

CREATIVE BRIEF

Group 14

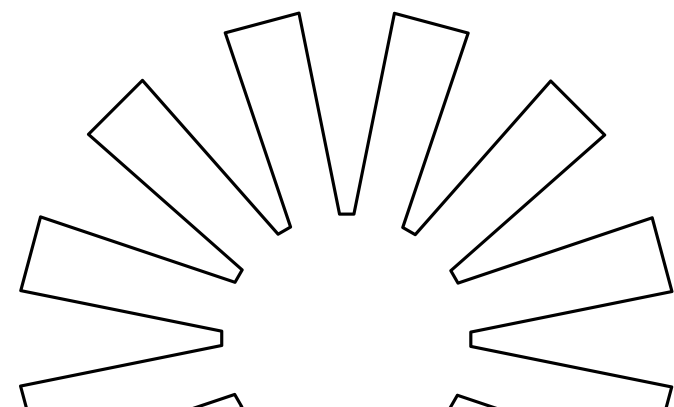
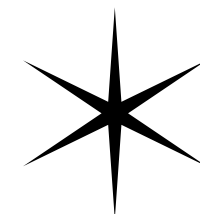
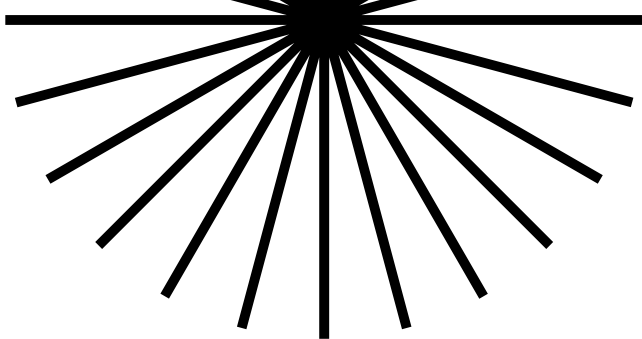


