

<https://prezi.com/v/npp61zwztt5i/>

## **Wear Green**

*You are in H&M, you see a T-shirt that you love but you worry about it's ecological impact? Was it made by a child in an Asian country? Is that lipstick you want to buy tested by bunnies? Lots of questions in your head? We are here to help you!*

### **Introduction**

Today, we live in a society which finally understood the necessity to raise awareness about social and environmental issues. There is an increasing environment friendly lately as well as consumers concerned about their health. Faced with this observation, we notice these last years an explosion of well-being and health applications and especially applications about checking products as food or cosmetics. It is according to this observation that we choose to create a fashion, healthy and environment friendly app. We think, WearGreen is necessary because thanks to it, every consumer can identify capital informations about what they buy: first what they are produced with and its effects on four different aspects. Then, consumers can make their purchases while doing a good action for themselves, other people and the planet. So, the goal of this app is also empowering consumers and give them the keys to consume more responsibly.

### **Description of your project**

Wear Green is a free mobile app that allows you to scan the barcodes clothes and fashion accessories to instantly identify their impact on four aspects: your health, the environment, human rights and animals well-being. We will inform you on the impact of the product with a notation method which is followed by a sheet with brief informations (Where to find it? Where is it made? By whom? In which condition? The substances in it. Do these substances are recyclable?).

**Your health:** According to the product's composition and production methods, we give you a score out of 10 which it reports you the effect on your health (if the material is irritating, if the material presents substances harmful to health or to the environment etc.).

**Human rights:** This aspect informs you about the production conditions of the product. Then, through a rating on 10, you will be able to know if for the making of this product, people have been exploited for example if children made it the product will have a bad rate.

**Environment :** Always with a mark out of 10, we inform you about the environmental impact of the product with in particular the consumption of CO2 that the manufacturing of the product required.

**Well-being animal** : This aspect tell you if the manufacturing of the product required animal production or if it required animal testing.

So, finally products will get a mark out of 10 which allows you, according to your judgment, to decide whether it is good to buy or wear this product or not. In the case the evaluation is bad, the app has the function to propose to the user a similar product or a selection of similar products which benefit of a good evaluation. Thanks to this function, the user has alternatives to buy a good product and then, make a good action.

### **Others features :**

**Raking & Top 10:** These points are the main functions of “Wear Green” but it has others. First, our app offers a rating system where our customers can see the “good guys” , our environment heroes will be on the spotlight. This functions propose a top 10 about brands and a top 10 raking the products by categories. For example, we can access to a top 10 of the best suits or a top 10 of the best dress. These rankings are bound to change depending on the market.

**Favorites & Have a match with quality!** Our customers can comment and like their favorite product. You can click in the top right to add in your must have list the products that you want to get. Also, When our user shows interest (search for) in a product or puts it in their must have the algorithm proposes an other product which can match with it. For example if the user wants to buy a dress, the app will recommend the perfect boots to get along. Our selection is made by the best stylists and professional fashion lovers will advise you on your looks. The purpose of this function is to make the app more dynamic and attractive by making the user take the game.

**The Match:** Our application is unique because we propose to our user a match to their clothes. For example you want to buy this skirt, you checked and you saw that it is healthy and has a really good grade on Wear Green, the algorithm will suggest you oher products to fit with your outfit.

**The Bad Guys:** When brands aren't willing to give their informations to us, so to their clients. You will see "The Brand isn't able to give us information.". We call them the masked ones. They are masking their informations. When a label does that we are informing our users so they can understand by themselves that this brand is maybe hiding some things.

**A community and participative application:** Each user creates an account on which they can enter a photo, a bio and their social networks. They can follow users. They also have the possibility of leaving comments under the products and opinions with the rating “5 stars”. This function makes it possible to retain users by giving them the feeling of being part of a community but also because it offers them a participative role on the application.

**Cash Back:** The application benefits from a "Purchase" section (shopping card) in which a series of ready-to-wear website is offered.

These are the "good models" which also appear in the "Raking" category. The user can then click on one of these sites. They will be redirected to the website. After making these purchases and confirming their order, they will receive, on their application's account, a percentage of the amount spent.

### **Target audience**

With our app, we are addressing a very large audience. Indeed, this app is designed for men and women, from the moment they have a smartphone. There can be several uses of the application, which means that it reaches a large audience. We don't necessarily have to be a fashion addict. If you are concerned about the environment and human rights and want to consume more responsibly, this app is for you. Plus, we are trying to make it as simple as possible by offering an easy-to-use interface, so that people who are uncomfortable with technology can just as easily navigate on it!

### **Price range and funding**

Our primary objective was to design a completely free application for users, accessible in the AppStore and Google Play. It is from this perspective that we created the "cash back" functionality. Indeed, it is a strategic feature that allows us to finance ourselves by receiving the share of commissions from merchant sites, while retaining our users.

