



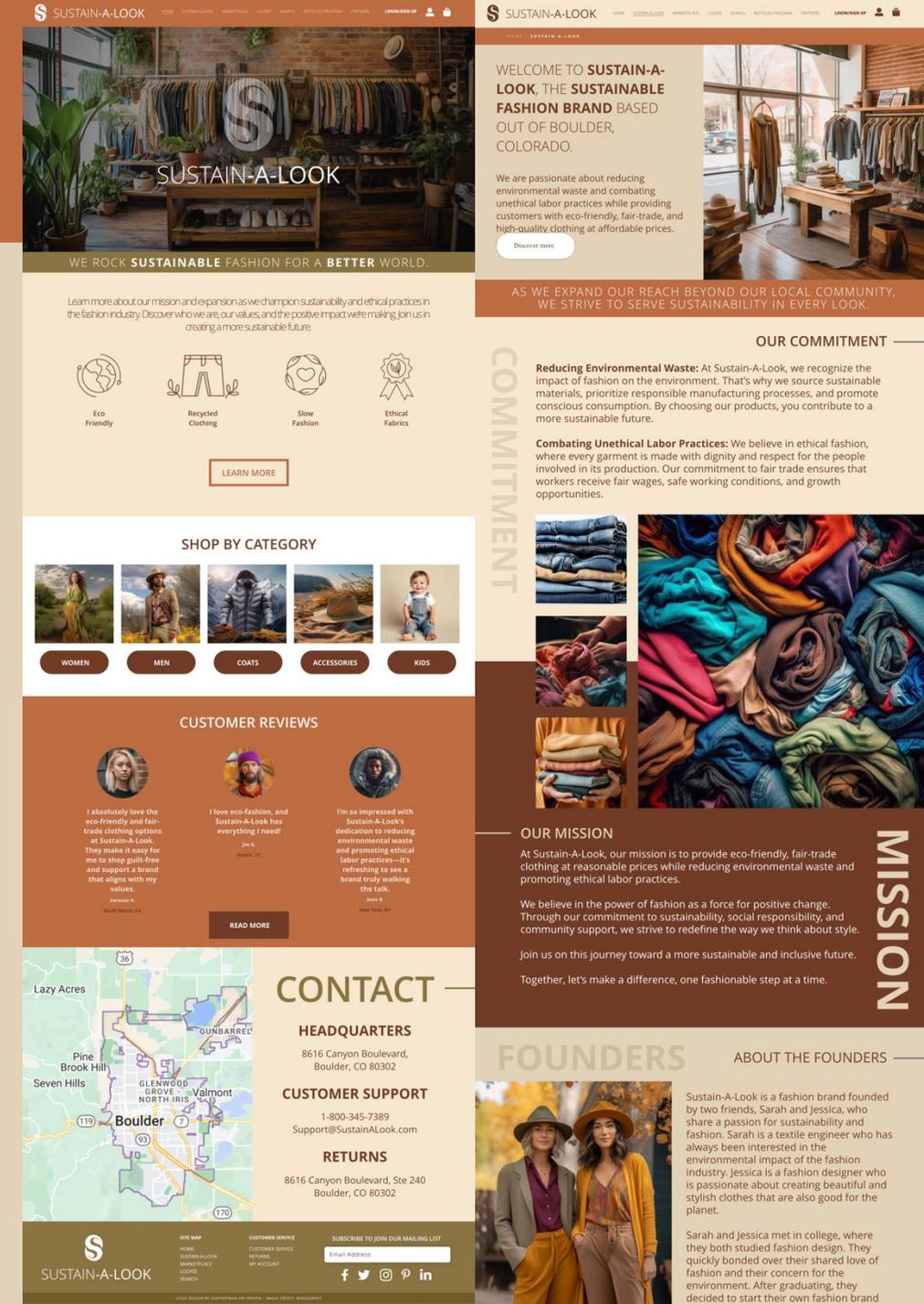
SUSTAIN-A-LOOK

Website Redesign

Project Overview

- Who is the client?
- What are the objectives?
- What are the client's needs?
- What are the deliverables?

- Discovery
- Define
- Develop
- Deliver



WELCOME TO SUSTAIN-A-LOOK, THE SUSTAINABLE FASHION BRAND BASED OUT OF BOULDER, COLORADO.

