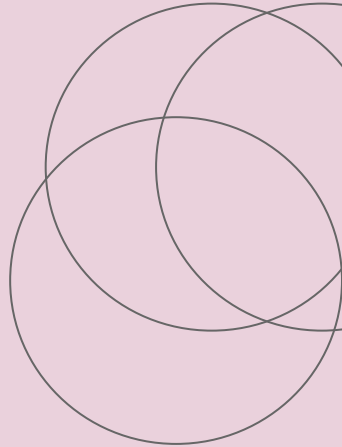
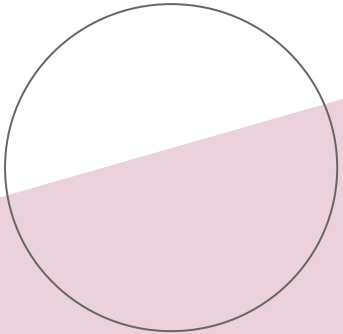


Do accusations of greenwashing in the fast fashion industry affect consumerism?



Contents

01

Introduction to
project

02

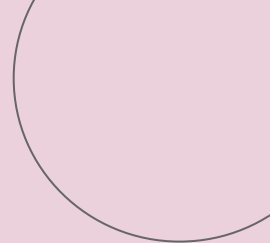
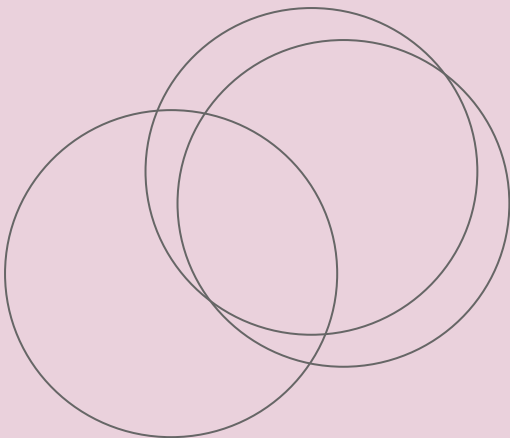
Project objectives
and skills

03

Conclusions from
Project

Introduction to
Project

01





greenwash

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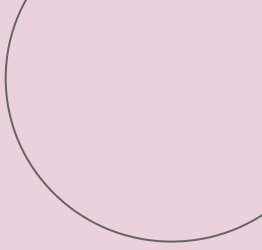
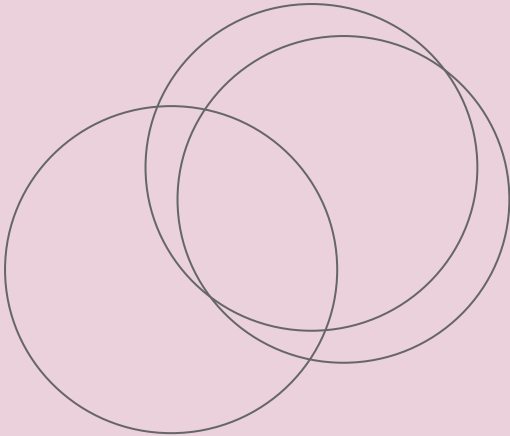
noun

misleading or deceptive publicity disseminated by an organization so as to present an environmentally responsible public image.



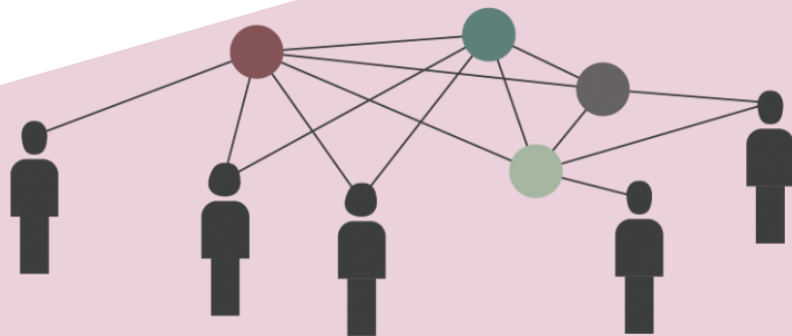
Project Objectives and Skills

02



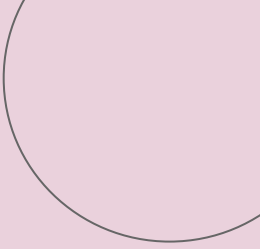
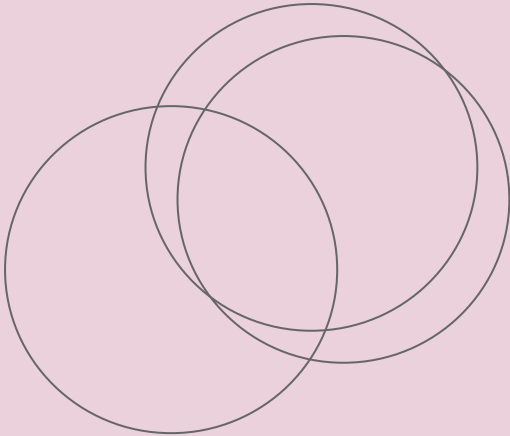
Project objectives

- Explore the relationship between consumers and sustainability
- Why companies greenwash
- Brand loyalty effects companies who greenwash
- legality around greenwashing



Conclusions from
project

03



Strengths and weaknesses

- Strengths were my PAL and organisation
- weaknesses were planning skills and research

What would I do differently

- focus more on other side of the argument
- research earlier

Follow up work

- future research on the project
- legal action



Who made
my clothes?



Thank you for listening

any questions