



REVAMPING THE CHILDREN'S PLACE

FASHION WITH A PURPOSE

By Jesenia Bravo





NEW! GREEN ECO-LOGO 

WELCOME

The Children's Place: A Strategic Shift Towards Sustainability, Education, and Eco-friendly Collaborations

The Children's Place, once a leader in the children's apparel industry, has recognized the necessity to evolve in response to shifting consumer priorities and competitive pressures. This presentation proposes a comprehensive strategy focusing on sustainability educational initiatives about fashion, child c

NAVIGATION *SUSTAINABLE* *TRENDS*



Leading the Way in the Green Landscape of Fashion

We're not just keeping up with the latest trends in sustainability; we're setting the standards. Come explore with us the world of eco-conscious fashion, where style and ethics go hand in hand.



EXAMINING *CONSUMER* *AWARENESS*

Fashion-Forward and Conscientious

Our loyal Ethical Chic customers are aware that fashion choices can have a lasting impact. They are our heroes who wear conscious capes. We take pride in connecting with their values and reflecting their choices. Let's take a closer look at how we resonate with them.



OUR BRANDS *SUSTAINABLE* VALUES

ECO-FRIENDLY MATERIAL

Sourcing 100% of our materials from certified suppliers, using organic cotton and recycled polyester. The goal is to become zero waste by 2030, ensuring that all packaging is either reusable or compostable.

CARBON NEGATIVE FOOTPRINT

TCP is committed to removing more carbon from the atmosphere than we emit during our entire lifecycle by reducing the carbon footprint of its manufacturing processes.

RECYCLABILITY AND GROWING GARMENTS

Introduce a new-line of garments designed to be both fashionable and functional. Designs will be recyclable and feature adjustable fittings to extend garment life as children grow.