We are passionate about reducing environmental waste and combating unethical labor practices while providing customers with eco-friendly, fair-trade, and high-quality clothing at affordable prices.

[Discover more](#)

AS WE EXPAND OUR REACH BEYOND OUR LOCAL COMMUNITY, WE STRIVE TO SERVE SUSTAINABILITY IN EVERY LOOK.

OUR COMMITMENT

Reducing Environmental Waste: At Sustain-A-Look, we recognize the impact of fashion on the environment. That's why we source sustainable materials, prioritize responsible manufacturing processes, and promote conscious consumption. By choosing our products, you contribute to a more sustainable future.

Combating Unethical Labor Practices: We believe in ethical fashion, where every garment is made with dignity and respect for the people involved in its production. Our commitment to fair trade ensures that workers receive fair wages, safe working conditions, and growth opportunities.

COMMITMENT



OUR MISSION

At Sustain-A-Look, our mission is to provide eco-friendly, fair-trade clothing at reasonable prices while reducing environmental waste and promoting ethical labor practices.

We believe in the power of fashion as a force for positive change. Through our commitment to sustainability, social responsibility, and community support, we strive to redefine the way we think about style.

Join us on this journey toward a more sustainable and inclusive future.

Together, let's make a difference, one fashionable step at a time.

MISSION

FOUNDERS

ABOUT THE FOUNDERS



Sustain-A-Look is a fashion brand founded by two friends, Sarah and Jessica, who share a passion for sustainability and fashion. Sarah is a textile engineer who has always been interested in the environmental impact of the fashion industry. Jessica is a fashion designer who is passionate about creating beautiful and stylish clothes that are also good for the planet.

Sarah and Jessica met in college, where they both studied fashion design. They quickly bonded over their shared love of fashion and their concern for the environment. After graduating, they decided to start their own fashion brand



CONTACT

HEADQUARTERS

8616 Canyon Boulevard,
Boulder, CO 80302

CUSTOMER SUPPORT

1-800-345-7389
Support@SustainALook.com

RETURNS

8616 Canyon Boulevard, Ste 240
Boulder, CO 80302

MARKETPLACE

Search bar with magnifying glass icon and FILTER button with funnel icon



Women's Greenery Wrap Dress \$135.00



Men's Mahalo Short-Sleeve Button Down Shirt \$65.00



Ultraflight Outerwear Insulated Jacket \$149.00



Transparent Outdoor Covert Sunglasses \$98.00



Women's Twill Trousers \$118.00



Kid's Fleece Corduroy Sherpa Jacket \$85.00



Men's 2pc Slim Fit Color Suit \$229.00



Women's Beach Vacay Multicolor Top \$48.00



Kid's Short-Sleeve Pocket Polo Short \$45.00



Multipurpose Rucksack Passenger Backpack \$255.00



Women's Sunset Wide Leg Pants \$78.00



Stone Leather Top Handle Adjustable Backpack \$195.00



Water Repellent Argo Jacket \$255.00



Solid Color Sunglasses Bundle (2pk) \$129.00



Select a department

- Women
- Men
- Children
- Outerwear
- Sale
- Accessories

- Size
- Color
- Material
- Price
- Occasion

Status Update

What has been completed...?

- Analyzed the project goals and user needs.
- Organized the site structure and optimized nav
- Wireframing
- Prototyping
- User Testing
- UI Design

What's left...?

- Development, delivery, iteration.

Meeting the Client's Needs

- Highlighting Sustainable Practices
- Consistent Eco-Friendly Branding
- User-Friendly Navigation
- Seamless Purchasing Process
- Accessibility Standards



EVERY GARMENT HAS THE POTENTIAL FOR A SECOND LIFE.

OUR PARTNERING ORGANIZATIONS:
EMPOWERING CHANGE THROUGH COLLABORATION

OUR COMMITMENT

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WHY DONATE?

- **Environmental Impact:** By donating your clothes instead of discarding them, you actively participate in the reduction of environmental waste. Every garment that finds a new home through our program contributes to the preservation of valuable resources and minimizes the carbon footprint associated with clothing production.
- **Ethical Labor Practices:** By choosing to donate to our program, you support our mission to promote fair trade and ethical manufacturing practices. Your contributions enable us to extend our commitment to ethical labor beyond the production process and ensure that clothing reaches those in need without exploiting workers.
- **Community Support:** By donating your clothes, you directly contribute to providing clothing for individuals who may face economic challenges, natural disasters, or other difficult circumstances. Your donations help restore dignity, boost confidence, and meet the basic needs of individuals and families across the nation.

