

October to December: Consumerism

High-tech - Case Study



Case Study

Month :	October to December 23
Topic :	Consumerism
Case Study Title:	Clear Fashion App



[Francois Le Nguyen](https://unsplash.com/photos/sCb7anzfew)
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Name of climate or social enterprise or	<i>Clear Fashion App</i>
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activist group:	
What is their story?	<p>Two young women launched the Clear Fashion app in French to change things in fashion: Rym Trabelsi and Marguerite Dorangeon. This application informs about the impact produced by the manufacture of clothing by many brands, thanks to a rating system divided into four themes: social impact (Human), environmental, health and animal welfare.</p> <p>Thus, consumers can consult a brand and analyse the data displayed.</p> <p>For example, the application analyses the brand from the angle of "Greenwashing", which makes it possible to check if the commitments of the brand in question are real or if it is only marketing.</p>
Link to the case study:	<p>https://www.clear-fashion.com/</p> <p>https://www.cooperation.ch/blogs/tendances-mode-et-beaute/2020/des-apps-pour-scanner-les-coulisses-de-la-mode-286762/</p>
Why is this a good example to follow?	<p>This application provides information to consumers so that they can make choices about responsible consumption.</p> <p>In addition, this app also gives alternative possibilities by indicating other brands evaluated positively.</p>
What did Impact this sample case study do?	<p>According to their website, ClearFashion has already reached 7 million consumers, which attests to its success. More than 300 brands are also verified.</p> <p>Thanks to this data, consumers can directly adapt their actions by buying their clothes more responsibly and thus avoid participating in fast fashion.</p>
References s	<p><i>Polymédia January 2020 article on "The planet is drowning in waste: findings and solutions"</i> https://www.polymedia.ch/de/la-planete-croule-sous-les-dechets-constats-et-solutions/</p> <p><i>Waterlogic article focused on plastic waste, accessed 19.10.22</i> https://www.waterlogic.fr/blog/sommes-nous-en-train-de-detruire-la-planete-avec-nos-dechets/</p> <p><i>Initiative against black-Friday, which corresponds to the last Friday of November when stores launch sales, which pushes overconsumption</i> https://solidar.ch/fr/stop-black-friday/</p>

	<p><i>Website of the Federal Office for the Environment giving ideas for navigating the consumption of sustainable clothing</i></p> <p>https://www.bafu.admin.ch/bafu/fr/home/themes/economie-consommation/dossiers/magazin2019-4-dossier/dossier-mode.html</p>
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