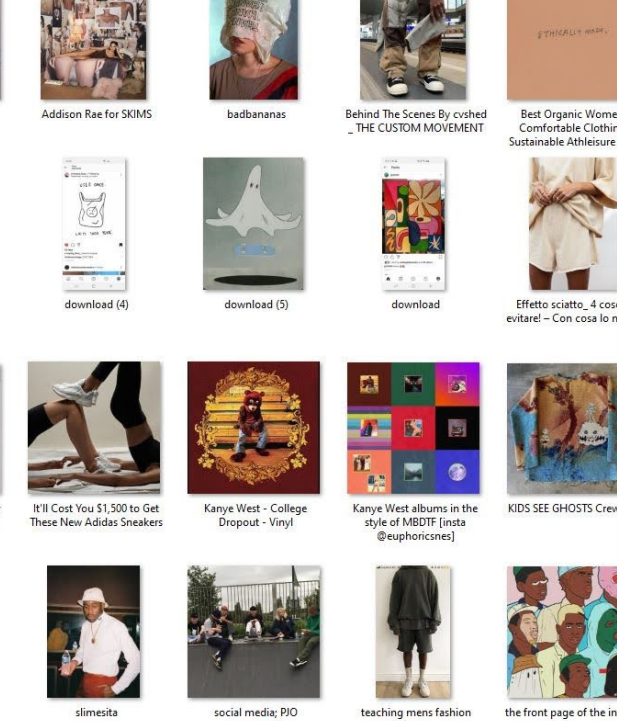




# JCCC STUDENT FASHION SHOW 2021 RESILIENCE

## *Ethical Fashion*

### MEDIA KIT



# ETHICAL FASHION

## SUSTAINABILITY

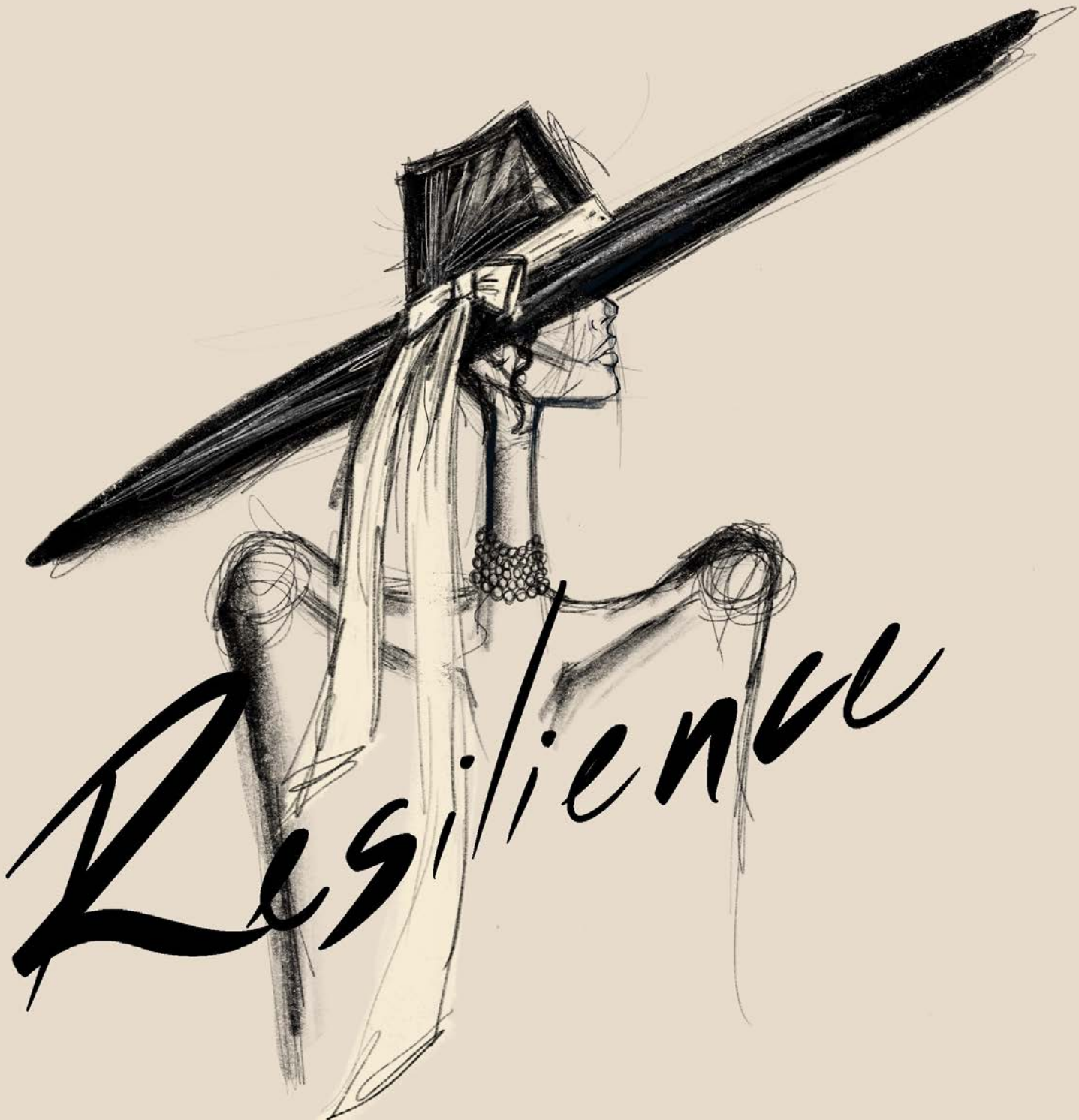
The JCCC Fashion Show is all about Resilience. It has been over a year of change and this show represents how students have learned, thrived, and excelled during this unpredictable time. A big topic in the fashion industry is sustainability. A brand's ability to control fast fashion and clothing waste is becoming more dominant in a customer's decision when purchasing products. There are two designers in this year's show that took it upon themselves to use recycled materials in their designs. Aaliyah and Leah used recycled fabric, ribbon, eyelets, and more to do their part in limiting clothing waste.

The sustainable fashion movement is the process to change products towards greater ecological integrity and social responsibility. Fast fashion is the mass production of poor-quality clothing. It creates textile waste, CO2 emissions, and water pollution. Wastewater from clothing factories is dumped directly into rivers. Microfibers are also constantly being polluted into the water every time common fabrics are washed. There are more sustainable alternatives to fast fashion including recycling and donating. Slow fashion is a growing concept that can reduce the impact the fashion industry has on environmental issues. New upcoming designers can change the brand of fashion and influence communities to preserve the earth.



The design students participated in a restyle project earlier this year. Their goal was to use recycled fabrics from a thrift store to create brand new looks. This project helped generate new traffic for the thrift store and encourage designers to use their imagination. Not only does restyling expand a designer's creativity, but it also gives back to the earth. The JCCC fashion program teaches students about the impacts of the industry and how they can be the ones to make a difference. Using inspiration from this project, Aaliyah and Leah have provided some images of fabrics they used from thrift stores and past projects. Although sustainability isn't the focus of their lines or the show, they have taken the steps towards creating a better world for the fashion community.





**Johnson County Community College  
Virtual Fashion Show 2021**

**Available April 23 - May 6th, 2021**

**Tickets:**

**\$15 per household**

**\$50 per school**

**All proceeds are going towards the Fashion  
Merchandising/Marketing program scholarship fund**

**Fashion Show Ticket Link**  
**High Resolution Images Found Here**