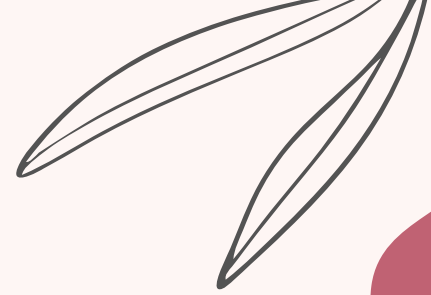


# Star Way Fashion

Eva T. Chelsey S. Amanda W.

STAR ★ WAY



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# 01 Problem

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Not enough companies use recycled materials in their clothes. Even companies that are able to use recyclable materials don't sell enough designs and products that are popular or up to the fashion standards of today.



# 02 Our Innovation

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This is our logo that we designed for our brand, we wanted it clean and simple, just like the ocean we desire to have.

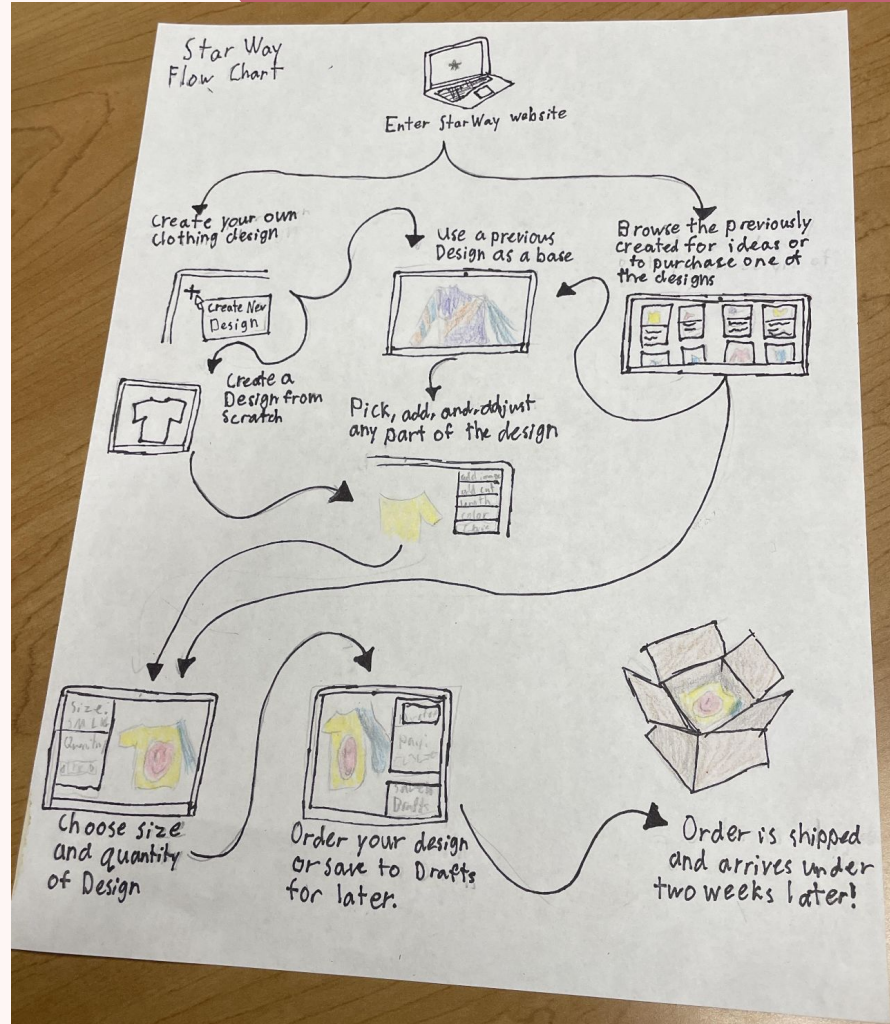
# 03 Detail

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There will be an app connected to our website that will give options and templates for which product you want to design. The app will show the most popular items that have already been created. It would be ideal to get popular influencers to model/ sport these clothes so that Star Way can get on the market. We would be charging around 20-30 dollars per shirt. We would also plant stores in big cities such as NYC, Chicago, London, and Paris to attract customers from all around to world to visit Star Way. The stores carry more selective and personalized patterns, due to the fact that everyone in the store will get a specialized fashion designer to help design and collaborate your and their thoughts into your ideas. This is way different than any of the other recyclable brands out there because we offer way more up to date fashion trends.



# Prototype



# Website

STAR★WAY



popular designs

start designing!

shirts

pants

sweatshirts

stores

about us

directons

## A NEW WAY OF LIVING





# Conclusions

Star Way will change the world by creating a community of people interested in fashion and design. It will also help people to find their individual unique style through using recycled and compostable materials, promoting the use of both.



# Thanks

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