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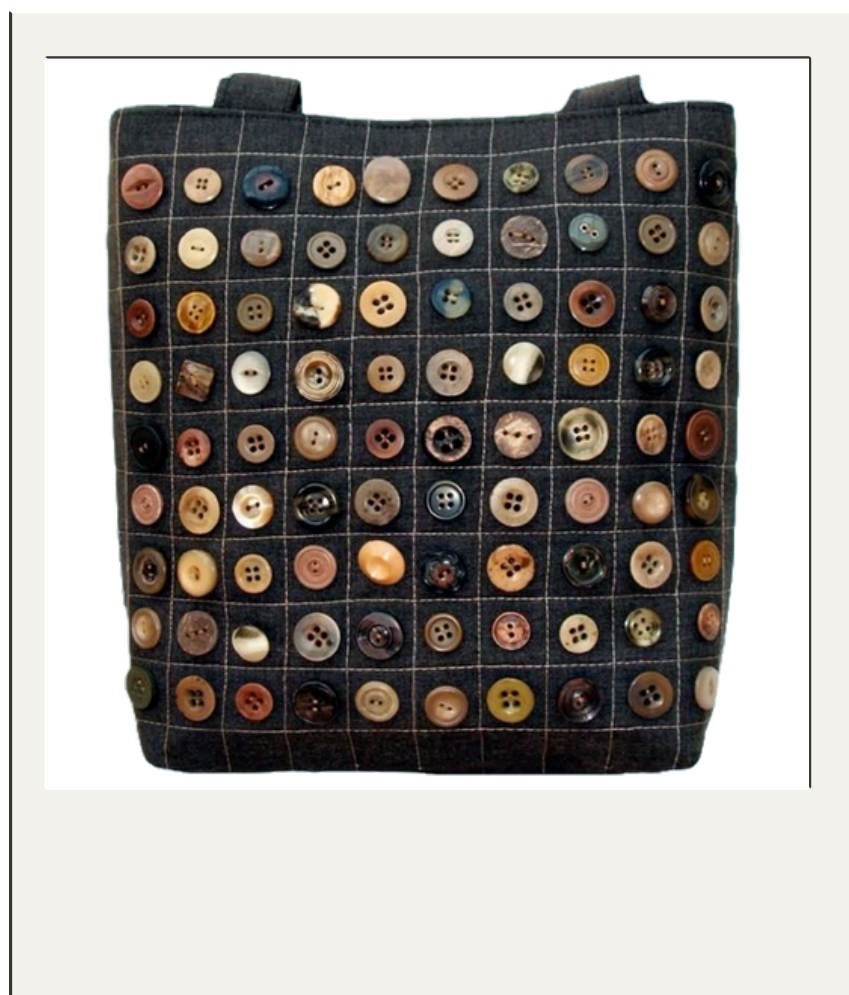
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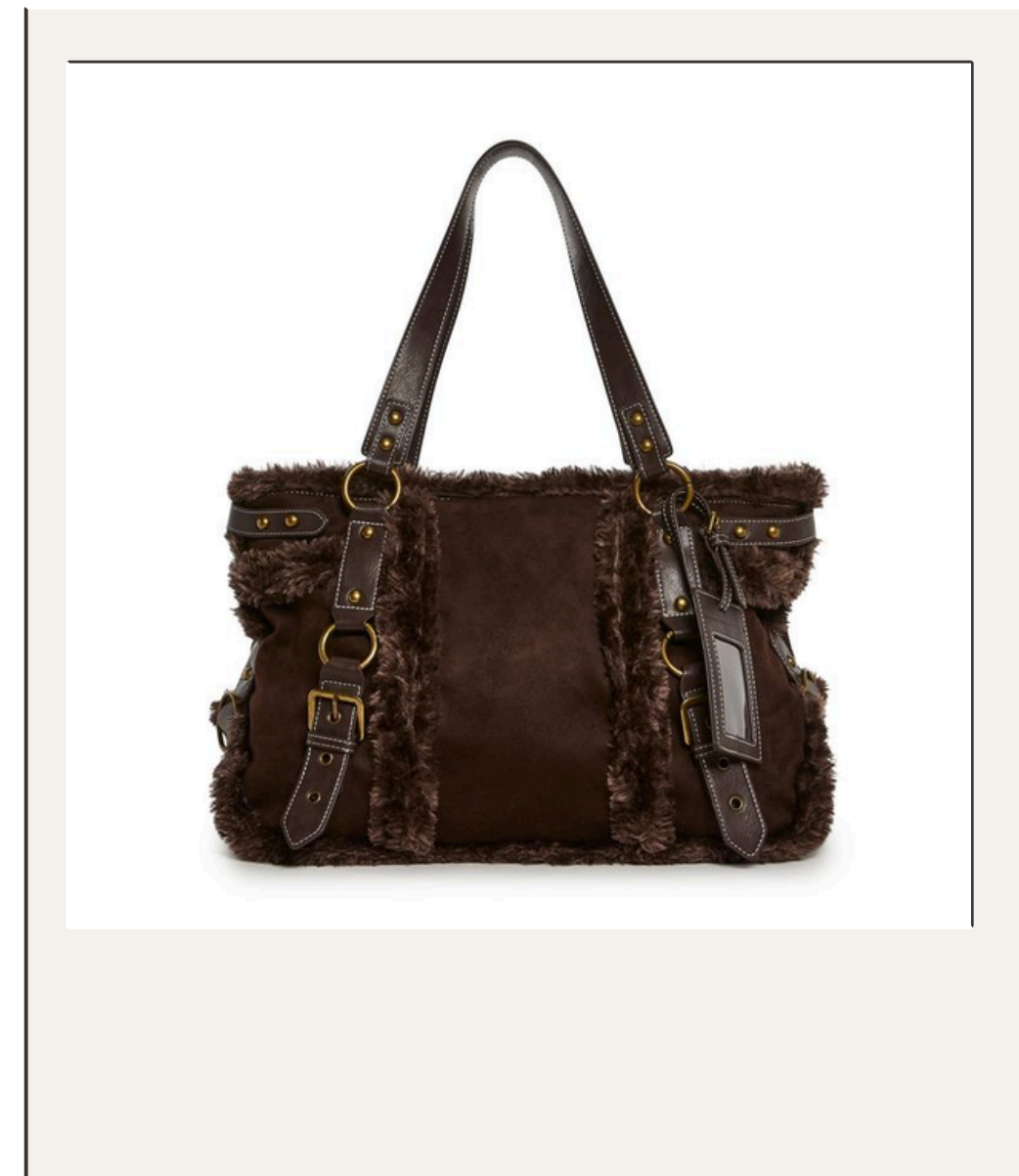
THE PROBLEM:

