



agenda

The Problem

3

The Idea

11

The Execution

21

The Team

31

SO...WHAT'S THE PROBLEM?

APPAREL OVERCONSUMPTION

THE SCARY TRUTH

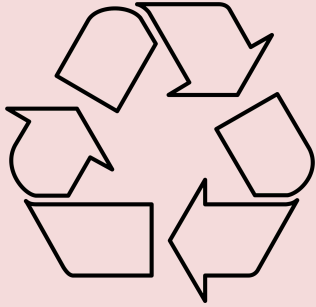
**72% of college students bought fast fashion in
2022**

**1 in 2 of college students say they watch fast
fashion hauls on social media**

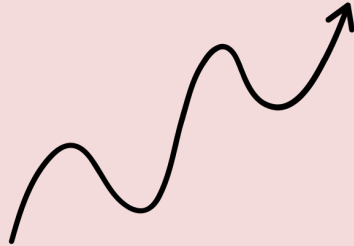
85% of textiles go to landfills each year

**Fast fashion is responsible for up 10% of the
global carbon dioxide emissions**

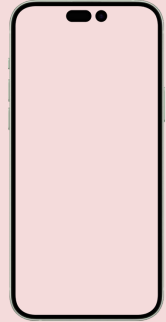
THE LIFE-CYCLE OF CLOTHES



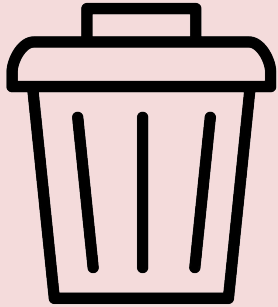
Only 15% of clothing waste gets recycled or donated. The rest ends up in landfills or incinerated.



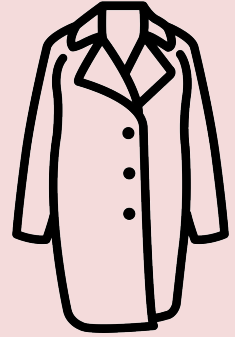
400% more clothes are produced now compared to 20 years ago



Trends are changing faster than ever. We keep purchasing to keep up.

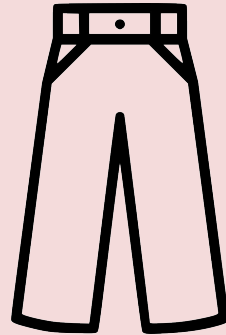


Clothes today contain harmful synthetic materials which pollute the air when burned and transfer micro-plastics into the earth at landfill sites.



THE WASTE ISSUE!!!!!!!

69% of the fibers
in our clothes
today are
synthetic



These textiles
account for almost
6% of the waste in
US landfills today

WHO?

You might be curious...

COLLEGE KIDS!

Overconsumption is inevitable in your 20s:

- Your style changes
- You go to themed parties
- You buy crazy clothes for football games and concerts
- Micro-trends are targeted towards you
- Normalizing spending x amount of money just to get free shipping

All of these reasons and more make college students our market

Get college students in Eugene

To become mindful consumers with how they shop

By prolonging the longevity of their fashion with an affordable and accessible option

THE IDEA

BOX OFFICE

BOX OFFICE IS...

A drop-box service and online business for donating clothes of all shapes and sizes, prioritizing accessibility and promoting sustainable consuming practices.

But how does it work?

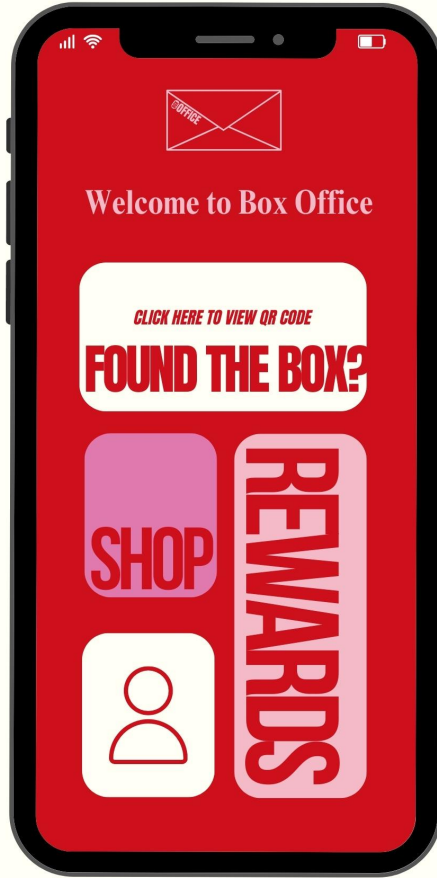
It's Easy.

STEP 1:

Someone (YOU!) will bring ready-to-be-donated clothes to their nearest Box office.

STEP 2:

The donator will scan their personal QR Code from their Box Office app, indicating they are ready to make a donation.



STEP 3:

The donator will then throw all their donations into the dropbox, and wait for their Box Office Rewards to land in their inbox.