### **Communication strategy & partnerships**

**Website:** We can't expect other brands to be transparent if we aren't ourselves. So to give them a model, we are transparent. You could find every information about us in our website. <https://elifutku2.wixsite.com/website-2>

**Community and social networks:** Our brand's mission is also to bring people together, this is why our app could be also used as a social network. Our community is coming together as environment lovers. To bring them together a hashtag exists #Weweargreen. Each user creates an account on which they can enter a photo, a bio and their social networks. AND They can follow each other.

They also have the possibility to leave comments under the products to give their opinion and rate with "5 stars". This function makes it possible to retain users by giving them the feeling of being part of a community but also because it offers them a participative role on the application.

**Instagram:** Our Instagram account is a big part of our communication strategy. Our monthly rankings of the greenest brands will be posted there. We will give information about Brands and about us either.

To promote our new brand we have to work with big eco-friendly brands such as Knowledge Cotton Apparel, People Tree. They have already their own clients and they are transparent. We will begin with them to form a customer base.

To expand our application, we will propose to an influencer a partnership. We think about "aliaslouiseblog" on Instagram. Louise is here to take away from you this obsolete vision of the mind on Instagram. She is a vegan/eco-responsible influencer. Louise's work and looks are proof that ethical, sustainable and cruelty free. Fashion can also be synonymous with chic and modernity. In her Instagram account with close to 13,000 subscribers, Louise will present our application.

## Corporate identity

**Our Pledge:** Our brand mission is to help our users to buy eco-friendly clothes. By informing them, the general knowledge about big labels practices is important to us. More people are informed by bad practices of brands, more brands will correct themselves. We provide a human and ecological awareness.

Transparency is our main goal. When a product has a negative impact on your health, on the planet or on animals we warn you and propose other brands that might be better.

We shall highlight brands that value eco responsibility.

We will show you which are the brands that are willing to be transparent with their clients.

We want a total transparency of brands, we will continue our journey until brands no longer use children to work for them, until they no longer test their products on animal, until they act more responsibly toward the environment.



We choose to realize our logo like that for the following reasons. First, we choose the color green because it recalls nature, but also health and environment. Green is a soothing and invigorating color. White is for the balance and purity. So, we choose to put the our name brand in a white circle because the circle is also synonym of perfection and serenity. So, this slogan is representative about how our brand is good for users, our society and our planet, and also how it is fair. We want to create a reassuring logo to give users confidence.

We choose the name "Wear Green" because it is simple and also typical about our missions brand and values. Plus, this name has a good sound and it is easy to remember.

In the same way, we choose the slogan “*Heal the world with your wardrobe*” because it is a short and punchy slogan which remains our objectives (heal the world, and heal yourself) thanks to mode and clothings (wardrobe)

## SWOT Analysis

	ASSETS	HANDICAP
INTERNAL	<p style="text-align: center;"><b><u>Strengths:</u></b></p> <ul style="list-style-type: none"> <li>- The only app which proposes this offer</li> <li>- Member’s loyalty thanks to the community</li> <li>- The app is in line with our current society values</li> <li>-The brand independence</li> </ul>	<p style="text-align: center;"><b><u>Weaknesses:</u></b></p> <ul style="list-style-type: none"> <li>- The funding model requires a big users numbers</li> <li>- Rely on a trust model</li> </ul>
MARKET	<p style="text-align: center;"><b><u>Opportunities:</u></b></p> <ul style="list-style-type: none"> <li>- The possibility to open a market in others countries (beginning with Europe)</li> <li>- The possibility to add new services (ex)</li> </ul>	<p style="text-align: center;"><b><u>Threats:</u></b></p> <ul style="list-style-type: none"> <li>- The new competitor appearance</li> <li>- The unwillingness of brands to participate</li> </ul>

NB: We apologies for the name of the website the name changing was a paid function  
<https://elifutku2.wixsite.com/website-2>

Presentation’s link : <https://prezi.com/v/npp61zwztt5i/>

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**Recommendation:** In case the evaluation is bad, do not worry, the app has the function to propose you a similar product which benefits of a better evaluation!

**Raking:** Our app offers a rating system where you can see the "good guys", our environment heroes. This functions propose a top 10 about brands and a top 10 raking the products by categories.

**A match!** We propose you a match to their clothes. For example you want to buy a pretty skirt, you checked and you saw that it's healthy and has a really good grade on Wear Green, the algorithm will suggest you other clothes to complete your outfit!

**Cash back:** The application benefits from a "Purchase" section in which a series of ready-to-wear website is offered. If you make your purchases thanks to this function, we will receives, on your application account, a percentage of the amount spent.

*"Heal the world with your wardrobe"*

INDEPENDENCE, TRANSPARENCY & HONESTY



Click: <https://elifutku2.wixsite.com/website-2>