We are tackling
unethical clothing
overconsumption and its
effect on the
environment.



OUR AUDIENCE:

**Fashion forward youth who
are interested in creating
unique style with the added
benefit of being
environmentally conscious.**



GET:

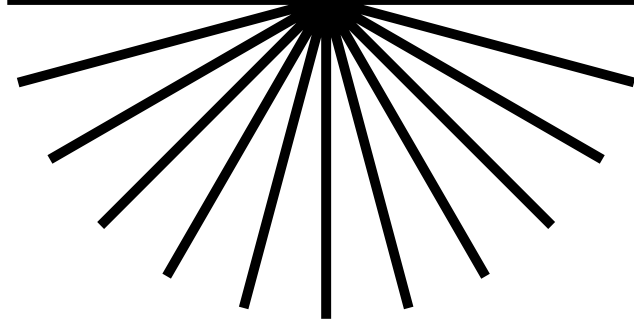
Get people
who like
fashion but
currently buy
fast fashion
because it's
cheap and easy

TO:

To realize that
buying vintage or
secondhand clothes
is better for the
environment and
can be just as
expressive of who
they are

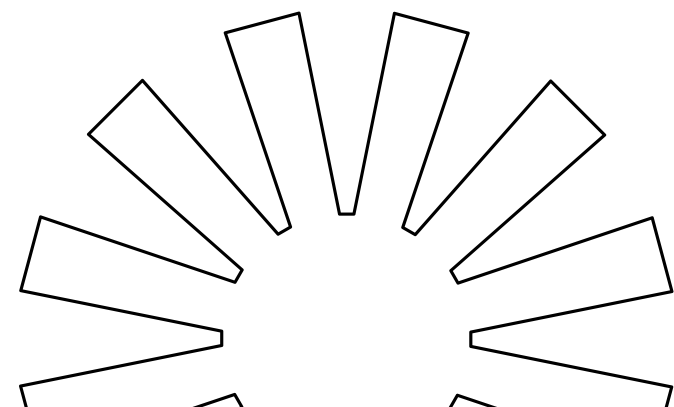
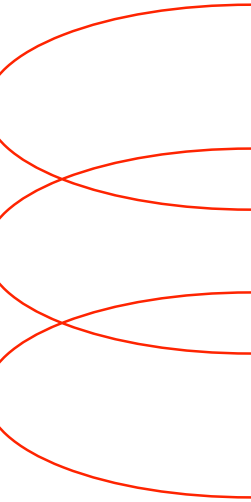
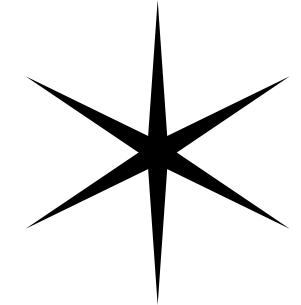
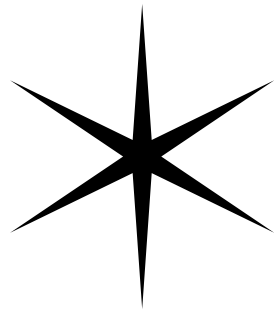
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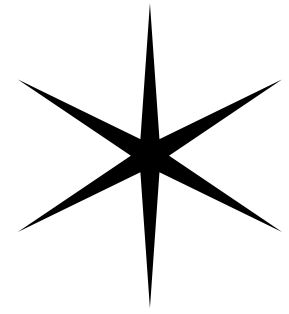
By showing how
every piece of
reused clothing
carries a story
and human
connection that
new stuff can't
replicate



SMCI:

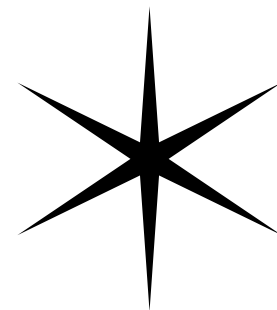
**Drive individuals who express
themselves through fashion to
grow their wardrobes with
ease, authenticity, and
sustainability in mind.**





CONTEXT:

What seems to work across these platforms
—eBay included—is messaging that
emphasizes affordability, individuality, and
reduced waste, framing secondhand
shopping as both a stylish and sustainable
choice.



POSTER

#1:





POSTER #2:

POSTER

#3:



DIRECTION #1:



DIRECTION #1 INFO:

- **Tone:**
 - Eclectic, inventive, and hand-touched
 - Maximalist confidence that says more texture, more history, more individuality
 - Celebrates imperfection
- **Metaphors:**
 - Clothes as patchwork diaries: Every seam is a sentence, every fabric scrap a memory
 - The planet as a shared garment: Something we must mend, reinforce, and keep wearing for generations
 - Wardrobe as ecosystem: Pieces grow, decay, regenerate, and intertwine
- **Taglines:**
 - “It doesn’t have to be *new* to be *you*.”
 - “Made from leftovers. Worn by originals.”
 - “Fashion reborn, not remade.”
- **Storytelling:**
 - We start with what already exists — scraps, textures, and materials with past lives — and transform them into expressive, one-of-a-kind pieces that feel human, handmade, and alive.
 - Every garment becomes a collage of memories and craftsmanship, celebrating imperfection, global influences, and the artistry of reassembly.
 - Our fashion rejects sameness; instead, it encourages individuality rooted in creativity, history, and conscious reinvention.
- **Rationale:**
 - The overall brand message reinforces that true style comes from reimagining what already exists, aligning ecological responsibility with authentic self-expression.

DIRECTION #2:



DIRECTION #2 INFO:

- **Tone:**
 - Sentimental, clothing passed down through generations
 - Soft, nostalgic, and effortlessly grounded.
- **Metaphors:**
 - Clothing as inheritance: Not just passed down, but passed through—absorbing stories along the way.
 - Style as continuity: A thread that connects the past to the present through what we choose to keep wearing.
- **Taglines:**
 - “Clothing, like everything else around us, is adapting as generations change.”
 - “Worn before. Loved again.”
 - “Passed on, not thrown out.”
- **Storytelling:**
 - Every crease, fade, and fray captures a moment: a walk, a morning coffee, a borrowed outfit, a memory embedded into the fabric through everyday wear
 - By embracing clothes that outlast trends and owners, we highlight the emotional continuity of style—the way garments become shared histories rather than single-use purchases
- **Rationale:**
 - This direction positions sustainability in emotional terms, showing that rewearing and sharing extends a garment’s value beyond material use into sentimental longevity.
 - The overall concept frames sustainable fashion not as sacrifice, but as connection—between generations, between experiences, and between individuals who become part of a garment’s ongoing story.

PR STUNT:

Louis Vuitton is a brand that creates especially high emissions due to their use of so much leather.

The idea is that designer brands like Louis Vuitton are completely unnecessary, wasteful, and inauthentic; they simply offer people with money a way to display their status. We want to encourage people to create an authentic style and let them know they can be resourceful, ethical, and environmentally conscious; by creating their own unique style they can also garner the same type of status that a designer brand offers. Set up a large glass box outside of the Louis Vuitton store on Rodeo Drive in Hollywood, every time someone comes out with an item we will dump plastic or trash into the box equivalent to the amount of waste the item created. The Box itself would be 15ft by 18ft with someone next to it for visual scale. When the box is filled we let trash spill out to emphasize how wasteful and unnecessary their business practice is, we would also ensure there is control over the spill so we are littering and polluting when we pack up at the end. We would also have a collection of items similar to certain products they sell in Louis Vuitton, all found on Depop, so when someone came out with a new item they could compare our reused product.

