offered so many different cameras and lighting options, and truly have a ton of creative freedom to really produce the campaign of our dreams. I believe through these sessions, I am not only helping prepare myself for the photoshoot I wish to execute for the brand, I am also widening my skill set to be more employable in the future. Before this class I wasn't aware of how many different camera options there truly were, I just thought a camera was a camera, however I learnt I was very wrong. I got to shoot photos and learn how to develop film, while playing with different lighting setups and fancy equipment.

Using what I learnt with Simon I was able to conduct my own photoshoot in order to create images for my mock website. I was able to direct all aspects of a photoshoot, from the outfits the models wore to their hair and makeup. In order to prepare myself for the photoshoot, I put together a compilation of inspiration photos from Pinterest in order to give my models a guide for what I was looking for. I believe this helped their modeling because it gave them direction and a goal. I specifically asked them to wear plain t-shirts and jeans in order to later go in on Adobe Photoshop and edit in the brand's logo onto the clothing, since Transparent is a theoretical brand and we don't have any actual clothing yet.

Here are some photos from the sessions as well as the inspiration photos I got from Pinterest. I did my best to incorporate all that I had learnt in the sessions, including playing with lighting, backgrounds and camera settings. It took a few test photos to get the settings correct for the partly cloudy conditions we were shooting in. At first the photo was extremely washed out, appearing all white and blurry, so I utilized what I had learnt with Simon and experimented with different settings, learning what was helping and what wasn't working. Upon changing exposure and turning off autofocus I was able to zone in on the model and get much clearer photos. In the future I think it may be smart to show up early and do test shots without the model in order to assure the camera settings are correct before wasting any of the model's time.

▼

Image from https://femfetti.com/collections/tees/products/fall-in-amour-womens-shirt

Image from https://www.pinterest.co.uk/pin/522276888049050660/

Image from https://www.pinterest.co.uk/pin/522276888049050663/

image from https://mariannetaylor.co.uk/alphabet-bags-product-photography-t-shirts/

image from https://www.pinterest.co.uk/pin/522276888049050669/
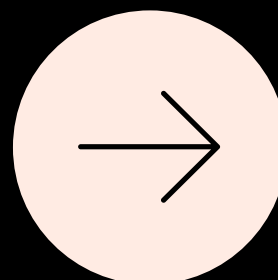
Image from https://shopredwolf.com/products/off-to-the-sea-tee?utm_source=pinterest&utm_medium=social

image from Vhttps://elevatedfaith.com/products/stay-rooted-unisex-tee?epik=dj0yJnU9Rm95Q0EzbER2UjR4RnBwcGplTkxaZ2RqLW5vZ3E4NFomcD0wJm49YUUweFcydGt5Y0xaWnpiTVZfQ25ZUSZ0PUFBQUFBR0p5Y3Jn

Taking inspiration from one of the previous Pinterest photos, I photographed a black shirt folded on my bed and followed the inspiration photo by adding accessories to the sides of the shirt. I then went in and edited the logo off of the shirt as well as smoothing out the background. I believe that smoothing out the background and adding the accessories helped make the photo appear more professional. Finally I went in and edited the logo on the shirt in order to appear as if it is a shirt from my brand. I will use this image in mock ups of the website and social media posts.

For these photos I edited on a QR code to the jeans of my model and a logo on her shirt in order to create some mock images for the website.

