

2023

“Inside the world of the J train
Thrifter”.



Sandra Nicolas

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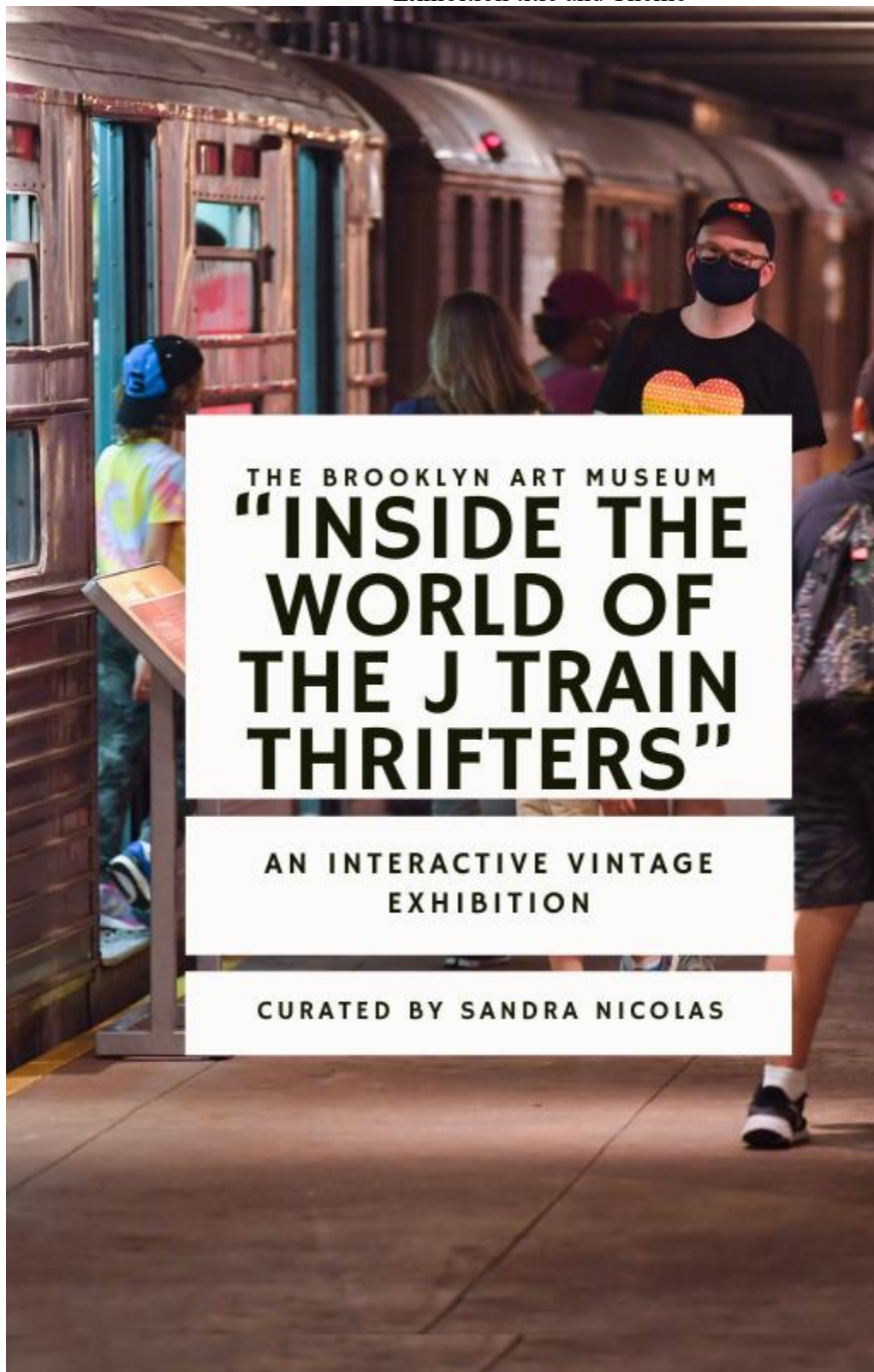
Introduction