BILLBOARD:

**It Doesn't Have to
be New to be You
depop**

Levi's 50s
Selvedge \$55

1940s work
shirt \$35

Striped
dungarees \$45

Vintage army
Trousers \$20

TV SCRIPT:

[The camera pans to an event like the Grammys or the Met Gala, some super fancy and high end event with a red carpet]

[A lot of fun, cheery music going on in the background, the shots of the celebrities, all them being happy, joyous, and mingling. They are shown enjoying themselves at this event in their designer clothing]

[The media on the side of the carpet are all shouting and asking questions]

Media Person 1: Who are you wearing?

Media Person 2: Where is your dress from?

Media Person 3: Who designed your dress?

Media Person 4: What was the inspiration behind your \$8,000 suit?

Media Person 5: How much did the shoes cost?

[The celebrities start answering the questions, giving extremely unrealistic answers. Each time they answer one of the questions that was asked by the media it cuts to a shot of our world slowly being polluted by all the waste that newer clothing is outputting]

[We see this for a good 10 seconds of celebrities answering the media's questions, and their answer is put on top of a clip showing how the harmful materials and plastic being used with newer designer clothing is hurting our environment.]

[There are shots of all the plastic waste in landfills, recognizable packaging seen in the ocean and on the streets of major cities, not being picked up]

[Goes back and transitions to the red carpet event and we see someone walk in looking very put-together, clean, and their clothing is beautiful.]

Media Person 3: Ma'am, may I ask where you got your shoes and jewelry from because they match so well together! They have to be from Louis Vuitton, somewhere in Italy or France maybe?

Celeb representing Depop: That is so sweet, my jewelry is from Depop actually, I got a great deal from the person that was selling it to me. And my shoes are also from there, they used to be from someone's great aunt.

Media Person 3: Wow, that's... [slight pause] amazing! Thank you!

[Celeb that is representing Depop thanks the media and walks up the stairs, as she goes to hold up her dress to walk up the stairs the camera pans down her body to highlight her jewelry (show it sparkling in the light) that she got and then finally ends and stops at her shoes.]

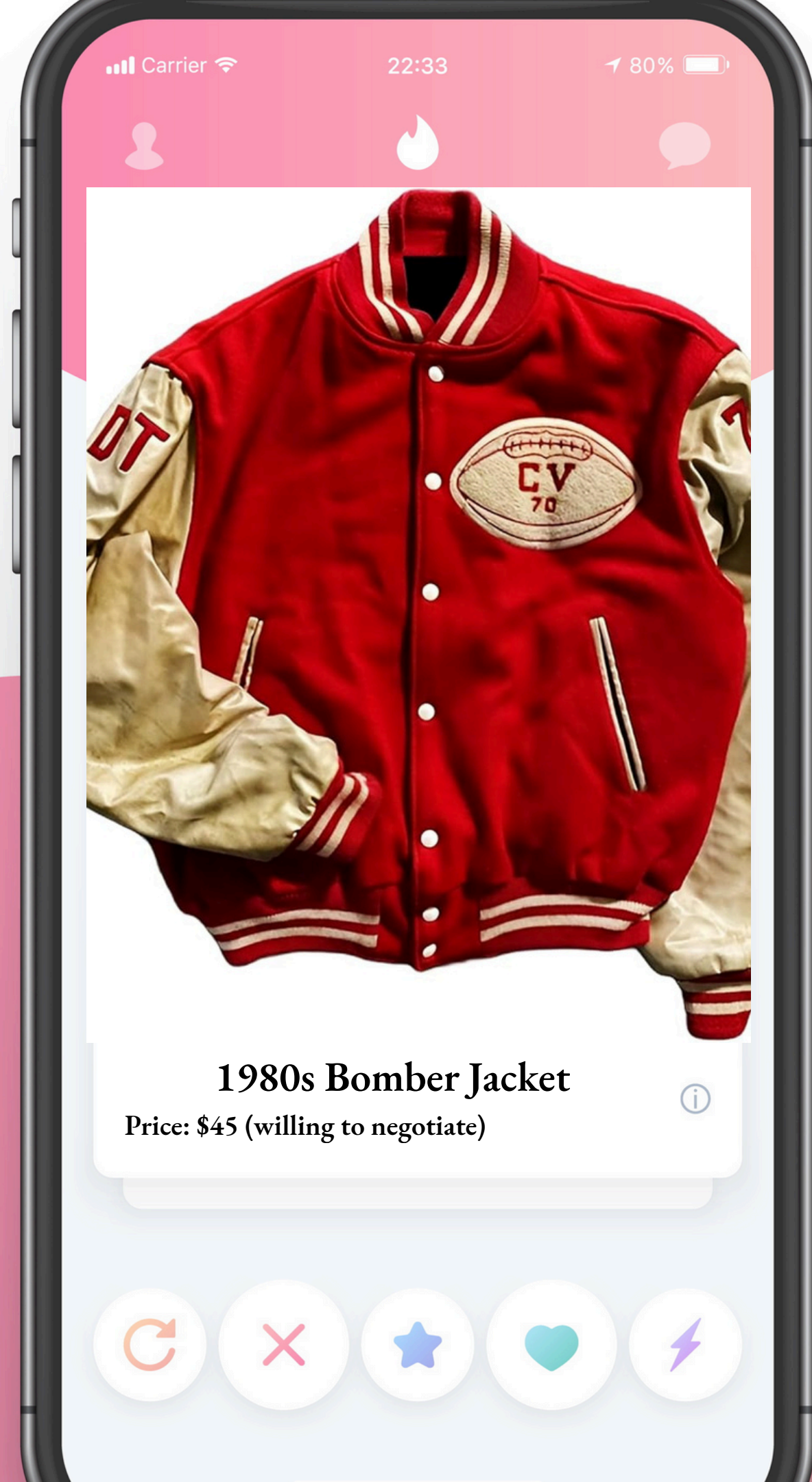
[As the Celeb representing Depop walks the final step in her shoes it cuts of the camera almost like she was stepping on the camera, then cuts to the last shot of the Depop logo with the slogan]

