



# How Quick Apps Can Address Ecological Concerns in the Fashion Industry

University College Cork,  
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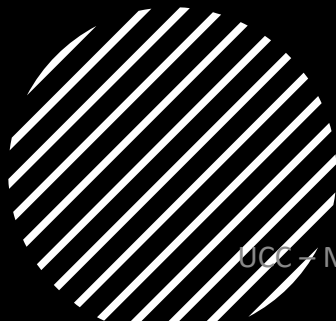
# Introduction – Fashion Industry

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- The fashion industry comprises of four sectors, the primary (relating to the extraction of raw materials), secondary (manufacturing of apparel), retail (distribution level) and auxiliary level (support services, such as fashion media, trade organisations and promotion industries).
- Out of the global working force, the fashion industry employs an estimated 430 million individuals, meaning the industry is responsible for the generation of 12.6% of total employment.
- The industry is responsible for the production of between 100 and 150 billion individual articles of clothing per year, with only 80 billion of those units being purchased on average per annum.
- Most of these garments are produced in China, who is responsible for the production of almost 65% of all global clothing items, Bangladesh follow suit with their global export share totalling 6.7%.
- Additional providers come in the form of Vietnam, India and Turkey, who each are responsible for the generation of a further 13% of the global market share, with 5.2% ,4% and 3.8% respectfully.



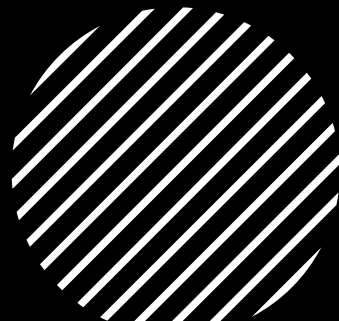
# Fast Fashion Statistics



- Fast fashion refers to the replication process, whereby the design, manufacturing, and marketing methods employed are focused upon the rapid reproduction of clothing, such that high volumes can be produced.
- This enables brands such as Zara, H&M and Primark amongst many more to produce such vast quantities of goods, such that they can maintain their own competitive advantage.
- And yet annually we produce 92 million tonnes worth of textile waste. Clothing and textiles constitute upwards of 7% of total waste in landfills.
- However, the actual production process is far more harmful to the environment at large, 79 trillion litres of water are required in the production process. Additionally, it is estimated that the industry is responsible for the generation of a staggering 4.8Gt of carbon waste.
- 60% of clothing is comprised of plastic, which produces 262% more greenhouse gas emissions than standard cotton shirts.
- All of this is not even to account for the exploitative behaviours manufacturers employ, with an average Bangladeshi worker only receiving 1,500 Bangladeshi Taka, equivalent to only 14.57USD a month.



# How Can Quick Apps Be Implemented To Dissuade Fast Fashion Practices




Currently the global application market is valued at US\$475.90Bn and is slopping upwards, with the Chinese market currently acting as the leading generator in revenues, with US\$166.60Bn accumulated in 2022 alone.

China currently leads the market in quick app implementation, i.e., WeChat.

There exists an untapped market within the western world, a market ripe for the pickings, specifically the fashion industry.

By enlightening consumers to either the malpractices of producers or fortifying the consumer experience to encourage minimal clothing purchases quick apps have the potential to shift the balance in consumer behaviour.

As fast fashion typically leaves consumers with more clothes than they need, quick apps may serve as an alternative to discarding clothing, be it the facilitation of a circular economy or the repurchasing on behalf of sellers.

