

WIE WURDE
DIE KLEIDUNG
HERGESTELLT?

POLYESTER
Kinderarbeit
ELASTAN
#CONCIOUS

100%
vegan

WIEVIEL
KLEIDUNG HAB
ICH EIGENTLICH
SCHON?

WIE OFT
WERDE ICH
DIESE
KLEIDUNG
TRAGEN?

REDUZIERT

WIE LANGE
WIRD DIESE
KLEIDUNG
HALTEN?

#OOTD
OUTFIT OF
THE DAY

FAST FASHION

DECISION MAKING TREE

SHOULD I BUY OR SHOULD I NOT?!?

ARE YOU CONSIDERING
BUYING THIS ITEM?

NO

YES

Did you come here with
intention of buying this item?

NO

YES

LESS than on the pricetag

How much would
you be willing
to pay for it?

MORE or EQUAL the pricetag

FEW TIMES per year

How often are you
gonna use it?

FEW TIMES per month

What material is it?

Is it ethically made?

Natural

Synthetic

NO

YES

Is it sustainably grown?

Is there a good reason for it to be?

NO

YES

NO

YES

Do you really need it?

NO

YES

DON'T BUY IT!

BUY IT!