LOGO IDEAS:



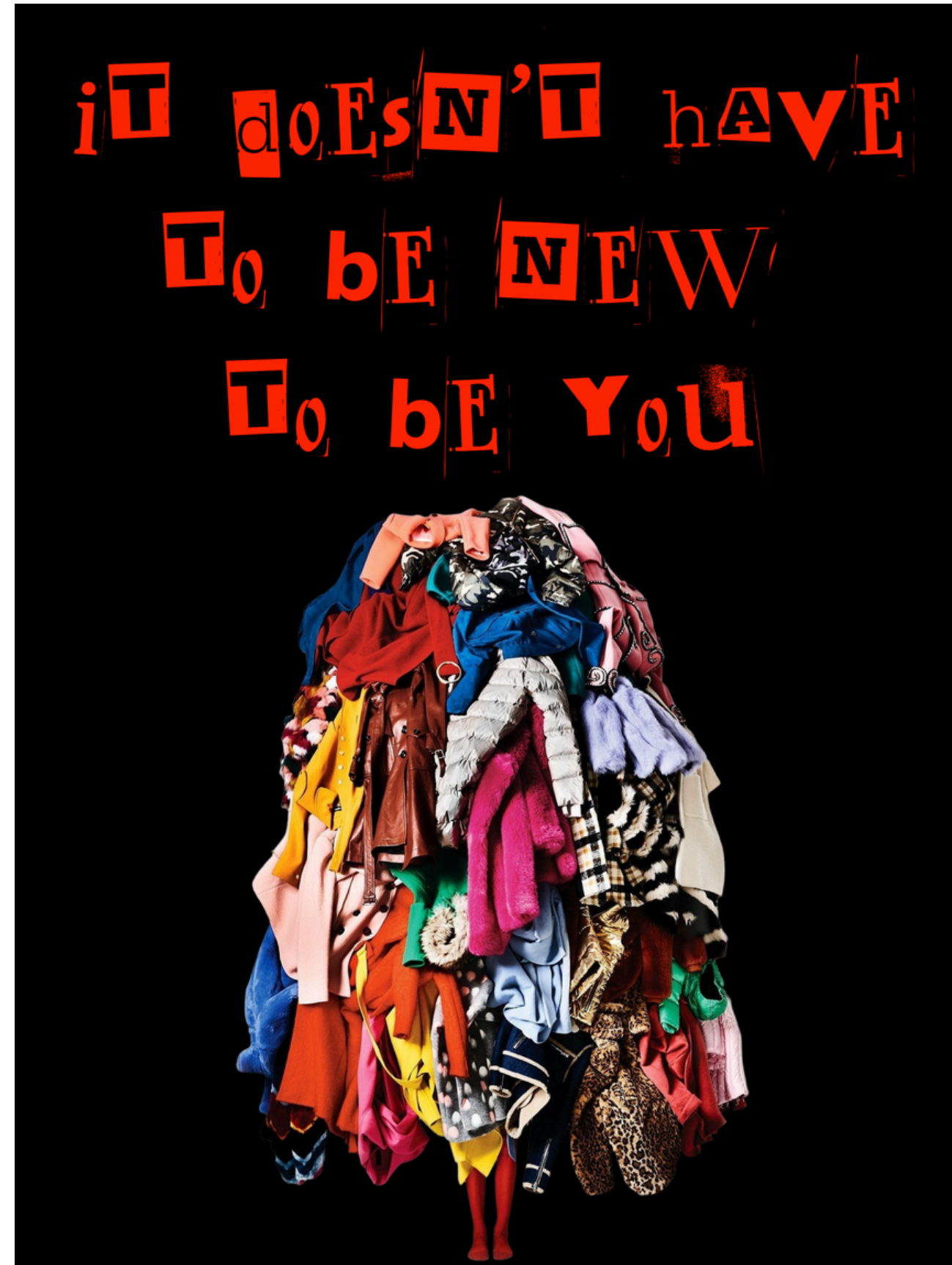
A hand with light purple nail polish holds a black smartphone. The phone's screen shows a logo with a white flame icon, the word 'tinder' in white, a large black 'X', and the word 'depop' in black. The background of the screen is a gradient from pink to orange. The entire scene is set against a solid red background.

tinder
X
depop



- Swipe **right** on something you want to buy
- Swipt **left** on something that isn't quite your style
- Most sellers are willing to negotiate a fair price

Brochure: Front Panel



Brochure: Inside Panels

The hidden cost of fast fashion:



- Behind the production of new clothes is a serious environmental impact
 - Fashion production creates 10% of global Carbon emissions
 - 85% of textiles end up in landfills every year
 - Fashion production requires massive water use, creates plastic microfibers, and creates chemical pollution
 - Many brands like Zara, Shein, H&M, etc are driving overproduction
- Fast fashion may be convenient but it comes at a cost

Clothes are more than fabric and waste:

- Clothes are way to express yourself
- Each item of clothing carries memories, a personal story, and meaning
- Second hand clothes aren't just sustainable they are authentic



Our Goal:



