

Needs

What need / problem does your proposal cover?

Our proposal covers above all the need to take care of the environment by replacing the synthetic fabric with an ecological fabric designed with a plant called abaca. Also with our proposal you can dress the latest fashion as you can customize the looks to the customer's taste and also contributing to the environment.

What type of users is mostly intended?

It is mainly aimed at young people between 18-25 years, who like to wear exclusive clothes, who want to make a difference and who like to contribute to the environment since it is a big problem nowadays

How important is this need for the potential user of your solution?

Above all to contribute to the environment because the artificial tissues are produced from different natural resources such as cellulose, are subject to diverse chemical transformations, in addition to requiring an intensive use of water. That is why we have proposed to use the natural plant called abaca so as not to use so much water since water is scarce in the summer

Approach

What is your solution?

Our solution is to create a personalized online clothing company where you can choose

The shape

Dress the latest in the way you want and with exclusivity

And our goal is to always use ecological materials to contribute to the environment and avoid so much pollution

In what different way to the usual we solve the problem?

We differ from others in:

In being able to customize your own clothes as far as the color form etc

Comfort

In contributing to the environment in terms of our fabrics

We have a powerful and fast delivery system

How do you offer your solution to users?

According to the page

<https://www.xlsemanal.com/actualidad/20160913/cataclismo-l-a-fast-fashion.html>

The textile industry is the second most polluting on the planet.

Each Spanish comes off about seven kilos of clothes a year.

What we want to achieve with our company is to stop these atrocities so polluting using a fabric / plant called abacá is a herbaceous plant of great size, of the Musaceae family, native to the Philippines. Its height can reach 5 meters and grows in warm and rainy places.

Its fiber is very appreciated for its great strength and durability.

It consists mainly of cellulose, lignin and pectin.

How do you make it a sustainable proposal

DATOS PARA PENSAR

3

BILLONES

de dólares es lo que factura el sector textil al año. Hay 250.000 fábricas y 40 millones de empleados; la mayoría, en Asia.

20

POR CIENTO

de los tóxicos que se vierten en el agua proceden de la industria textil. Solo para los tintes hacen falta unos 2000 millones de toneladas de productos químicos.

1400

CAMISETAS POR MINUTO

tiran los residentes de una capital de siete millones de habitantes, como Hong Kong. Tres de cada cuatro prendas acabarán en el vertedero o serán incineradas.

7000

LITROS DE AGUA

es lo que se necesita para confeccionar unos vaqueros. Es lo que bebe una persona durante diez años. Para una camiseta de algodón, hacen falta 3000 litros.

22

PRENDAS

es la media de piezas que tiene una mujer inglesa en el armario y que nunca se pone.

We want to put an end to this by using our abaca plant / fabric, which we explained earlier

Benefits

What concrete benefits does our company provide?

Help with the environment since the textile industry is the 2 most polluting in the world

Using an ecological fabric (abaca)

We provide exclusivity

You can also customize your clothes in terms of color shape etc.

Competition

What other existing solutions solve the same problem

We compete with a company called

<https://textilsantanderina.com/es/tencel/>

It uses a natural fabric called Tencel is a natural and synthetic fiber made from the pulp of sustainable agriculture tree wood.

Due to its tact and its light weight it is a perfect material for garment making.

What's new in your proposal?

To be able to customize your clothes in terms of color shape etc

A new abacá fabric that is quite resistant and durable

Why can users value your solution better?

Especially the exclusivity of being able to go with your clothes without anyone having it

Customize clothes

And we have proposed to help an NGO to help us fight against the pollution of the textile industry by giving 10% of the benefits of each shirt you buy in exchange for the replanting of the plant we use. That benefit they get is directed to the third world country.