THE BENEFITS OF RECYCLING CLOTHES

There are many benefits to recycling clothes. Here are just a few:

- It reduces environmental waste.
- It conserves natural resources.
- It saves energy.
- It creates jobs.

At Sustain-A-Look, our mission is to create a positive impact on people and the planet. We are committed to sustainability, empowerment, and community support. Through partnerships with like-minded organizations, we aim to amplify our efforts and drive meaningful change. Our recycled clothing program exemplifies this collaboration, as we work with esteemed partners who share our vision.

Collaboration is key in addressing global challenges like climate change, social inequality, and environmental degradation. By aligning with organizations that reflect our values, we can combine strengths, knowledge, and resources to create lasting impact.

Sustainability is at the core of everything we do. We are committed to reducing waste, promoting the circular economy, and lowering carbon emissions. By partnering with others who prioritize sustainability, we accelerate the transition to a more sustainable future.

Discover three of our valued partners and the incredible work they do.



Mission: AchieveWear stands as a worldwide nonprofit organization committed to empowering women and enabling them to attain economic independence. Their mission revolves around equipping women with not only professional attire but also career development resources and a strong network of support, all aimed at fostering their success in both professional and personal realms. The fundamental belief of AchieveWear lies in ensuring that every woman, irrespective of her background, is afforded the chance to unlock her complete potential and make valuable contributions to her community.

Impact: By partnering with AchieveWear, we contribute to their mission of empowering women through fashion and support. Through our recycled clothing program, we provide them with high-quality, professional attire that helps women feel confident and prepared for job interviews and career advancement. Together, we are breaking down barriers and fostering economic independence for women from all walks of life.



Mission: StepUpSole is a global nonprofit organization passionately committed to combating poverty by harnessing the transformative potential of shoes. Their mission revolves around the collection of both new and gently used footwear, which is then distributed to individuals in need across the globe. StepUpSole firmly believes that access to appropriate shoes opens doors to education, employment, and an enhanced quality of life. By recognizing the profound impact of proper footwear, they strive to empower individuals and pave the way for positive change in their lives.

Impact: Our partnership with StepUpSole allows us to extend the impact of our recycled clothing program beyond clothing itself. By collecting and donating shoes, we contribute to their mission of transforming lives through the gift of footwear. Together, we are helping individuals break the cycle of poverty and providing them with the means to walk toward a brighter future.

MARKETPLACE

Search bar with magnifying glass icon and FILTER button with funnel icon

Select a department

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- Men
- Children
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- Sale
- Accessories

