

Assessment two: Thrift & Flip Business

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Introduction:

They are popping up on every street corner, becoming the new rage on social media, its thrift stores. Secondhand clothing stores are all about selling clothes at a discounted price, rather than the clothes going to waste in landfills. Therefore, consumers seek out thrift stores to buy clothes, and sometimes alter them into their own style. However, with this new trend of thrifting clothes, rather than having them end up in landfills, we now have another problem, with people creating more waste using more fabrics to add, cut, or sew onto the clothing. It is a new trend called thrift and flip; you thrift clothes then alter them to fit your style, sometimes meaning cutting and/or adding fabric. We created the waste we were trying hard to prevent, however thrift stores can find the solution, by creating a flip side in their very own stores. Having a flip side to their stores allows customers to go in and utilize the sewing machines, needles, threads, and more things involved with alterations to create less waste trying to make their own alterations at home. These thrift and flip stores will source sustainable thread, and fabrics that customers can then use in their designs to make a more sustainable fashion industry. With this comes planning, getting donates, sustainable fabrics, thread, needles, sewing machines, and much more, but with thrift and flip we are one step closer to creating a zero-waste fashion industry.

Similar Ideas

Thrift and flip stores are an extension from thrift stores, which only sell clothing and other things second hand. Thrift stores get their inventory from donations from people who no longer need these items, and instead of throwing them in the waste bins they donate them for resell. According to Onlinedasher there are thousands of thrift stores in America alone, keeping tons of textiles from ending up in landfills in America alone (Mahammad 2023). More specifically there “are a total of 726 Thrift stores in Ohio” but none of them have a flip side to their stores, where customers can come in and create their own pieces (Smart scrapers 2023). Hundreds of thrift stores filled with clothing in Ohio alone, not counting the hundreds of luxuries and fast fashions stores that rotate their stock every year, which goes to show without thrift stores, landfills would be filled with clothing much more than they already are. Therefore, because brands are constantly changing their clothing line, their leftover stock from previous years gets thrown out to landfills, and the clothes that consumers no longer find “in style” are also thrown out as well created a never-ending cycle of more clothes going into landfills every

year. Even though thrift stores allow almost everyone to donate clothes, “92 million tons of clothing end up in landfills every year” and up to 100 million garments are produced by fast fashion; however, “20% of textiles are collected for reuse or recycling globally,” however that means the other 80% is left to decompose in landfills in approximately 200 years (Igini 2023). All these reasons are why we need to make a stop to fast fashion now and make smarter choices when it comes to clothing. Thrift and flip will be able to educate consumers over the harm of fast fashion brands; and Columbus Ohio is a perfect place to start. Columbus Ohio has the “Ohio sustainability plan”, that “is upping its ambition, and is committed to bold goals of 45% emissions reduction by 2030,” Columbus is becoming more engrossed in sustainability, and efficiency in the community; so adding in a thrift and flip store to reduce the clothing going into landfills in Ohio would fit in well with the sustainability plan (Cooley 2021). Columbus Ohio is making more efficient public transportation and figuring out ways to add it in other places around the state, because sustainability is not only regarding more sustainable fashion, but it is about the effects that plastic, emissions, pollution, paper waste, and more have on the planet. Therefore, adding in thrift and flip will be another step on Columbus's sustainability plan, and branching out to other states to reduce clothing ending up in their landfills. Columbus has a way of keeping track of their progress to a more sustainable future, because “each year since 2005 the City has released a report summarizing environmental efforts taking place in the City of Columbus” this allows consumers and businesses to be able to see the steps Columbus is taking in sustainability, and how the community can also be a part of this plan (Columbus 2023). They are taking huge steps such as reducing electricity use and making clean energy buildings in Columbus. So, businesses are already one step closer to becoming more sustainable with the changes Columbus is making in their community. So having a thrift and flip store using clean energy, selling recycled/donated clothes, and using sustainable thread, cloth, and textiles, has next to no greenhouse gas emissions. Therefore, with almost a hundred other thrift stores in Columbus Ohio, thrift and flip will still stand out because of the flip side to the business and having low emissions from our stores. Fashion has been around for ages, it involves culture, education, history, and so much more; so, Columbus Ohio is a perfect place for thrift and flip stores, because there will be people who will appreciate our work. Places such as the Academy of Art University, Kent State University, and more have students studying fashion and art and

can work on their own pieces at thrift and flip. Using thrift and flip supplies allows customers to create their own work, while also looking out for the future of our planet, and communities.