As we move forward in society, each industry should understand the importance of sustainability. As fashion enthusiasts, it is our responsibility not to partake in the demise of the planet. "Sustainable fashion involves an environmentally and socially responsible approach throughout the clothing supply chain. It seeks to shift the industry and consumer behavior away from fast fashion, emphasizing sustainable practices in sourcing, production, distribution, marketing, and consumption (*Fashion for the Earth* 2023)." During the development of the fashion industry trends and collections were slowly produced and curated in a timely matter. What changed? During the industrial revolution, "there was a permanent shift in the skills required by workers. Mass production of clothing and fabrics became possible, significantly reducing production time. Workers were centralized in one location, primarily focused on ensuring the continuous operation of carding, spinning, and weaving machines (Marshall, 2023). The mass production of fabric allowed designers to shift some collections from Haute Couture to ready-to-wear. It is also important to highlight the positive and negative outcomes of the advancement of fashion technology. One positive impact is the jobs factories created for people, but there were low wages and unsafe conditions during the early stages.

Many practices from brands and consumers contribute to the overconsumption of fashion. Brands are releasing more collections and trends than they did in the early 2000s, and consumers are overconsuming while garment retention decreases. "The fashion industry manufactures more than 100 billion garments annually, but a staggering 87% of these garments, equivalent to around 40 million tons, end up in landfills or incinerators. Merely 1% of the total production is recycled (*Fashion for the Earth* 2023)." As brands cater to affordable clothing production the quality is quite low as well, leaving consumers with not many sustainable options. The fashion industry is one of the top contributors to pollution, "Clothing manufacturing involves the use of toxic dyes and heavy metals, which are discharged into water streams, rivers, and aquifers, leading to adverse effects on human health, harm to animals, damage to ecosystems, and loss of biodiversity (*Fashion for the Earth* 2023). As fashion creators and consumers, we must practice conscious consumerism. By 2030 it is believed consumption to grow sixty-three percent, with 2.4 billion people in the middle class, they will continue to shop fast fashion which will triple production by 2050.

Fast fashion doesn't only contribute to pollution but due to the cheap cost of production, it prunes to participate in child labor, modern-day slavery, unsafe factory conditions, and many more. "For effective clothing recycling, a process involving collection, sorting, and distribution to recyclers is crucial. Current systems are in the early stages, with manual sorting still predominant. Despite innovative technologies capable of breaking down used garment fabric for new clothing, they require significant business investment for scalable implementation. Once fully scaled, these technologies could potentially achieve 80% circularity in the fashion industry. Notably, the fashion industry, despite being one of the largest manufacturing sectors globally, lacks substantial regulation compared to other major industries (Marshall, 2023). Understandably, the industry is more focused on consumer demand, but as we cater to them it is important to balance profit with ethical practices and give consumers the option to consume sustainable fashion.

Exhibition title and Theme



THE BROOKLYN ART MUSEUM
**"INSIDE THE
WORLD OF
THE J TRAIN
THRIFTERS"**

AN INTERACTIVE VINTAGE
EXHIBITION

CURATED BY SANDRA NICOLAS

The Brooklyn Art Museum is thrilled to announce its upcoming exhibition “Inside the world of the J train Thriftier”. The MTA J-train line, part of the New York City Subway system, serves as a key transportation route in the city. Operating primarily in Brooklyn and Queens, the J train travels between Jamaica Center in Queens and Broad Street in Manhattan. Along its route, the J train stops at various neighborhoods, including Williamsburg, Cypress Hills, and East New York. Offering a crucial link between residential and business districts, the J train contributes significantly to the daily commute and transportation needs of New Yorkers, facilitating efficient travel across boroughs. With \$2.90 the world is yours, with many thrift options, there are so many to choose from.



Our first stop is the J-train in Jamaica Center, MyUnique thrift store located at 92-18 Guy R Brewer Blvd, Queens, NY 11433. Discover an array of unique treasures at this store! Whether you're looking for everyday items like clothing, household goods, and electronics or seeking something special such as wedding dresses, sports memorabilia, and global arts and crafts, they've got a diverse selection that caters to everyone's preferences.



Next stop, we're getting off at Halsey st, RGR Family Thrift store located at 1457 Broadway, Brooklyn, NY 11221. This trendy thrift store in Brooklyn specializes in curated vintage pieces from the 90s and 2000s, work attire, shoes, bags, and other secondhand items. This stop would offer museumgoers the chance to purchase genuine vintage items from a small family-owned business that also reflects the theme.