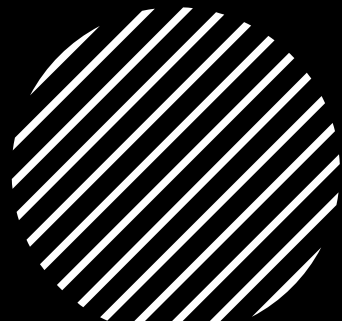


# Shop Sustainability – A Marketplace for Sustainable Fashion Products

- A Marketplace
- Different fashion brands could sell their sustainable clothing lines or collections in the marketplace on this quick app. Only sustainable products are allowed on this fashion quick app
- A Questions & Answers Function
- Fashion brands could share their measures, achievements and progress of sustainability. A Q&A function for communication between brands and customers on sustainable issues of products for sale on this quick app.
- Group Purchasing
- A 'Group Purchasing' function that offers cheaper prices for a group of people buying the same product. This function could help ease the higher costs, higher price issue facing sustainable products and achieve economies of scale.



# A Social Platform for Promoting Sustainability



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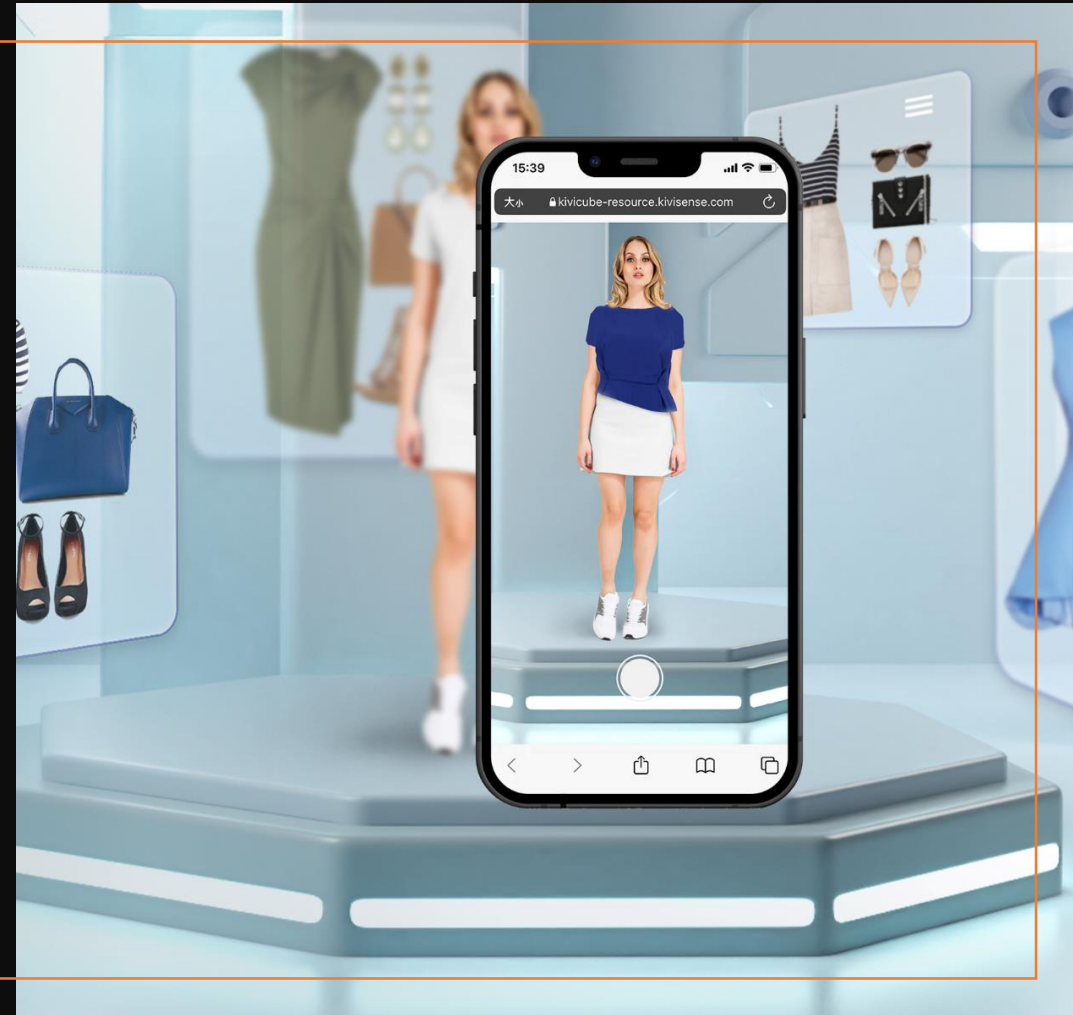
## Social Shopping

