



UNNEW PROJECT



WHEN FASHION MEETS SUSTAINABILITY 

WHO ARE WE?

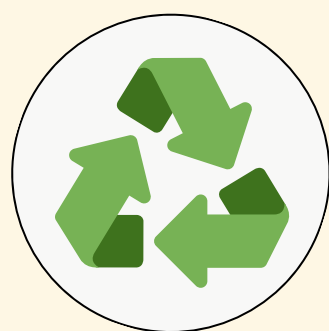
UNNEW Project proposes to address the lack of action towards sustainable fashion by promoting clothes swapping events, encouraging people to consume pre-owned items instead of mass-produced ones.

COMMUNICATION STRATEGY

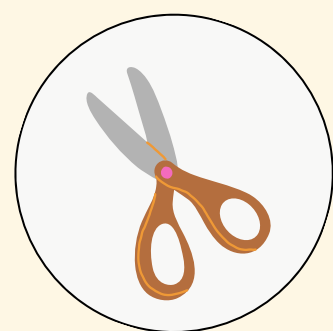
CLOTHES SWAPPING EVENT

- Alternative way to shop where the participants can bring their items that are no longer worn to **exchange with others' where the project will collaborate with Swoop Buddy**, an online fashion exchange platform.

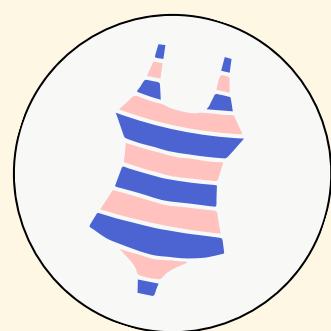
4 MAIN ACTIVITIES IN THE EVENT :



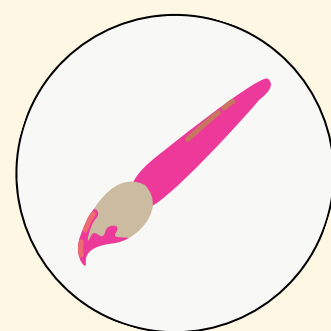
Clothes Swapping



Clothes Alternation



KOLS pieces



Artists Collaboration

REPAIR AND ALTERATION SERVICE

- By local tailors from Din Daeng Art and Crafts Center for the participants to readjust the size or length of their swapped items where all profit will be donated to the local tailors.

PERSUASIVE STRATEGY

COLLABORATION WITH THAI ARTISTS

- Limited second hand pieces painted by 8 well-known artists.



PRE-REGISTER BENEFITS

- Free 1 Buddy coin that can be used in the event.

DECORATION

- Follow the no-waste concept by using dead stock fabric for event decorations.

INFLUENCERS' PRE-LOVED ITEMS

- Donated clothes from 5 influencers who are well-known in the field of fashion.



OBJECTIVES



To **raise awareness** of @unnew.project clothes swapping event



To **stimulate people's actions** to "give and take" their pre-loved items to others and get good condition second-hand clothes back to their wardrobe



To **reinforce people's desire** to consider clothes swapping and second-hand clothes as an alternative solution to a sustainable environment

TARGETS

PRIMARY TARGET

Demographics : Women, 20-30 years old
 Psychographic : Love fashion, yet aware of fast fashion
 Behavioural : Don't want to support fast fashion, but still want to have fun with dressing up

SECONDARY TARGET

- People who are familiar with clothes swapping events
- Passerby



MEDIA STRATEGY

UNNEW's Instagram (@unnew.project)

- Created Instagram as a main communication platform to deliver all information
- Gained over 265 followers and had the highest profile views at 3,600 profile visits

Swoop Buddy's Instagram (@swoopbuddy)

- Expand the potential participants and helped deliver the information to the target since their followers are those who are already in the clothes swapping community and are those who have an interest in clothes swapping.