Last stop, we're getting off at Canal Street, Shop Repurpose located at 433 Broadway, New York, NY 10013. Shop Repurpose serves as a platform connecting individuals, brands, and organizations aiming to empower those in need. Donated luxury clothing is resold, and the net proceeds fund scholarships for the Workforce Development Program. The program assists individuals in pursuing higher education in the fashion and design industries, fostering their growth, and providing a clear path to economic independence.

Institution



The Brooklyn Art Museum has undergone a remarkable evolution in tandem with the ever-shifting tides of fashion and artistic expression. Established in the late 19th century, the museum's early days saw an array of classic European paintings and sculptures, showcasing the timeless elegance and opulence of period attire. However, as the decades rolled on and fashion continued to evolve, so did the museum's collection and curatorial direction. A pivotal moment in the museum's history came during the mid-20th century when a wave of avant-garde artists ushered in a new era of artistic experimentation. This era was marked by the collision of fashion with art, as designers such as Yves Saint Laurent and Paco Rabanne broke traditional barriers with their innovative designs. The museum's commitment to capturing the zeitgeist of these boundary-pushing designers became evident, setting the stage for a closer examination of fashion's impact on art.

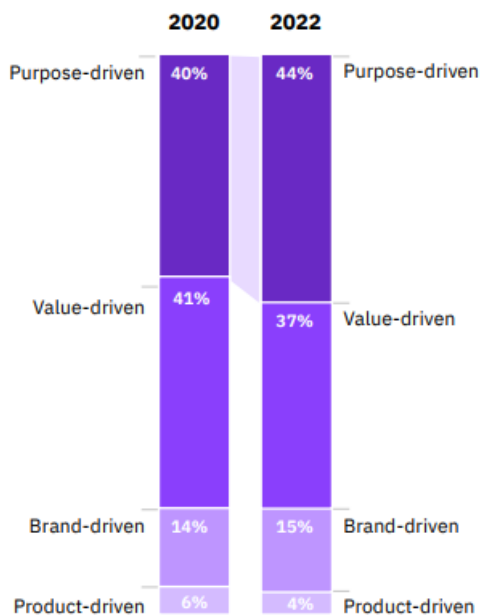
As the Brooklyn Art Museum moved into the 21st century, it became increasingly evident that the fusion of art and fashion was more than a passing trend; it was a powerful cultural force. The museum began to explore the intersection of fashion, pop culture, and self-expression, acquiring pieces that encapsulated the spirit of the times. The development of its collection evolved to include streetwear, iconic logos, and the Y2K aesthetic, mirroring the metamorphosis of fashion itself. In this contemporary landscape, the Brooklyn Art Museum has emerged as a forward-thinking institution, with a vision of preserving not just the brushstrokes of history but also the stitches, fabrics, and silhouettes that have sculpted the ever-changing world of fashion. Today, as the museum prepares to unveil its fashion exhibition, it stands as a testament to the seamless melding of art and style, celebrating the dynamic nature of fashion as an ever-present, living canvas.

Target Audience

Figure 6

The rise of the purpose-driven consumer

Purpose-driven consumers have overtaken value-driven consumers as the largest segment of the population.



Purpose-driven consumers (44%)

seek products and brands that align with their values and provide health and wellness benefits. They're willing to change their shopping habits to reduce environmental impact and they care about sustainability and recycling.

Value-driven consumers (37%)

want value, convenience, and products and services that will simplify their lives. They're less inclined to switch habits to reduce negative environmental impact.

Brand-driven consumers (15%)

trust brands and prioritize the brand when making purchasing decisions. Compared to other groups, they have the highest average income, and they love staying on top of new trends.

Product-driven consumers (4%)

are focused primarily on product functionality and value for price. They aren't tied to any brand or product attribute and are the least engaged shoppers.

Note: Totals may not add up to 100% due to rounding.