- This platform offers information on different materials used in different products, the manufacturing process and the carbon footprint.
- Experts on this platform offer their expertise and opinions on different brands' green activities and sustainable marketings, prevent fashion brands "green washing" customers.
- A social platform for users to share sustainable shopping experience and post their favourite eco-friendly products.
- Combining social and shopping functions together to create an online community for eco-product shopping, and to increase customer retention.









# Emerging Technologies

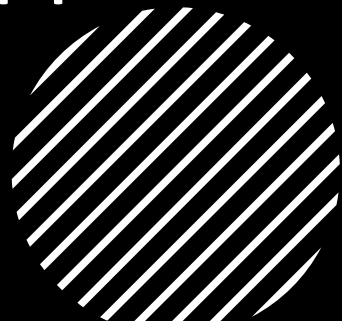
- AR/VR can be used together with Quick Apps to address sustainability concerns.
- AR can help users try on clothing in a virtual space, visualising their appearance, reducing returns and minimising waste.





 Instagram	18-42	Visually compelling photos, videos, shoppable feeds	<ul style="list-style-type: none"><li>• Inspiration</li><li>• Showcasing and selling products</li></ul>
 LinkedIn	46-55	Original and shared business-related content for professionals	<ul style="list-style-type: none"><li>• B2B marketing</li><li>• Networking</li><li>• Job recruiting</li></ul>
 Pinterest	25-34	Online "scrapbook" of photos, videos; 75% of users here are female!	<ul style="list-style-type: none"><li>• Inspiration</li><li>• Showcasing products or DIY results</li></ul>
 Snapchat	13-17 and 25-34	Photos, video messages, chats; content expires daily	<ul style="list-style-type: none"><li>• Telling engaging stories to younger audiences</li></ul>
 TikTok	10-19	Videos	<ul style="list-style-type: none"><li>• Engaging younger audiences</li><li>• Brand participation</li></ul>
 Twitter	25-49	Short news, discussion, humor posts; all under 280 characters	<ul style="list-style-type: none"><li>• News</li><li>• Events</li><li>• Hot topics</li></ul>

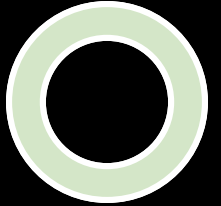
# Marketing for Quick Apps



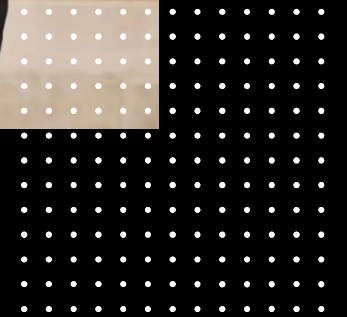
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Identify the social media sites that our target market is most active on, research would indicate that those most used are Facebook, Instagram and Twitter. We must produce engaging content, such as videos, photographs and interactive articles related to our specific quick app as to capture both attention and interest of our would-be audience.





- Collaborating with influencers who have a large following in our targeted markets, can improve upon our Quick Apps exposure and credibility.
- We can also use the application stores such as the Huawei App Gallery and the Vivo App Store to promote and place targeted ads there.
- Incentives, such as discounts or promotions, can encourage customers to download and use the Quick App.
- Finally, word of mouth will be an especially powerful tool to boost notoriety and trustworthiness. Encouraging users to share the Quick App with their friends and can family can similarly increase viability through word of mouth.



