



TARGET REPURPOSED

#TARGETUPGRADE

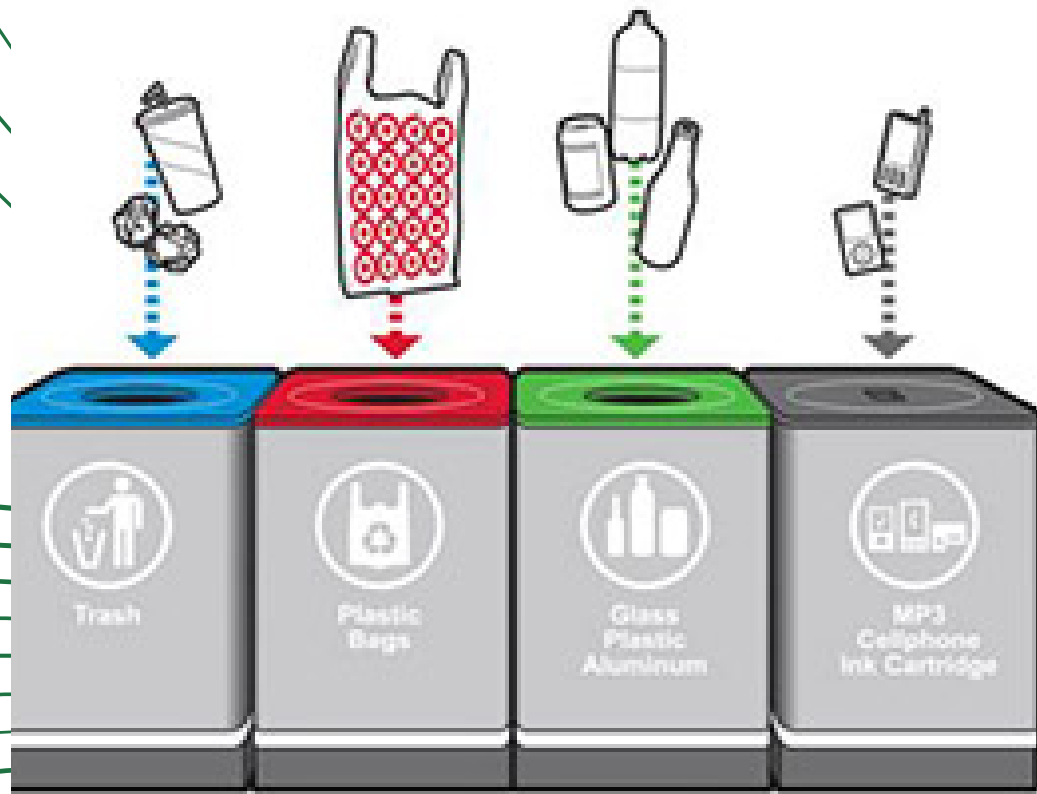
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PROBLEMS TO SOLVE

- Consumers lack knowledge of Target's sustainable actions.
- Target needs to raise awareness of sustainable fashion and encourage people to take action.

IDEA AND GOALS:



We plan to **promote the durability and variability of clothing** and launch **an up-cycled clothing line**.

Target will remind the public of the company's purpose-driven operations and raise awareness of sustainable fashion.

Instead of throwing away worn clothes, Target helps to continue the clothing's stories and bring redesigned clothes on a new journey.

HOW THE STORY CONTINUES...

TARGET BIN



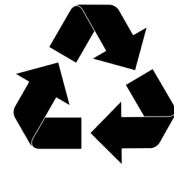
Customer will come to Target locations to drop off old clothing in recycling bin.

JOURNEY CARD



Customer will then attach card to their piece stating location and TikTok username.

TARGET REPURPOSE



Target will then redesign customers clothing using the old fabrics.

BAGS



Any scraps will be made into bags items are shipping in.

INFLUENCERS



Bags w/ clothing and cards will be sent to TikTok influencers.

PURCHASE



Bags will be available for purchase online and in-store.

PROMOTION



Influencers and users will be able to post using #TargetUpgrade, tagging the previous owners TikTok.

UPCYCLED LINE



Target will come out with up-cycled clothing line from their own former collections left overs.

BAG & LOGO DESIGN

- **LOGO:** A redesign of the original Target logo with the recycling symbol which will also be on the tags of the up-cycled Target line.
- **BAG:** Any fabric left from the repurposing of old clothing will be used to make the bag the clothing will be sent in.
 - It is now a trend for customers to wear their favorite stores bags as fashion such as Lululemon or Balenciaga's new Ikea bag.
 - We choose our bag to be fashionable with a smaller logo to encourage everyday use as well as to make a statement on sustainability.
- **CARD:** Shows the clothing's journey by allowing customer to see where their donations ended up.



Thank you for choosing to recycle your clothes. Your donation will be redesigned and sent out in a bag made out of recycled clothing scraps. The receiver of your donation is challenged to tag you in a TikTok, showing the journey your clothes took and how they choose to style it.

Buy in-store or order your own bag at [Target.com](https://www.target.com)

TikTok Username:

Where are you from?