Business innovation

In the United States “The average US consumer throws away 81.5lbs of clothes every year. In America alone, an estimated 11.3 million tons of textile waste end up in landfills on a yearly basis” this is just in America alone (Igini 2023). So, to encourage more people to donate clothes, they need the motivation to do so. Seeing a store that is both recycling clothing, and allowing customers to dive into their own style and preferences in a low cost, and efficient way pushes others to want to join in. Thrift and flip will always take donations from consumers giving away their unwanted clothes. These are pieces of clothing that's either out of style, don't fit, or are just simply unwanted.

Clothes are not the only items that Thrift, and flip are willing to take as donation, they can also take other items such as shoes, jewelry, and another of accessories that deal with fashion, that other people would want to buy, or redesign into their own piece. Taking on more items gives the customers more variety to choose from in the stores, and more opportunities for their design. This also allows less waste going into landfills not only from clothing but from shoes, jewelry, and more. This is exactly why Thrift and flip can also partner with recycling centers, because even if you donate plastic jewelry sooner or later the plastic will end up in landfills, so rather than selling plastics, thrift and flip can collaborate with a company named, Waste 360 which will be able to take waste such as plastic, paper, and other recyclable products to reuse, and recycle. This company not only recycles products, but it educates all part regarding “broadest, deepest waste, recycling & organics portfolio providing the greatest marketing insight and the most marketing opportunities” that will help other businesses become more sustainable (Waste360 2023). Even though you could reuse plastic and non-sustainable jewelry sooner or later it will break and “Plastic-based jewelry materials such as acrylic and nylon, which often accompany cheap jewelry, are not biodegradable and can persist in the environment for hundreds of years” so it is better to shop for more sustainable metals that will last longer, and not end up in landfills in the long run (Boutique 2023). Things such as broken glass bottles, jewelry and pots, pans and more won't sell and are not good for the environment, so opening a place that customers can come in and recycle will save millions of tons of plastics going into landfills.

Therefore, we can turn towards waste 360 that is known for their “recycling, and organics industry. Through education, events, information, and connections... [they] deliver real-world insights and solutions to a community of 90,000+ waste professionals” to make a more sustainable work environment to educate and teach others to do the same (Waste360 2023). This allows consumers to think more about buying more sustainable jewelry, and reusing more to feel better about what they are buying and selling. Therefore, for metal jewelry, and more sustainable jewelry thrift and flip will offer tools to help fix and create your own design in your jewelry. Thrift and flip will have accessible tools, and things needed to make your own designs such as pliers, fishhooks, clasps, and more that will help create your personalized designs. All these tools make fashion more accessible and sustainable to everyone. Instead of going out to buy tons of items to alter your clothes, consumers will be able to utilize our utilities for a cheap price. So, collaborating with recycling centers, receiving unwanted clothes, shoes, and jewelry to resell prevents tons of waste from going into landfills.

We can make fashion more sustainable by reusing clothing, and more meaningful by making it our own when redesigning a piece. One reason people shop in fast fashion is because it is cheap, and keeps up with the trends, and this is the reason most turn away from thrift stores, because clothes are no longer relevant to fashion today. However, that's just one barrier that thrift stores must tear down and teach consumers that what's in style isn't always going to be what everyone wants, so why change what you prefer fashion, and buy clothes that will be irrelevant in a year, and instead buy from thrift stores and create your own style. Arizona state University did a study researching the benefits of thrifting, and one was about how “Thrifting allows you to explore unique styles and experiment with different trends” allowing people to waste less money on fast fashion trends that will be gone in a year and create a wardrobe that will last them years to come (Brillo 2023). Another concept holding people back is not knowing what they want, and not knowing how to design clothes of their own to fit their style. Fast fashion won't look good on everyone, because clothing is designed in fast fashion brands to be made easily, and for the majority of the people to fit into; though just fitting into clothing doesn't mean it'll be tailored to your body, they won't always fit how you want them too. However, that means that consumers under small, and over extra-large sizes, don't have that much of a choice when it comes to shopping, therefore that is why thrift and flip higher expertise. Also, if one does not know their

own style thrifting is an affordable way to start to create their own wardrobe of what they like and go from there to create their own piece to fit their style later.