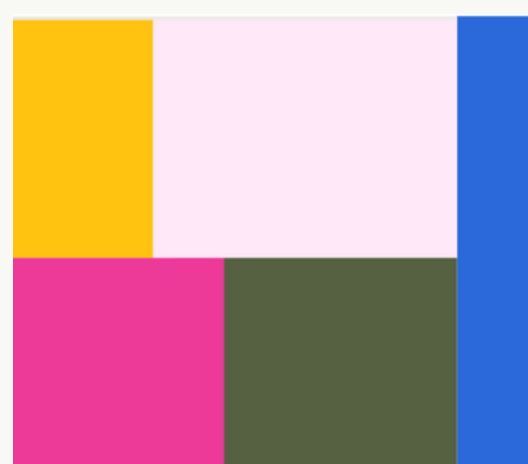


UNNEW (adj.) = Something that had already been used yet still new, like the second-hand clothes that will be swapped in the event

Personalities/Tone of voice:

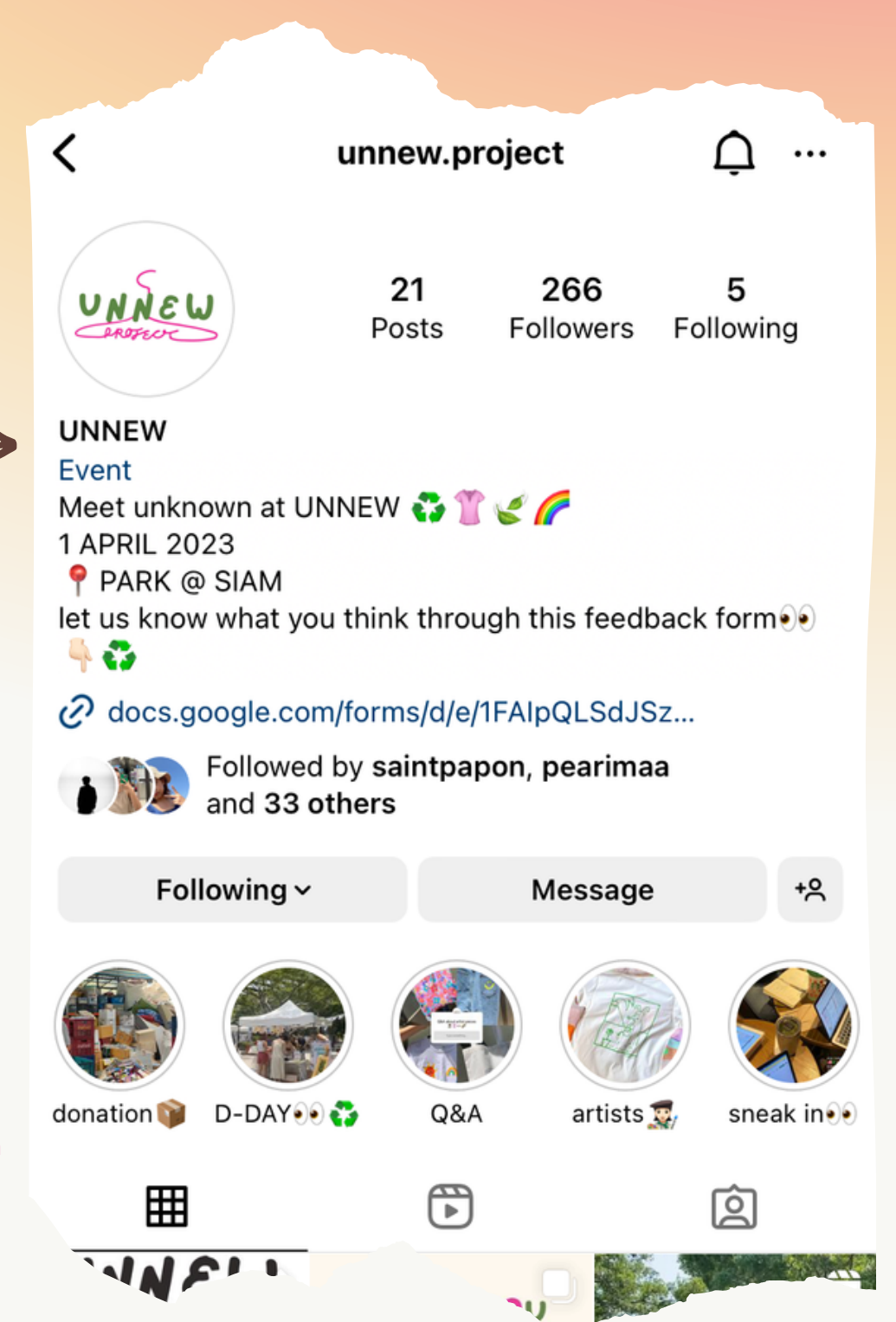
- Friendly
- Approachable
- Relatable

Main Colors:



