



三思而後行 Think twice

生產一件棉質T恤要花掉約2700公升的水，足夠一名成年人飲用兩年半。衣服從生產到運輸的過程中，均會產生大量二氧化碳。我們喜歡購買的「速食時裝」，買得快也丟得快，卻造成環境污染問題。本計劃希望利用社交媒體向年輕人(快速時裝的主要消費群)講解時裝對地球的污染，並透過「數衣櫃挑戰」活動，反映現代人的消費習慣，例如有部分衣物買後沒有穿過，或有部分穿著一次後沒有再穿，藉此宣揚理性消費。另外，我們也會推廣可持續時裝如「升級再造」及二手衣物，提供較環保的消費選擇。

2,700 liters of water is required to make a single cotton T-shirt, equivalent to an adult drinking water for two and a half years. During the process from production to transportation, environmental footprints are scattered everywhere in the process. With the contribution of people spending their money in fast fashion shops, the waste of clothing increased drastically year by year. However, the detrimental effect of fast fashion has still not been promoted Hong Kong. Our aim is to introduce the impacts of fashion pollution to our future generation through social media. Moreover, we would like to hold a challenge "count your closet" in order to reflect on our consumption habits. For example, are there clothes you bought never being worn? Or worn only once? We hope this challenge can increase public awareness on the consumption of clothes. We would also promote sustainable fashion, such as second-hand clothes and the concept of upcycling.

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