13

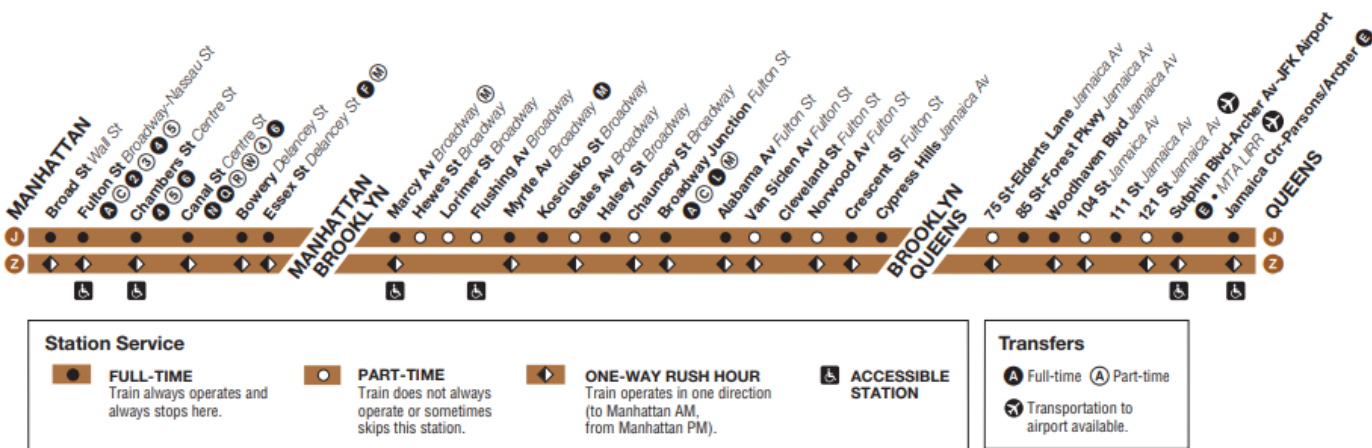
This Exhibition promises a captivating experience for a diverse array of attendees, resale shopping attracts consumers from all economic levels. People like to spend less money on materialistic objects so they can have more budget for real-life experiences. America's Research Group, a consumer research firm, indicates that approximately sixteen to eighteen percent of Americans engage in thrift store shopping annually, while the percentage for consignment and resale shops is slightly lower, ranging from twelve to fifteen percent. To contextualize these figures, during the same time frame, eleven point four percent of Americans shop at factory outlet malls, nineteen point six percent at apparel stores, and twenty-one point three percent at major department stores. These statistics highlight the notable popularity of thrift and resale shopping in the consumer landscape, with a significant portion of the population opting for these alternatives over traditional retail outlets (*Industry Statistics & Trends: NARTS: The Association of Resale Professionals 2023*). Fashion enthusiasts and collectors will revel in the opportunity to explore unique and rare vintage pieces, delving into the historical trends that have shaped the industry. Art and culture connoisseurs, who view fashion as an expressive form of art, will find inspiration in the carefully curated display that showcases vintage garments as valuable cultural

artifacts. History and nostalgia buffs will step back in time, immersing themselves in the historical context of fashion and relishing the chance to reconnect with the styles of bygone eras. Fashion designers and students, seeking both inspiration and practical examples, will uncover a treasure trove of ideas to incorporate vintage elements into contemporary designs. Photographers, stylists, and professionals in the fashion and photography industry will appreciate the timeless aesthetics on display, offering a wellspring of creativity for future projects. Eventgoers with a taste for unique experiences will be drawn to this exclusive exhibition, while residents, tourists, and visitors alike will be captivated by the fusion of fashion and cultural history. Resale has evolved into destination shopping, with a growing trend of clustering in many areas where resale stores open near each other to capitalize on existing foot traffic. This clustering strategy, observed previously in antique shops and factory outlet stores, demonstrates that consumers are willing to travel farther to access a variety of similar stores, creating a shopping event for enthusiasts. The resale market is flourishing, driven by value-conscious and sustainability-minded consumers. Rising concerns about the environmental impact of fast fashion have led consumers to recognize the inherent sustainability of shopping resale. As awareness grows regarding the importance of reducing waste, society is transitioning from a disposable to a recycling mindset, contributing to the expanding success of the resale industry (*Industry Statistics & Trends: NARTS: The Association of Resale Professionals 2023*). Additionally, educational institutions and researchers will find the exhibition a valuable resource, providing insights into the evolution and cultural significance of vintage fashion. In targeting such a varied audience, the exhibition ensures a rich and engaging experience for all who attend.

Walkthrough

J Nassau St Local

Z Nassau St Express (weekday rush hours)



Attendees will navigate the exhibition through a map given to them. Attendees will jump from cart to store to explore the garments displayed. Attendees will have the chance to skip through the carts and customize their travel experience through the exhibition by following the map.