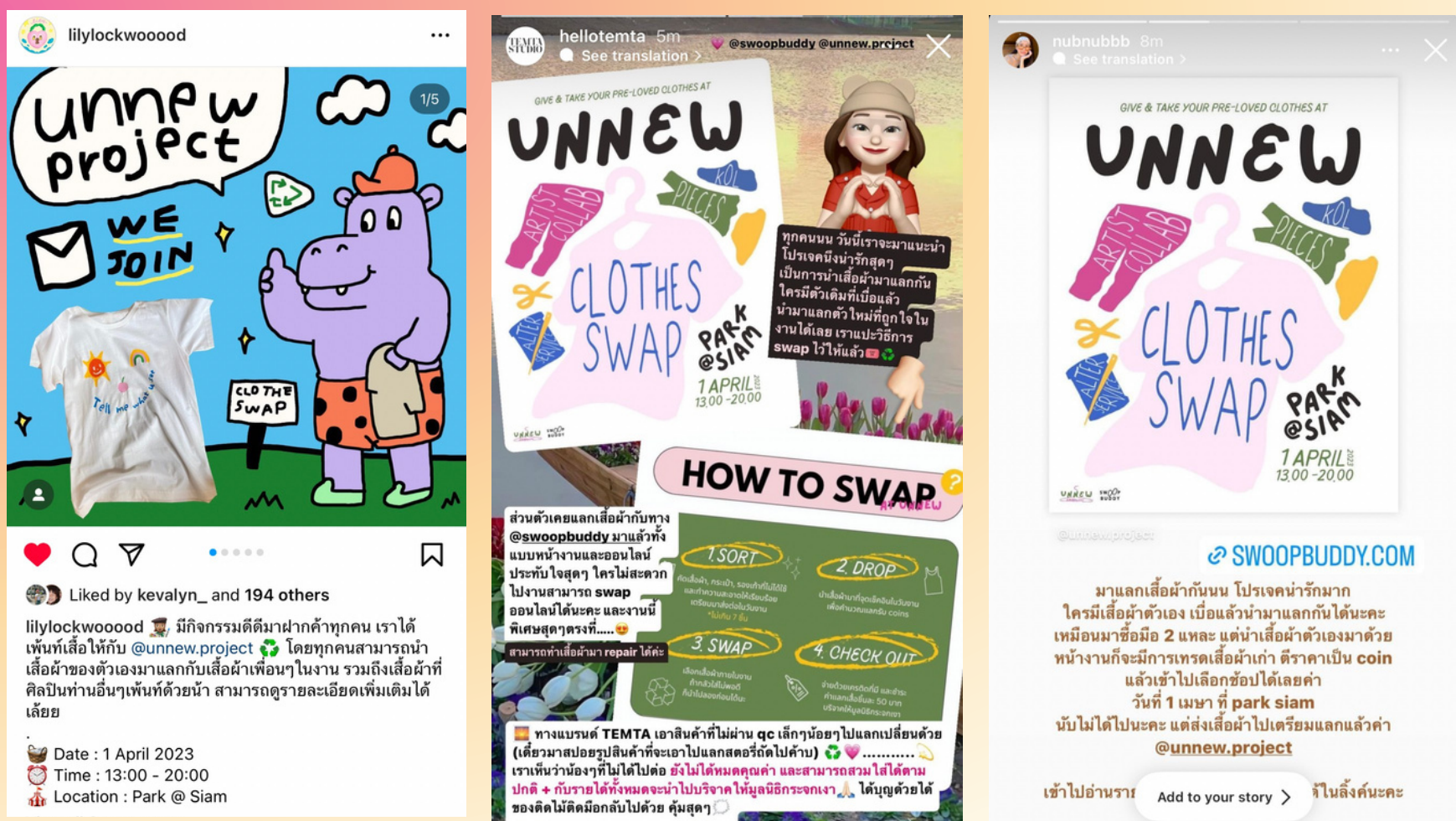
Main Fonts:

ABCDEF PLUMA BOLD
 ABCDEF PLUMA
 ABCDEF LEAGUE SPARTAN
 abcdef League Spartan
 ABCDEF LAZY DOG
 ลัวลัว Mero Thai