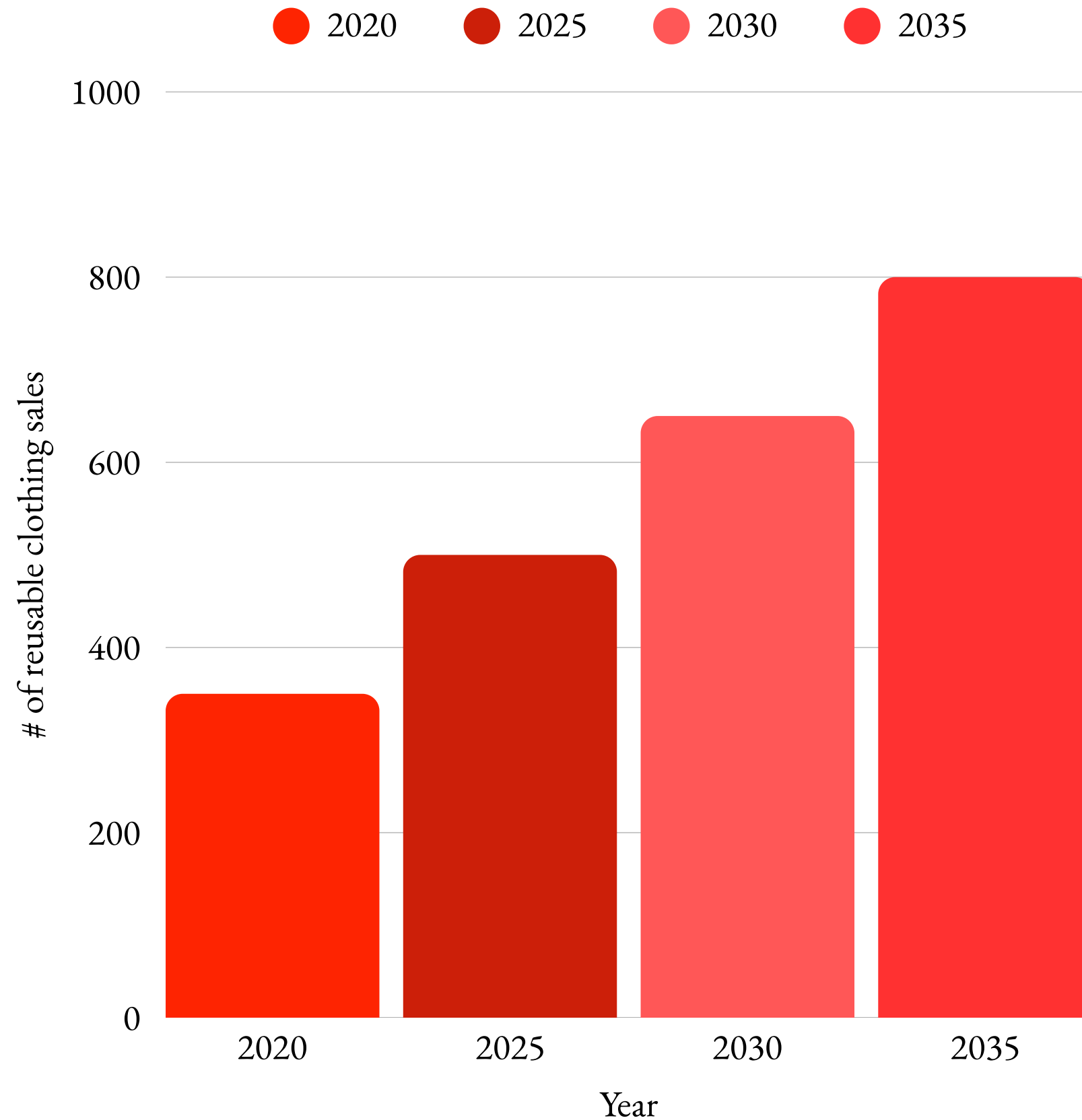
- **Get:** Get people who like fashion but currently buy fast fashion because it's cheap and convenient
- **To:** To realize that buying vintage or secondhand clothes is better for the environment and can be just as expressive of who they are
- **By:** By showing how every piece of reused clothing carries a story and human connection that new clothes can't replicate

Brochure: Back Panel

- Choose to create and recycle your style instead of feed into mass production
 - Ask yourself before you buy? How do I want what I wear to represent me
 - Your style isn't disposable and so your clothes shouldn't be either



Track our Success



The bar graph illustrates a hypothetical trend in clothing sales over time, with the years shown in five-year increments on the x-axis and the number of sales is shown on the y-axis. This visual would hopefully help to demonstrate the effect of this campaign and the amount of people it reaches. Because of this data, reusable clothing would be more in the loop and our hope is people become more conscious and aware about fast-fashion, therefore purchasing more ethical and sustainable clothing through Depop.

TV Script 2

[OPENING SHOT]

A massive, glamorous walk-in closet is shown. It looks like it belongs to a celebrity. It is covered in glass cases, glowing shelves, velvet-lined drawers. In the background we also get some soft, whimsical music that is playing.

[Then we cut to a different scene]

A girl (in her late teens/20s) is standing in the center of her closet, very overwhelmed. There are bunches of clothes piled everywhere. A lot of them still have their tags, and have never been worn.

Girl:

sighs “Why do I have nothing to wear... and also everything at the same time?”

[The lights go down, and we get more darker lighting]

A spotlight then shines on a really shiny and fancy jacket hidden in the corner of her closet.