Pitching Quick Apps to the 18 – 40 age range is a challenging task. We can boost the app's exposure and trustworthiness while also building a devoted user base.



# SUPPLY SIDE PERSPECTIVE



PROMOTE  
SUSTAINABILITY



CREATE  
ACCOUNTABILITY



# Promote Sustainability

- Quick Apps can be used as social activism by consumers, encouraging them to shop at brands that are sustainable and boycott brands which are unsustainable.
- Puts onus on brands to become more sustainable as the efficient use of Quick Apps can be used to the deterrence of unsustainable fashion brands.
- Prior example is Buycott, an app that read barcodes on products and suggests whether the consumer should purchase the item. Not updated since 2016 – not fit for purpose.
- Clothing brands can be rated on a metric scale based on their sustainability and business practices. Brands with high ratings can utilise this rating in their promotional strategies.





# The Supply Chain - Accountability



80% of all GHG emissions for consumer companies originate in the supply chain.



Traceable Tags: Quick Apps can be used to chart the journey of a piece of clothing from conception to store front, allowing transparent information to be provided regarding where it originated from and what materials were used.

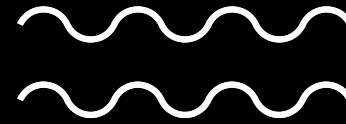
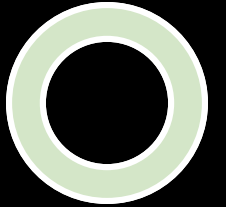


Creates accountability for suppliers as the supply chain is well documented and each stage is signed off on.

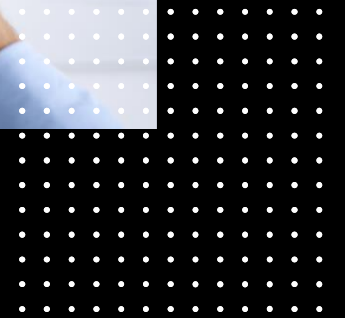


Quick Apps can be used to store and encrypt this data ensuring each decision maker along the journey can be held accountable.

# The End-User Perspective



- Why use Quick Apps?
- Fast
- Efficient
- No download or install necessary
- Customisation: Allows customers to express themselves and find their style through easily customisable options
- Easily accessible user layouts
- Allows development of social commerce platforms.
- Quick Apps allow consolidation of different functions into one easily accessible experience





# End-User Perspective- Continued



COST SAVINGS – THE ONGOING COST-OF-LIVING CRISIS HAS REDUCED CONSUMERS DISPOSABLE INCOME. CLOTHING RETAIL PLATFORMS CAN ALLEVIATE THIS PROBLEM.



COMMUNITY – QUICK APPS CAN FOSTER AND DEVELOP DIGITAL COMMUNITIES OF LIKEMINDED INDIVIDUALS WITH SIMILAR FASHION SENSES OR SIMILAR VIEWS ON SUSTAINABILITY. PROVEN SUCCESS FOR BRANDS SUCH AS PATAGONIA.



QUICK APPS CAN BE A PLATFORM FOR USERS TO COLLABORATE AND SHARE THEIR IDEAS ON HOW TO INCREASE THEIR SUSTAINABILITY THROUGH REUSING CLOTHES OR ORGANISING CLOTHES SWAPS.

# Quantitative Outlook on Potential Markets

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- Focus on market penetration.
  - In 2021, Android accounted for 67.2 % of European mobile phone market of 474 million. (318 million)
  - Even accessing 0.1% of the market would reach over 300,000 users.
  - 1% would give access to 3.18 million users.
  - 38% of Europeans take fashion brands' social and environmental impact into account when shopping.
  - Quick Apps are designed for scalability through lightweight and fast-loading design.
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# Marketing Strategy

Adopt a global approach to marketing – see the collective European Union as one greater market.

Guerrilla Approach – Place QR codes dotted around the city, within its centres, commercial areas and green spaces to lead potential users to the Quick App platform.



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