

SUSTAINABILITY IN ACTION

Sustainable Fashion



INTRODUCTION



Hi,

I am Miranda Moore
(she/her/hers).



I am an

environmental engineer &
sustainability professional.



I am also

founder of Take Action in
Fashion and Miss PA 2023.

FAST FASHION FACTS



8-10%

of all carbon emissions come from the fashion industry.



93%

of fashion brands don't pay their garment workers a living wage.



#haul

on Tik Tok has over 60 billion views (and counting).



3 out of 5

garments are in a landfill in less than one year from purchase.



93 million

tons of fashion waste enter our landfill every single year.



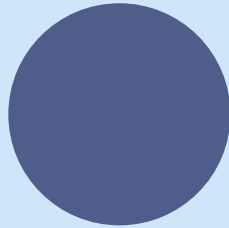
MISSION

Changing how we buy, wear, and think about fashion through awareness, representation, and engagement.

VALUE PROPOSITION

Our organization partners with influential brands and innovative nonprofits to provide various resources to make sustainable fashion more accessible and affordable.

CHANGING HOW WE



BUY

Encouraging secondhand shopping and sustainably made products



WEAR

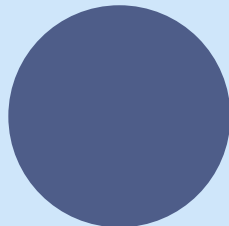
Promoting outfit repeating, rental services, and capsule wardrobes



THINK

Teaching people about purchasing power and enacting change with our dollars

THROUGH



AWARENESS

Fostering conversations about the fashion industry's impact on people and the planet



REPRESENTATION

Wearing a sustainable wardrobe and establishing strategic partnerships



ENGAGEMENT

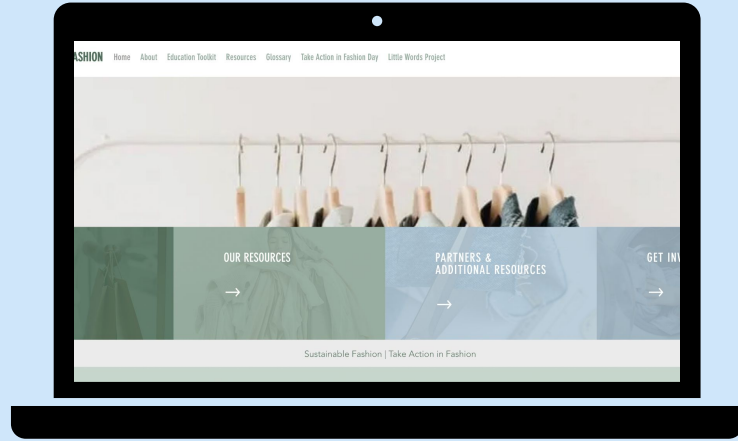
Utilizing legislation, events, and social media to reach broader audiences



OUR CLIENT

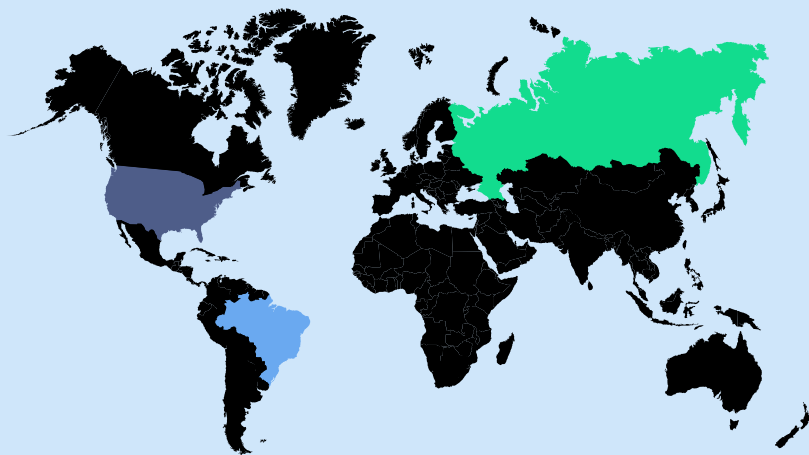
- Shops Sustainably Without Sacrifice
 - Knows Their Purchasing Power
 - Feels Connected to Their Wardrobe
- Target Audience: Women, Ages 18-28

OUR REACH



- Website
- STEM.org Accredited Program
- Partner Codes/Social Media
- National Day of Advocacy

OUR REACH



OVER 50,000
people globally

KEY PARTNERS



MISS AMERICA ORGANIZATION



NONPROFIT ORGANIZATIONS



SUSTAINABLE FASHION BRANDS



SCALING

- Continue to expand customer focus without diluting efforts
- Bring in more aligned nonprofit and brand partnerships
- Use social media as a tool to expand on audience and reach
- Develop more resources/courses and potential revenue streams

**THANK
YOU!**