Size

Color

Material

Price

Occasion



Women's Greenery Wrap Dress \$135.00



Men's Mahalo Short Sleeve Button Down Shirt \$65.00



Ultralight Outerwear Insulated Jacket \$149.00



Transparent Outdoor Covert Sunglasses \$98.00



Women's Twill Trousers \$118.00



Kid's Fleece Corduroy Sherpa Jacket \$85.00



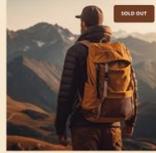
Men's Zip Slim Fit Color Suit \$229.00



Women's Beach Vacay Multicolor Top \$48.00



Kid's Short Sleeve Pocket Polo Shirt \$45.00



Multipurpose Rucksack Passenger Backpack \$295.00



Women's Sunset Wide Leg Pants \$78.00



Stone Leather Top Handle Adjustable Backpack \$195.00



Water Repellent Argo Jacket \$255.00



Solid Color Sunglasses Bundle (2pk) \$129.00



Hooded Insulated Puffer Jacket \$199.00



Steel Wooden Unisex Compass Watch \$249.00



Men's Floral Short Sleeve Button Down Shirt \$65.00



Women's Cropped Linen Two Piece Set \$112.00



Bibbed Crochet Straw Stitch Hat \$155.00



Feather-Down Padded Jacket \$225.00



Men's Paisley Soft Blazer Suit Jacket \$129.00

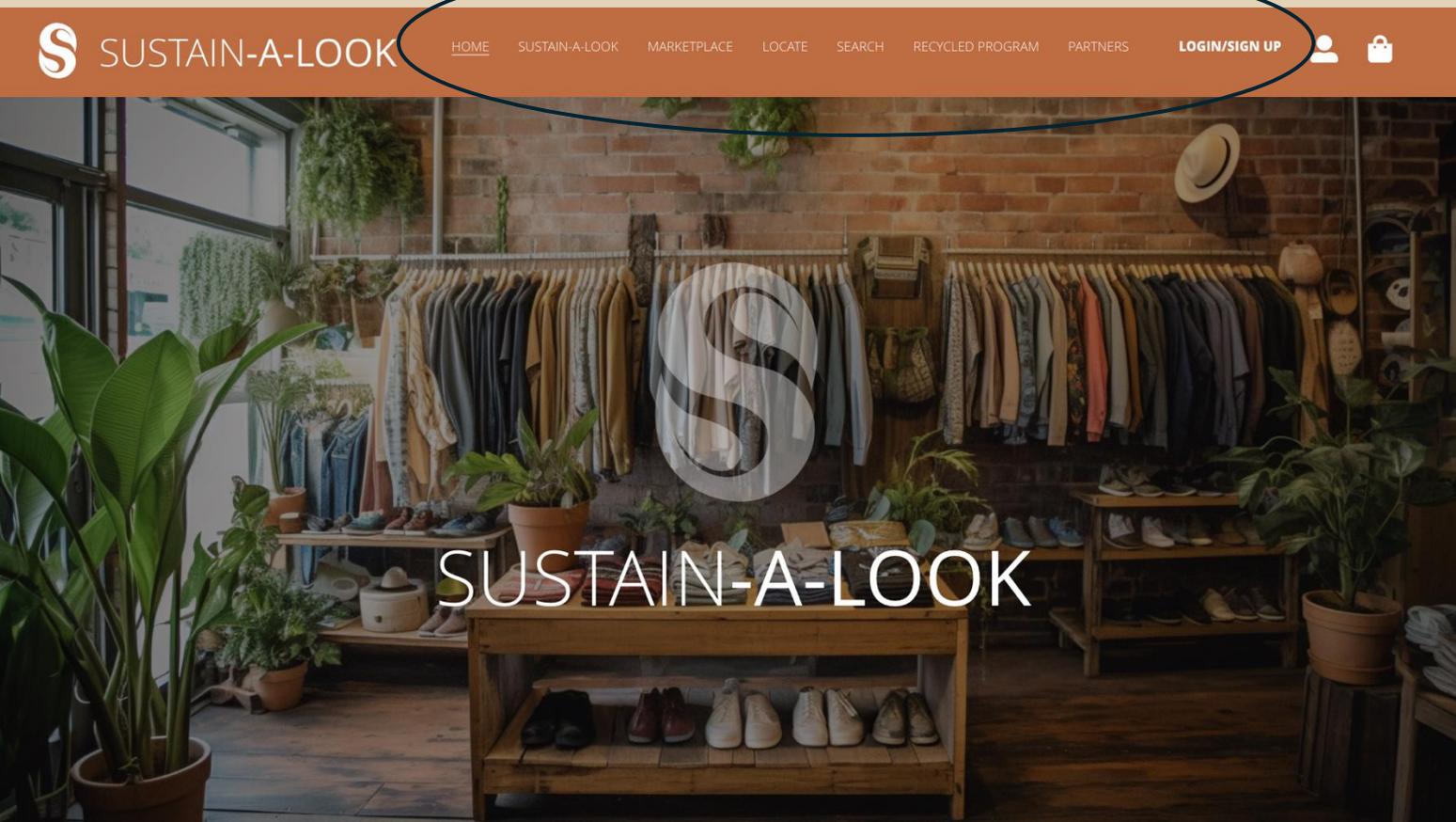


Kid's Zip Soft Cotton Shirt and Short Set \$65.00

Meeting the User's Needs

- Accurate labeling on the navigation bar
- Streamlined shopping experience
- Ensure brand guidelines are adhered to throughout the site
- Legibility and readability of typography
- Filters for the marketplace page

IA & Gestalt Principles



Information Architecture

- Disclosure
- Choice
- Cognitive Load
- Taxonomy

Gestalt Principles

- Proximity
- Similarity

Design Strategy

Delivery!

- UXR tests
- Iterations
- Collect feedback

Who's responsible?