[The jacket gets brought to life]

The jacket says “You bought me for \$400, and you have only worn me ONCE for that one rooftop party.

[Somber music playing in the back]

[The girl is startled still standing in the center of her closet]

She says “Wait, what?”

[Then we get a shot of a bunch of her clothing items coming to life]

[A pair of heels says something next in a very angry and high pitched voice]

“You stepped in one puddle with me and decided I wasn’t good enough. Do you know what I’ve been through?!”

[A sparkly dress with a really squeaky voice chimes in]

“You had promised to bring me to Vegas!”

[Then all of the clothes start complaining at once, the camera starts spinning, and our main girl gets really overwhelmed once again]

The girl yells to the clothes to stop and apologizes

Then the closet lights go dark. A huge digital interface suddenly appears on the wall(like a projection).

The Narrator (calm and monotone):

“What if your closet didn’t have to feel like this?”

[transition to the projection on the girls wall]

TV Script 2

The projection becomes Depop's interface and main homepage. We see the girl start to scroll through all the unique pieces that Depop has to offer. We see her find things tailored to her and exactly what she was looking for, all for an affordable price. She taps on vintage/handmade tops, pants, and accessories. They all magically appear before her and on her body replacing her current outfit that she was previously unhappy with.

[We actively see the girls mood shifts and her face lights up]

She went from being overwhelmed then to excited and ending with a confident look on her face as she sports her new outfit (that she loves) courtesy of Depop.

Girl: "Okay... this is way more my style."

[Then we cut back to her closet and all the clothes that were previously complaining watch as she leaves]

They discuss among themselves wanting to be sold so they can be used again.

Dress (whispers):

"Maybe she will sell us..."

Heels: "I hope so. I wanna go dancing again."

[Then we cut to our girl in the real world walking around the city]

She is showing off her new Depop outfit. Its just her style, cool, and sustainable. Everyone around her is looking very impressed.

Bystander 1: "Love your jacket!"

Bystander 2: "Where'd you get that fit?"

[The girl responds in a very confident and casual tone]

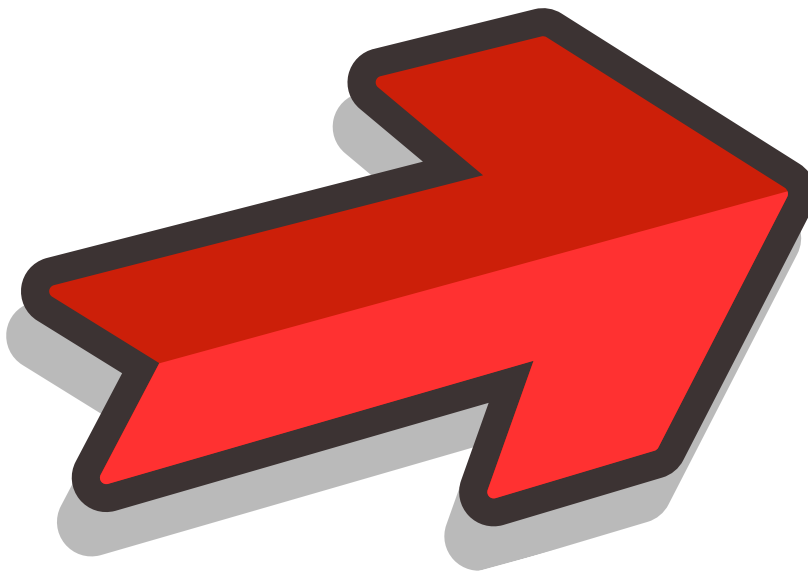
"Oh this, I got it from Depop. All pre-loved."

[The final ending shot is the Depop logo appearing as we see the items in her closet disappearing, indicating that she is selling them so they can be loved and cherished by someone else.]

Reverse clothing haul

The video concept is a parody of the usual haul-style video where the creator shows off what they buy, but it is flipped on its head. Showing off everything you're selling on Depop. By reaching out to fashion influencers, especially who preach second-hand clothing, to do their version of a reverse haul.

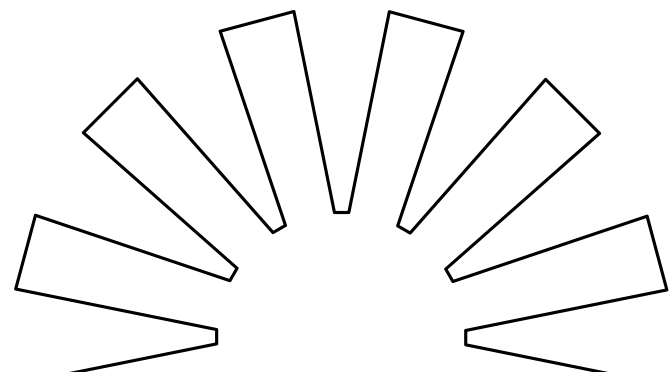
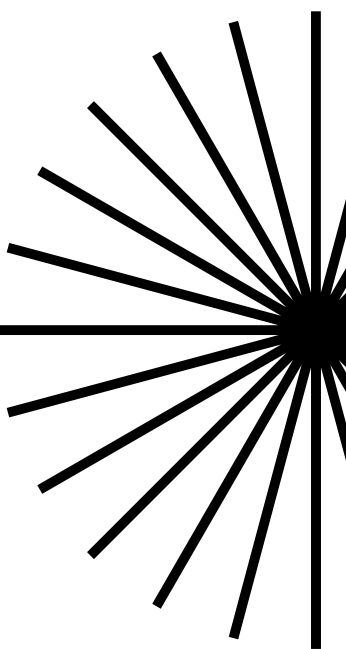
Here's an example