Budget

The budget for the curation of this exhibition is \$20,000. The focus of this exhibition is to keep it sustainable. We will be sourcing second-hand materials and objects to reuse. We will mimic the train scenery with a vintage feel, each cart will represent a stop and be designed to represent the street. As attendees go through the carts, they can choose to get off and there will be a replicate of each storefront. We will source materials such as metal, brick, and furniture from junk yards, garage sales, and donations. Each store will receive a budget, this budget will be spent on hangers, mannequins, decorations, and lights. Keep in mind that most of the items needed will be second-hand or built for other materials. This proposed budget distribution allows for a comprehensive and well-executed second-hand/donated fashion exhibition while staying within the \$20,000 budget limit.

Venue Rental (30%): \$6,000**

Allocate a portion of the budget for securing a venue.

Exhibition Setup and Decor (20%): \$4,000

Include funds for display racks, mannequins, signage, and other elements to create an engaging and aesthetically pleasing exhibition space.

Marketing and Promotion (15%): \$3,000**

Set aside funds for marketing materials, including posters, flyers, and online promotion to attract a diverse audience.

Staffing (10%): \$2,000**

Budget for event staff, including security, attendants, and volunteers to assist with various tasks during the exhibition. Most of our staff will be paid staff, but we do provide food and event uniforms.

Transportation and Logistics (8%): \$1,600

Cover costs related to transporting donated or second-hand garments to the venue, as well as any logistics involved in setting up and dismantling the exhibition.

Lighting and Audiovisual (7%): \$1,400

Ensure proper lighting to showcase the garments effectively and consider any audiovisual elements that enhance the visitor experience.

Refreshments and Catering (5%): \$1,000

Provide light refreshments for attendees, fostering a comfortable and enjoyable atmosphere during the exhibition. We will partner up with local neighborhood restaurants to provide catering. This will allow attendees to know what restaurants are around each stop for the real feeling of shopping in the area.

Insurance and Permits (5%): \$1,000

Account for insurance coverage and any necessary permits required for hosting the exhibition.

Contingency (5%): \$1,000**

Set aside a contingency fund to address unexpected expenses or last-minute adjustments to the exhibition plan.

Exhibition space



Business Partners

1. MTA Museum



Established in 1976, the New York Transit Museum is dedicated to preserving and recounting the compelling narratives of mass transportation. Situated in an authentic 1936 subway station in Downtown Brooklyn, the museum's working platform level spans an entire city block and houses a rotating collection of twenty vintage subway and elevated cars dating as far back as 1907. Visitors are invited to board these vintage vehicles, experience sitting at the wheel of a city bus, traverse a time tunnel of turnstiles, and engage with changing exhibits that illuminate the cultural, social, and technological history, and future of mass transit. The museum provides an immersive exploration into the extraordinary engineering achievements, the dedicated workers from over a century ago, communities transformed by transportation, and the ever-evolving technology and ridership of a system operating 24/7 throughout the year (.

2.Miu Miu Pop-up shop



Partnering with a designer brand like Miu Miu to create a pop-up shop specializing in early 2000s fashion would provide a unique retail experience within the museum. This pop-up could feature items inspired by the era, allowing visitors to buy designer clothing and accessories from past collections of Miu Miu that embrace the Y2K aesthetic.

Thrift Con



Thrift Con will provide vintage clothing and collectibles from the '70s through the 2000s. Over 140 premier vendors come together to showcase their unique collections in a buy-sell-trade format. It's like the ultimate flea market experience, resulting in a diverse range of items based on their curation style and interests.

Press release

INSIDE THE WORLD OF THE J TRAIN THRIFTIER

About The museum

As the Brooklyn Art Museum moved into the 21st century, it became increasingly evident that the fusion of art and fashion was more than a passing trend; it was a powerful cultural force. The museum began to explore the intersection of fashion, pop culture, and self-expression, acquiring pieces that encapsulated the spirit of the time.



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MUSEUM
AND
FASHION

Our service

Our best Museum quality

Brochures are now available in electronic format and are called e-brochures.

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• Operation Hours

- Monday: 10am-7pm
- Tuesday: 11am-8pm
- Wednesday: 11am-8pm
- Thursday: 11am-8pm
- Friday: 11am- 5pm
- saturday: 12pm- 9pm
- Sunday: Close



Citation

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