



winner of
blue fashion
challenge 2017

A person is seen from behind, wearing a brown long-sleeved shirt and light-colored shorts, sorting through a massive pile of discarded clothing and fabric in a shallow, polluted stream. The water is murky and filled with debris, including plastic bags and other trash. The surrounding area appears to be a natural, rocky stream bed, but it is heavily contaminated by the waste.

Fast Fashion Is the Second Dirtiest Industry in the World, Next to Big Oil

Globalization has made it possible to produce clothing at increasingly lower prices, prices so low that many consumers consider this clothing to be disposable.

The fashion industry is a massive consumer and polluter of our fresh water
And one of the biggest culprits is cotton

A photograph of a person wading through a river filled with plastic waste. The person is seen from behind, wearing a brown shirt and light-colored shorts, and is reaching down into the water. The river is filled with a large amount of plastic waste, including bags and bottles, which are floating on the surface. The water is murky and brown. The background shows a rocky riverbank with some green vegetation.

the Fashion industry is growing rapidly,
mainly due to fast fashion conduct

people in developing countries are
suffering a great deal because they
do not have sufficient access to fresh water

mainly due to the overconsumption and
pollution caused by unsustainable cotton farming



I eat fish, and use the skin too

we all have a choice -
consumers and designers





So much of what makes
fashion great is the
inspirational, aspirational,
have-to-have-it-feeling

A woman stands in a textile factory, wearing a fisherman's smock and a seal dress. She is holding a travel bag. The background shows industrial machinery and blue conveyor belts. Three text boxes with leader lines point to her clothing items.

Fishermans smock
70 salmon skins

Seal dress
Jersey fabric
35 % Seaweed

Travel bag
35 salmon skins

Why fish leather hasn't been
used so much in fashion clothing



Fishermans smock
70 salmon skins
cost material 1200 €
retail price 4000 €

ptrickio



This could be the next thing



A woman with light brown hair, wearing a dark blue headscarf and a matching sleeveless dress, stands in profile against a dark, textured rock wall. The dress features a horizontal band across the chest and a fitted waist. The lighting is soft, highlighting her features and the texture of the rock.

Seaweed jersey
35% seaweed



Seaweed the
miracle maker

the food
of the future

help clean up
pollution from
waterways

mitigate the
effects of
climate change

A close-up portrait of a woman with long, flowing red hair. Her eyes are closed, and her expression is serene. She is wearing a grey, textured garment that looks like a knitted sweater or a shawl. The background is a blurred, natural setting with earthy tones. Overlaid on the lower part of the image is a white text quote.

Let us stop acting like we don't have
a choice - let's open our eyes and act



THANK YOU

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