Therefore, on the flip side of our store, it is not only for you to design your clothes, but to learn to design your clothes with classes in sewing, alterations, and knitting, our expertise will help customers fix their clothes and make them feel confident in their style. Fast Fashion clothes can be too tight, big, long, short, and not flattering at all; so being able to make your own alterations at an efficient, and affordable price but also “Tailoring... will also make you feel better and appreciate how you appear in almost every outfit,” because the whole purpose of clothing is to make you feel comfortable, and confident in your everyday life, and fast fashions is stepping away from sustainability, and confidence, and more into popularity, and trends (Lysa 2021). Thrift and flip sustainability principles are about teaching people the damage throwing away clothes causes, and what's in the fabrics that harm the planet. Things such as harmful dyes such as “azo dyes” that are commonly found in clothing, are harmful to the planet (Nizzoli 2023). The dyes are the worst part of clothing either, because “60% of our clothes are made of plastic” and can't be recycled because all the other additives in the clothing, and end up in landfills, causing microplastics to spread (Melina 2022). So, spreading the word about the damage that the fashion industry is causing on the environment is important when creating a platform, to spread ideas. So, shopping at thrift in flip will help customers not only feel better about shopping second hand and reducing waste; but also feeling better about their own personal style, rather than trying to fit into the latest trends.

Thrift and flip are not only referring to clothes, but it is also about community too. There are hundreds of potential stakeholders that Thrift and flip could partner with from sustainability ambassadors, recycling companies, and other sustainable fashion design brands. First is a company named Happy Ventures, which is a company that helps businesses clear out unwanted inventory and supplies in their warehouses. They then turn around and take these supplies to those who need them, for example when they got unwanted supplies from big companies, “the donated sanitizer gave them [people of Puerto Rico] access to essential hygiene products so they could stay healthy during these challenging times” partnering with them would be a huge opportunity to help out those in need, and donating clothes from our stores that are taking up space (Ventures 2023). With the more clothes donated to us, we can sell and continue to teach

more people about sustainable clothing and how to design clothes; therefore, giving back to the community, while also involving them in every step of the way. Thrift and flip are all about getting everyone involved in the fashion industry no matter what your expertise is on the topic.

Media and collaboration are going to be a huge part of thrift and flip. For anyone to come in and design their own piece we can post on our social media, get influencers, and other brands involved. Social media has blown up in this century from business making their own social media accounts to market their brands, to ordering things online and getting them the next day so being able to create content for your business can “help build brand awareness, facilitate customer service,” allowing our business to reach more people than it would without a social media presence (Peek 2023). We can get people's fashion pieces out there and get media presences from it. Allowing people to apply their full potential in fashion and reaching out to others in the process. This allows for everyone to get involved, getting people designs on magazines, shows, news, and social media is a huge part in helping start our business, and someone's fashion career. Not only will we be able to show off people's designs, but we can collab with other designers and artists, by displaying their designs and art in our stores. Getting peoples sculptures, art pieces, or fashions designs creates our own little museum in our stores, from the talent of the people from the community. Thrift and flip is not only regarding clothing but is about sustainability in art, culture, design, and community. While helping others find their place in the design world. Getting potential upcoming artists, or designers to come in and show off their skills, by teaching a class of sewing, art, and many others opportunities', allows for multiples potential parties to want to collab. Thrift and flip can make editorials for pieces made to show off on our social media to show what others can come and create at a low price, and sustainable way. All these things help future designers out, while keeping clothes out of landfills, and creating a more sustainable future. Social media will be one of our biggest contributors especially starting out to get more people to know about what to come in our stores, and since a “study found that 66% of business owners say that the biggest benefit of using social media to market their business was in helping increase sales” of we take social media seriously it could almost double our popularity, and branching out business out to more areas (Rico 2023).

Conclusion

Thrift and flip is a way for a whole community to come together and create a more sustainable world, and with our store they are one step closer. Sustainability in businesses is not only good for popularity, but it is crucial for the environment, to be wary about supplies businesses are using as such high amounts. People can come in and give unwanted clothes that would have ended up in the million tons of clothing in landfills every year. Having a place to donate clothes, that can better future artist, and designer; while also teaching others of the importance about sustainability will bring up closer to 45% less emissions by 2025. We can help others in need by donating unneeded inventory and supplies from our stores instead of throwing things away. We will always be able to reuse, recycle, or redesign everything that comes into our stores, all we need is the community to help. Thrift and flip stores are willing to give media presence to future designers, and in return we can get our store out there to branch out to other cities, in hopes of making a more sustainability community every store we add. In conclusion starting a thrift and flip store business not only promotes sustainable fashion in a fast fashion world, but it provides affordable clothing options that customers can customize to make it their own.

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