TARGET AUDIENCE: GEN Z



Persona Example:

Mackenzie is a tenth-grade student.
Female. **Age 16.**

Goes to Charlotte Country Day School
Annual household income: \$55,000

She...

is a **trend-setter** in her school.

enjoys **showing off** her new products and cool lifestyle.
is an **active user of TikTok** and spends an average 1-2
hours on the app every day.

is on a budget.

influences her parents' purchasing decisions.

cares about the environment and wants to make a
statement.

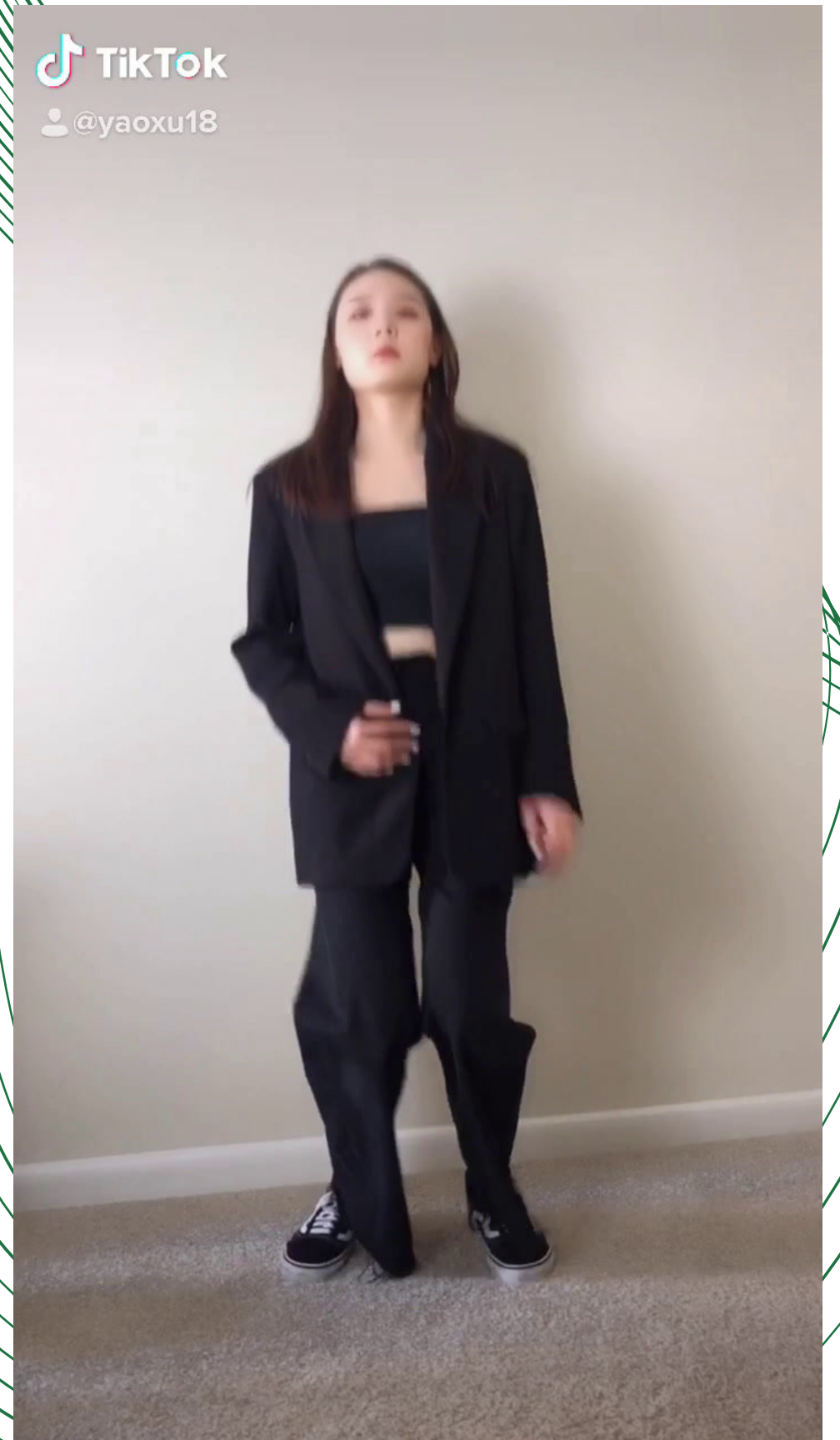
goes to Target for **grocery shopping** with her mom.

buys clothes at Target occasionally **for convenience.**

loves shopping at American Eagle, Urban Outfitters,
etc.

CHANNEL

- TikTok is one of the fastest growing social media platforms.
- TikTok has approx. 50 million U.S users.
- 60% of Tiktok users are part of GenZ.



Source: <https://www.businessofapps.com/data/tiktok-statistics/#1>

CULTURE

- Many TikTok users are becoming popular for repurposing their parents or grandparents old clothing and creating something new.
- Our group is piggybacking off this culture by redesigning old clothes and sending to both influencers and every day customers to show a similar process and to promote reused clothes.



**THANK
YOU!**

QUESTIONS? CLARIFICATIONS?
LET US KNOW!

**“Fashion should be
about challenging
the status quo.”**