

PURPOSE

What is the biggest purpose behind your idea?
(a highly aspirational tagline that tries to solve a global challenge)

Providing fashion customers a new brand that utilises recycled materials together with 3D technology, spreads awareness about sustainable consumption, and promotes mexican crafters work. As well as serving as an example for future clothing brands.

SOCIAL IMPACT

What positive impact does your idea have on society?

We have come up with a new business model that involves customers and workers well-being. We are following Fair Trade Enterprises model, which means that we aim to be a sustainable, ethical and transparent brand. We would provide our crafters with fair working conditions and remuneration, as well as social security.

Users would also benefit from our model, since they'll receive beautiful high-quality and durable clothes, as well as the opportunity to create their own with our workshops program. This model does not only promote smart consumption but also turns our customers into activists and active learners.

ENVIRONMENTAL IMPACT

What positive impact does your idea have on the environment?

With the implementation of 3D technology we can give a completely new use to waste such as plastic bottles and pre-existing fabrics. Additionally, it would eliminate waste and use materials that are less water intensive and recyclable, as well as reusable.

Along with our technological strategies to make a more sustainable business, we will carry out different campaigns where the main focus will be to detach the customer from the old consumption beliefs, creating a more sustainable way of living. We will do this by showing them the reality of the process of making our clothes and also by teaching them how to take care of their own clothes.

PEOPLE

Who will benefit from your idea?

Garment workers, artisans, fashion users, pretty much EVERYONE!

MOONSHOT

Describe your idea in 3 sentences!

Revolutionising fashion industry

Techonology that reduces our climate impact

Social awareness about the real value of clothing

BREAKTHROUGH TECHNOLOGY

Which technologies help you realize your idea?

3D printing, recycled polyester, and recycled cotton

FINANCIAL IMPACT

How do you make sure your idea is financially sustainable?

Re-educating people about our consumption beliefs making them realize we don't need to purchase a lot of poor quality items when we can purchase a good quality product that may be a little more expensive but that will last much longer.

Produce recycled fabrics conventionally requires a specialized manufacturing facility, with the implementation of a 3D printer we will spare the construction and maintenance of an extra facility.

Buying 3D printers can be expensive, but we see it as an investment that will give us profits on a long term and that will reduce prices in the long run.

We are planning to have a workshop program that is not only going to be a different way in which people can have sustainable clothes but will also represent another income source for our company