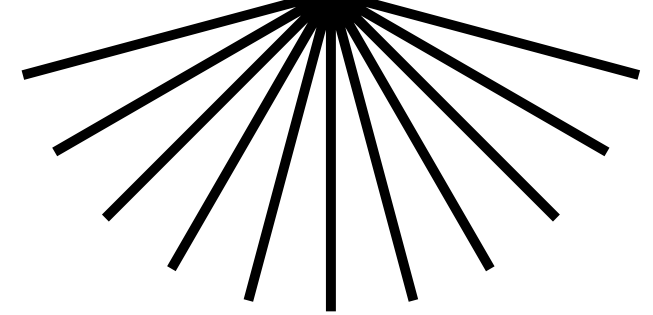
Influencer Wildcard



@lofashiondump:
dinner with
@depop! 💖🙄



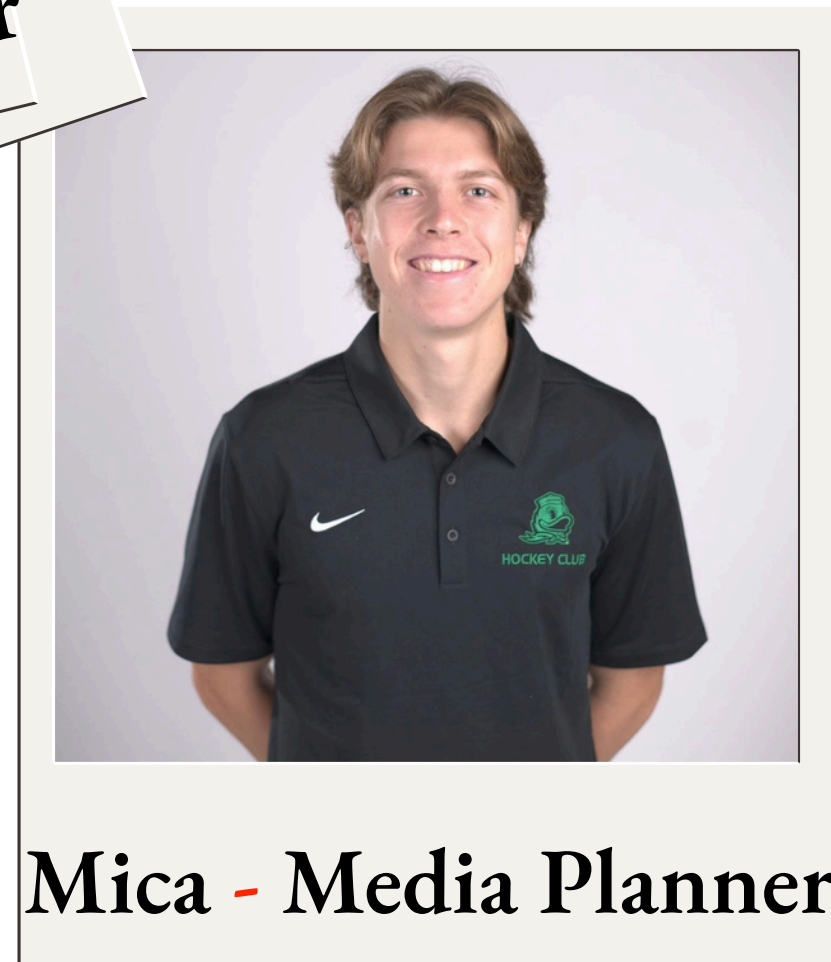
OUR TEAM:



Hridi - Acct. Director



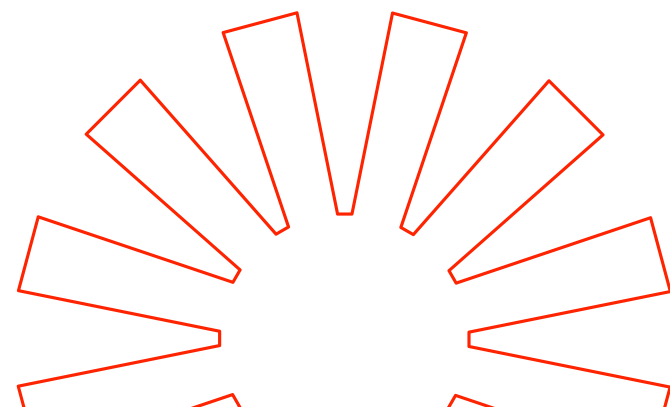
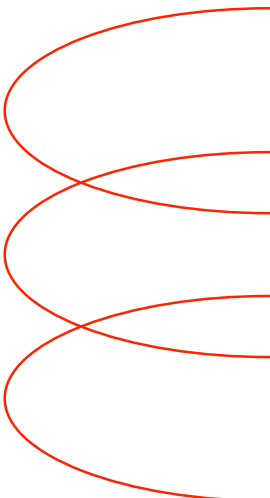
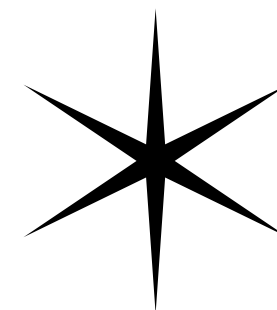
Gracie - Production



Mica - Media Planner



Davis - Art Director



THANK
YOU!