GOALS FOR GOOD



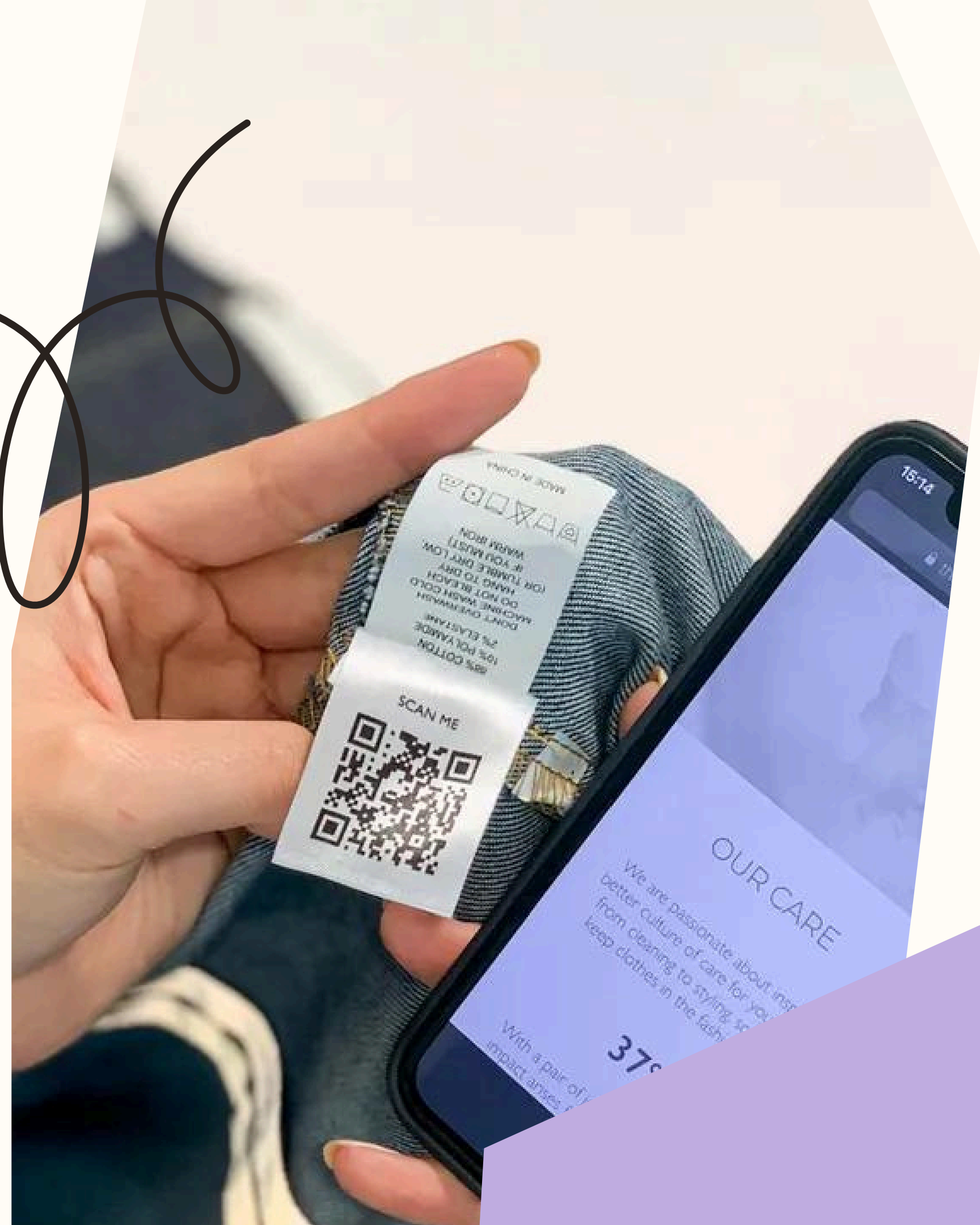
EDUCATIONAL FOCUS

New campaign: “Learn Through Fashion” which aims to educate both parents and kids about importance of sustainable fashion with interactive tags.



DIGITAL TRANSFORMATION

A revamped digital strategy that will include interactive website with dedicated section for parents to access resources on sustainable parenting. Mobile app featuring augmented reality, allowing kids to interact with their clothes.