APPENDIX C LOGO ROUGH SKETCH ▫ ☐ ✕
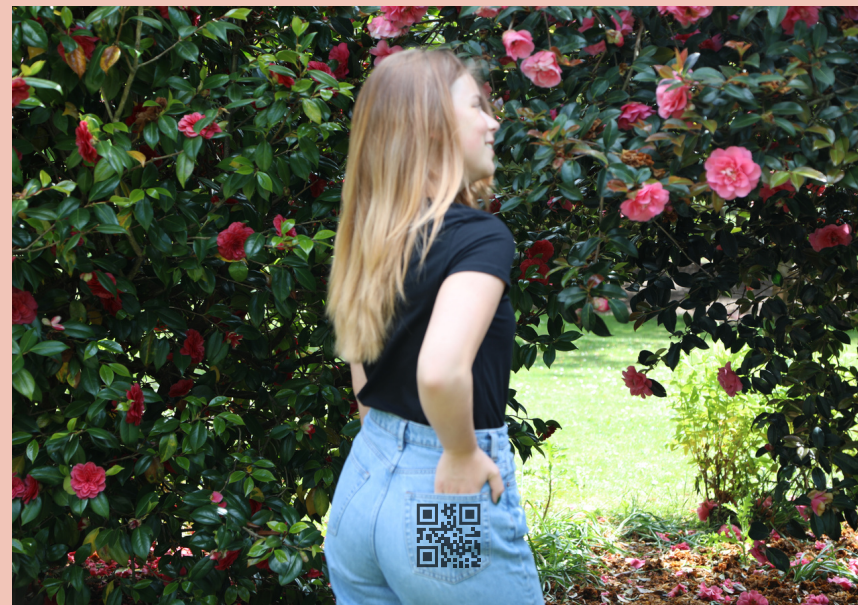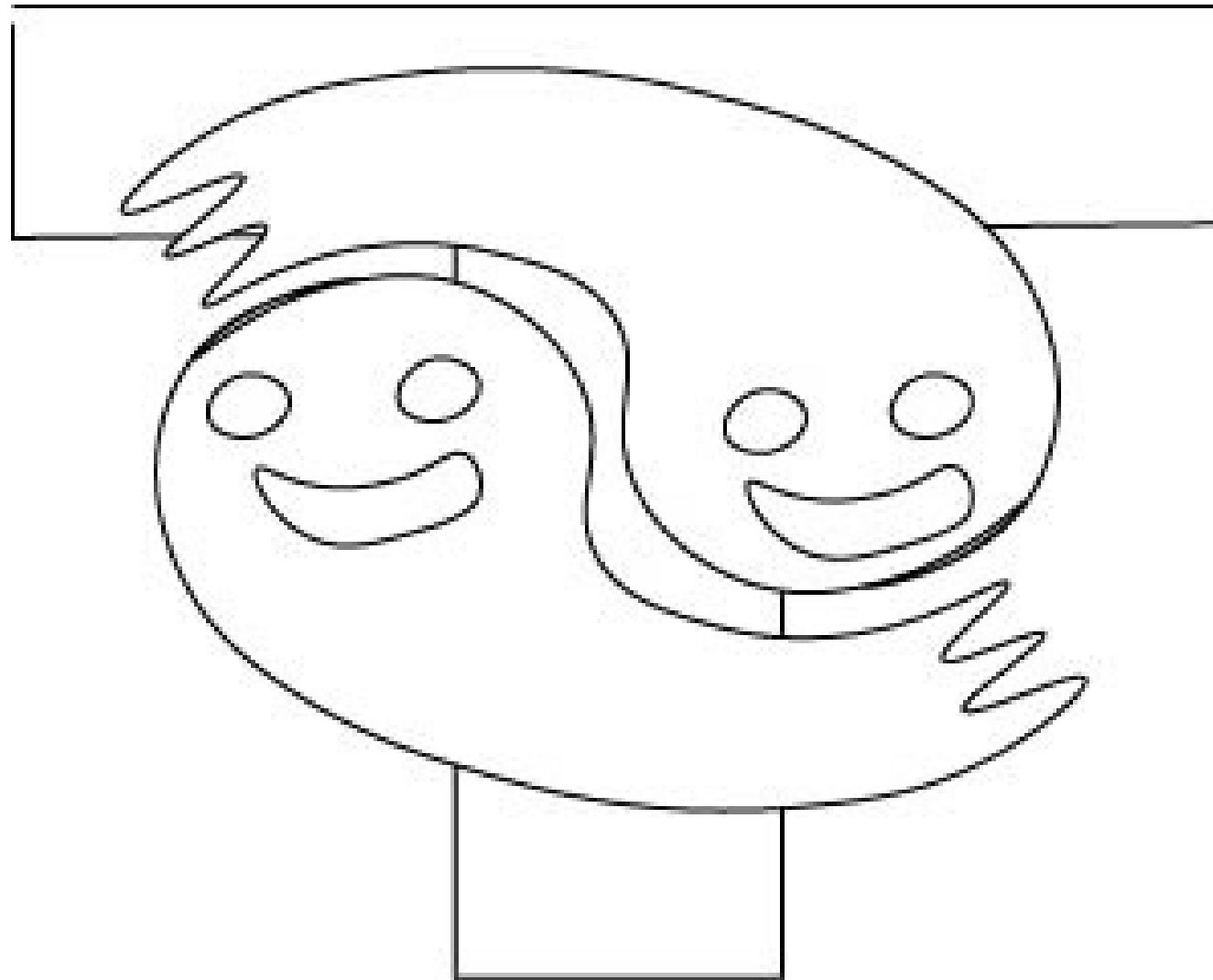
Here is the rough sketch of my concept for the brand logo. Clearly the artwork isn't the best but I was glad I learnt how to utilize Adobe Illustrator to fit my needs and send an idea of what I wanted to the graphic designer I was working with. In the future I want to practice and learn more with Adobe Illustrator in order to create better outcomes and mock-ups.
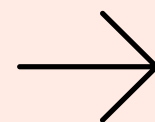
LOGO FINAL OUTCOME

APPENDIX D MOCK VIDEO
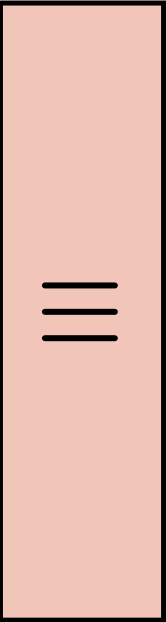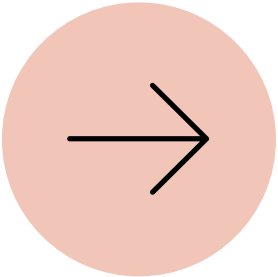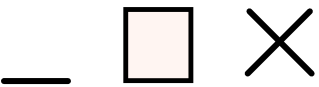
In order to help get my brand's concept across I created a slideshow to mimic the purchasing process of the garment and made it into a video. This was to show the journey from adding the item into your cart, some of the customization options, and what the theoretical blockchain could show. I want every aspect of the creation process logged onto the blockchain, including which worker did what step. I included links to click on the worker's name where you could see a small biography from the worker in order to humanize the workers and hopefully show ethical working conditions. All the images (besides the modeling images) in the video are stock images, but in the real scenario it would be actual unique images of the creation process of the clothing for the consumer to see. A perk of the clothing being customizable is that it will be very obvious that the photos that are being uploaded onto the blockchain are that of the consumer's unique garment, thus protecting us against claims of greenwashing and hopefully gaining more trust from the consumers and public. One thing that would have been cool to do in this mock video would be having the chance to work with real blockchain technology and see if these theoretical concepts work in that format.
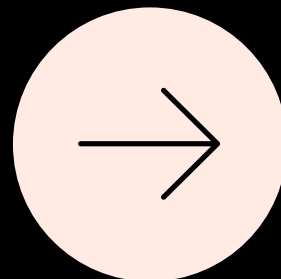
The mock purchase video can either be viewed below or can also be found here : https://www.youtube.com/watch?v=Sp_q1HDnkGA

Appendix E: Ethics Approval