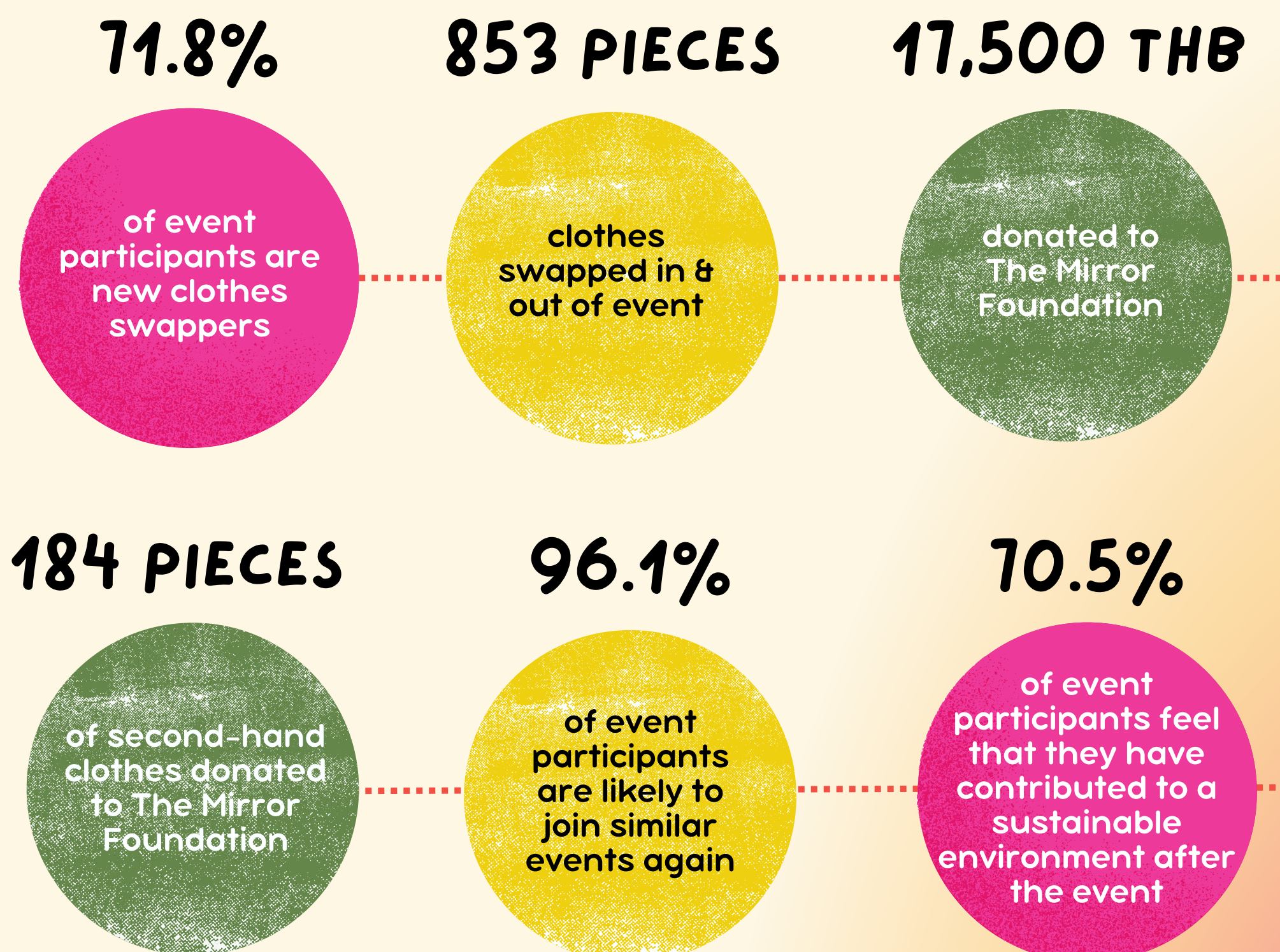


Shared media

- **KOLs:** Instagram story reposts and reels from collaborated influencers and artists ex. @lillylockwood, @hellotemta, @nubnubbb
- **Third party media :** PMCU / Siam Square social media channels
- **Influencers:** Poster repost from micro-influencers



EVALUATION



EVENT WRAP UP :)