STEP 4:

The clothes donated into these mailboxes will be picked up each week and uploaded onto the Box Office App, allowing customers to shop for new (but recycled and planet-saving) clothing items!

STEP 5:

Remember those rewards we mentioned in Step 3? Here's why they matter: The Customer can then use the rewards from their own donations, to receive discounts and savings on the Box Office website and inventory!

Remember:

**Box Office was made by
students, for students.**

Pricing on the Box Office Inventory is intended to protect sustainable
AND affordable consumption.

WHY DOES THIS IDEA WORK?

No car? No problem! **BO** is located around campus in heavily trafficked areas, drop clothes off on your walk to class!

Buying pre-loved clothing saves the planet AND your wallet!

BO is designed to fit into your life, not the other way around.



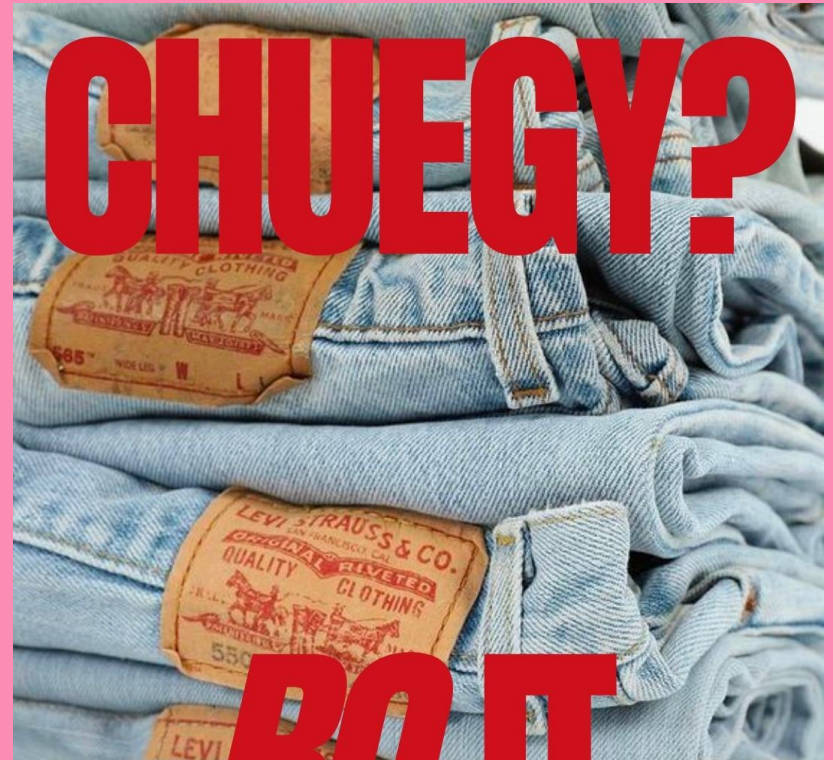
THE EXECUTION

INSTALLATION





PRINT ADS



CHUEGY?

BO IT

Recycle, Earn,
& Shop.

Eugene, OR. 2024



An online
thrift-store
made for you.

**YOUR JUNK
IS SOME1'S
TREASURE**



BO IT.

Recycle, Earn,
& Shop.

Eugene, OR. 2024



An online
thrift-store
made for you.

**HAVEN'T
YOU
HEARD?**



**BO'ING IS ALL
THE RAGE.**

Recycle, Earn,
& Shop.

Eugene, OR. 2024



An online
thrift-store
made for you.

INSTALLATION: GIANT POP-UP CONCEPT





SOCIAL

#WHERE *BOAT*

Social Media Campaign on Tiktok.

Students hunt down our big red box in hopes of being the first to find it. In return they receive additional rewards.

HOW DO WE KNOW THIS IS ACTUALLY WORKING?

**Monitoring levels of consumption on campus.
Tracking our clothing/ product intake & outtake.
Seeing people ACTUALLY wearing our goods.**

SOURCES & CREDITS

sustainyourstyle.org

<https://www.sustainyourstyle.org/en/whats-wrong-with-the-fashion-industry#:~:text=Waste%20problem%20of%20the%20fashion%20industry&text=Only%2015%25%20is%20recycled%20or,in%2069%25%20of%20our%20clothing.>

Threadup newsroom

<https://newsroom.threadup.com/news/threadup-teams-up-with-stranger-things-star-priah-ferguson-to-launch-an-fast-fashion-confessional-hotline-p71a4>

Earth.org

<https://earth.org/fast-fashions-detrimental-effect-on-the-environment/>

Center for Biological Diversity

https://www.biologicaldiversity.org/programs/population_and_sustainability/sustainability/fast_fashion#:~:text=The%20pollution%20introduced%20by%20the.change%20from%20anthropogenic%20greenhouse%20gas

THE TEAM



Val Landey

Art Director &
Designer



Riley Bair

Research &
Strategy



Ava Nhaisi

Media Planner

Thank you.

- BOX OFFICE