WE DON'T JUST FOLLOW
ECO-TRENDS; WE SET THEM

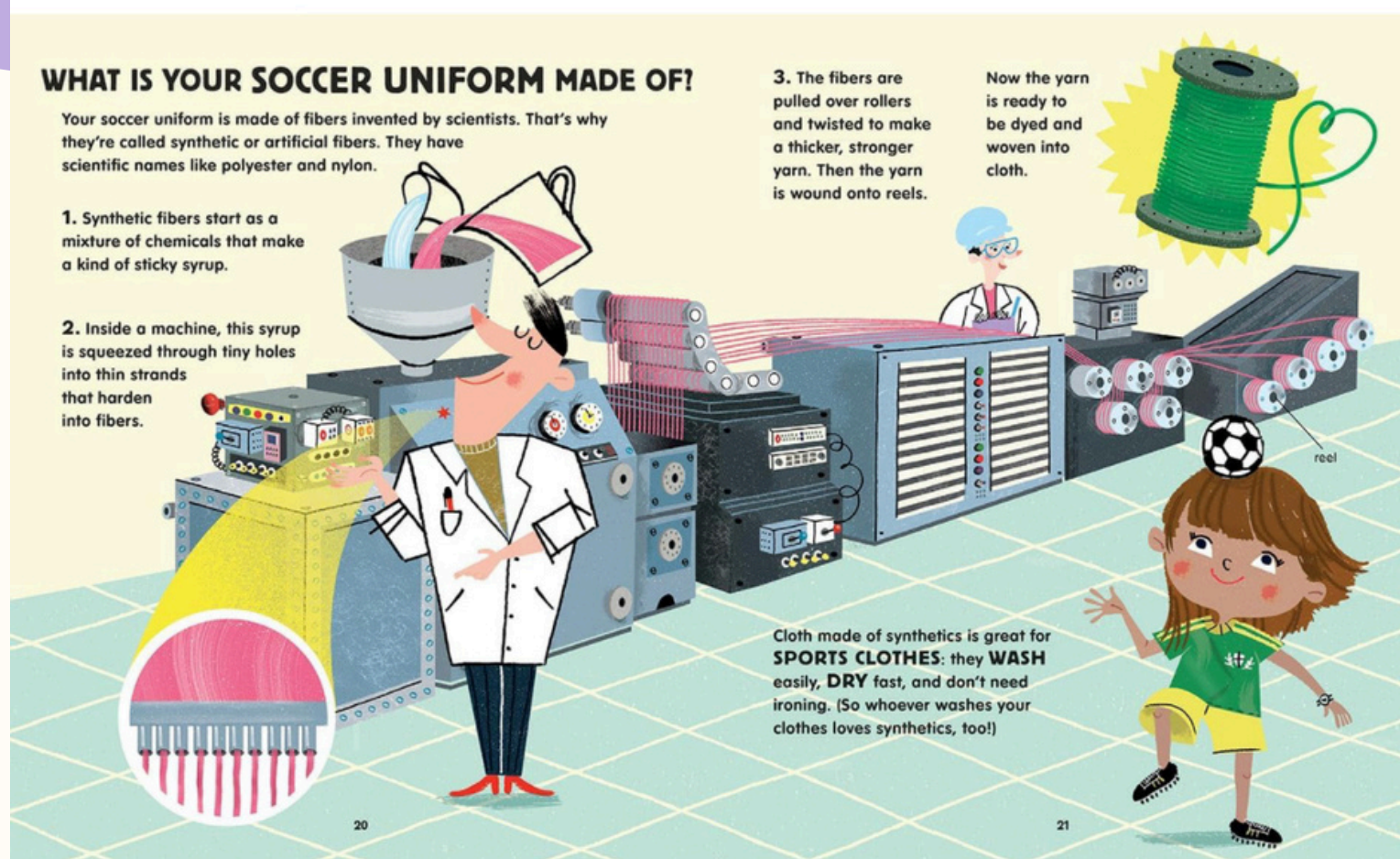
ECO-STRATEGY

COLLABS AND ENDORSEMENTS

Partnerships with eco-friendly brands and prominent sustainability educators and teachers to co-create exclusive lines and promote broader environmental messages strengthen community ties.

EDUCATIONAL CONTENT

Social media campaigns that will encourage user generated content that focus on sustainability in fashion, DIY recycling projects, and behind-the-scenes looks at ethical manufacturing processes.



CONSCIOUS CAMPAIGNS



MOBILE APP FEATURES (AR)

Allowing kids to interact with their clothes in educational fun ways such as AR games that explain the ecological impact of the garments they wear.



ECO-FRIENDLY FASHION TUTORIALS

Encourage followers to share their own DIY creations using the campaign hashtag.



RECYCLABILITY AND CIRCULAR FASHION

Organize a global contest challenging participants to create unique and stylish outfits using only upcycled materials.

METRIC FOR *IMPACT*

Numbers are more than digits in sustainable fashion. Metrics for impact reflect positive change beyond just analytics.

CARBON FOOTPRINT REDUCTION

Goal : Reduce the carbon footprint associated with the production and distribution of products

WASTE REDUCTION

Goal : Minimize waste generated throughout the supply chain and product lifecycle. Promote recycling of used clothing, incentivizing customers with future rewards

SUSTAINABLE MATERIAL USAGE

Goal : Increase the use of sustainable and eco-friendly materials in product manufacturing. Make a move to 100% sustainable materials and zero waste initiatives

CONSUMER ENGAGEMENT

Goal : Increase awareness and engagement among consumers in sustainable practices. Push educational projects and collaborations to educate the community and children for a better future

RISK & RESILIENCE *STRATEGIES*

We see challenges in fashion retail as an opportunity to strengthen our commitment to sustainability and build a better, more resilient future.



SUPPLY CHAIN DIVERSIFICATION

Steps to diversify suppliers and manufacturing locations, and prioritize sustainable sourcing.



CIRCULAR ECONOMY INNOVATION

Transforming waste into an opportunity to promote a circular and sustainable fashion economy.



TECHNOLOGY INTEGRATION

Stay at the forefront of technological advancements, leveraging innovations like blockchain for transparency and AI for personalized shopping experiences.



DISCUSSING THE INTERSECTION OF SUSTAINABILITY AND STYLE, AND WELCOMING QUESTIONS

***THANK YOU
FOR YOUR
ATTENTION!***



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