

CREATIVE BRIEF

PROJECT: PLAKTIVAT 18 - FAST FASHION

Application deadline: 27 November 2025

BACKGROUND

Fast fashion refers to clothing that is produced quickly and cheaply, imitating the latest trends and frequently rotating on store shelves. This system is based on mass production, low prices, and short wear cycles. Brands create a constant flow of new collections that encourage impulsive buying and a "throwaway" culture. As a result, fashion loses its original role of expressing identity and becomes a disposable consumer good with a very short lifespan.

PROBLEM

Behind every cheap garment lies a high price paid by people and the planet. The fast fashion industry generates enormous amounts of CO₂ emissions, waste, and polluted water, exploits workers (mostly women in developing countries), promotes irresponsible consumption, and erodes our sense of the true value of clothing. The result is a culture where fashion is no longer an expression of personality, but a consumer habit with destructive consequences.

FACTS

Fast fashion has an extremely negative impact on both the environment and society. Therefore, it is essential to think carefully before purchasing and choose higher-quality, more sustainable clothing.

COMMUNICATION GOAL

ENCOURAGE long-term habit change.

With posters, we aim to encourage people to reduce their fast fashion purchases and motivate them to choose sustainable clothing instead.

plaktivat #18

Posters that change society.

FAST FASHION

APPLICATION DEADLINE

27 NOVEMBER 2025

TARGET GROUPS

- 1) **Young individuals aged 15–24**, who represent one of the largest fast fashion consumer groups and key drivers of future change (a portion of this age group is already aware of the climate crisis and wears second-hand clothing).
- 2) **Millennials aged 25–44**.

CREATIVE CHALLENGE

The city poster should inspire a concrete change in individual behavior towards more sustainable clothing consumption at a time when fast fashion advertisements surround us everywhere and clothing is extremely affordable.