

FASHION OVERLOAD : A FAST-FASHION GAME

MENG YUAN



CONCEPT

This is a web game that explores the contradiction between growing consumer desire and the increasing environmental damage caused by fast fashion. Players enter a world where clothing represents identity and social status. People constantly chase new trends, using more clothes to raise their level and stay fashionable.

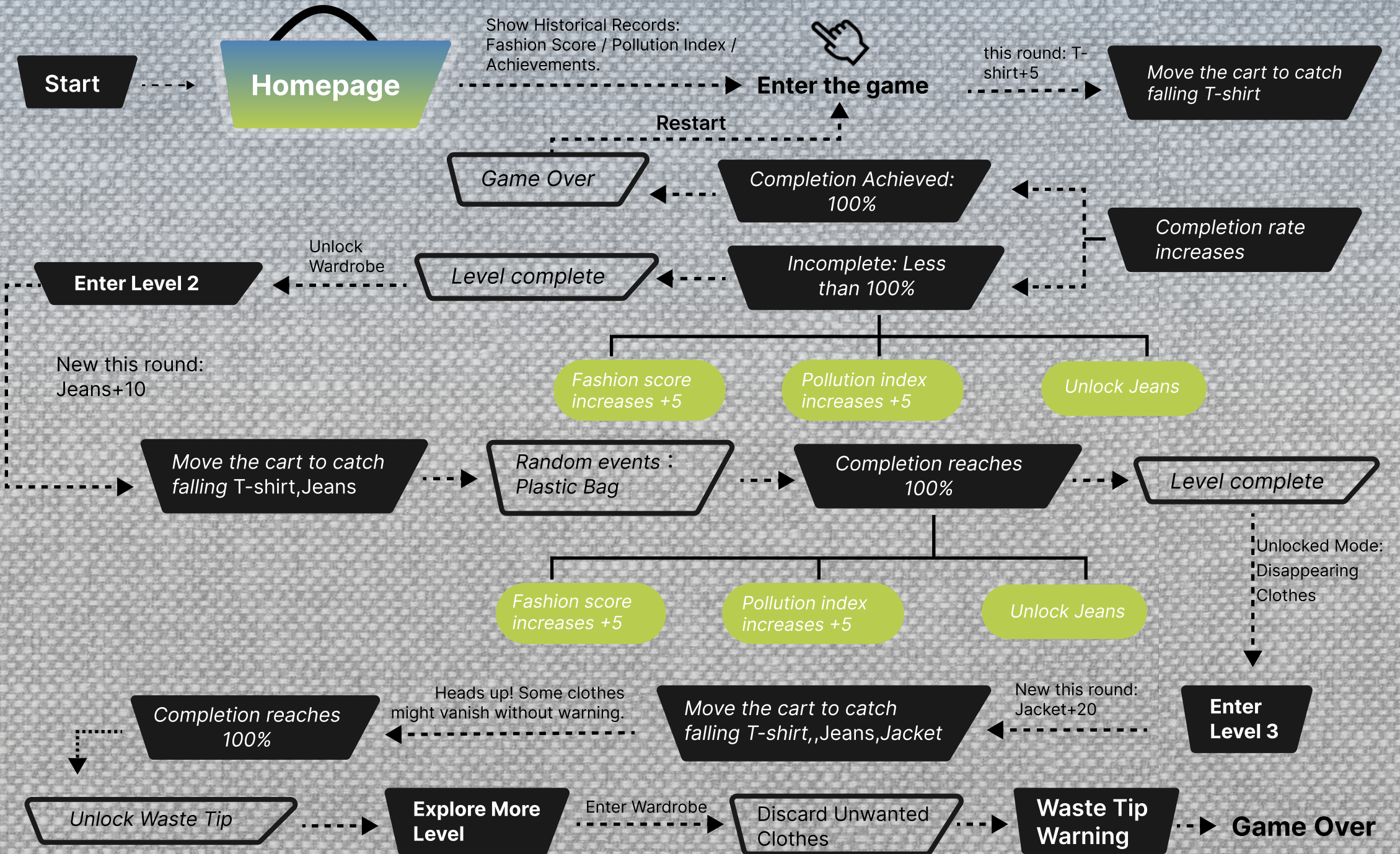
However, behind the bright displays and cheap price tags lies a hidden reality — the cost never truly disappears, it just shifts, eventually affecting everyone through pollution and environmental damage.

Catch more. Win more?

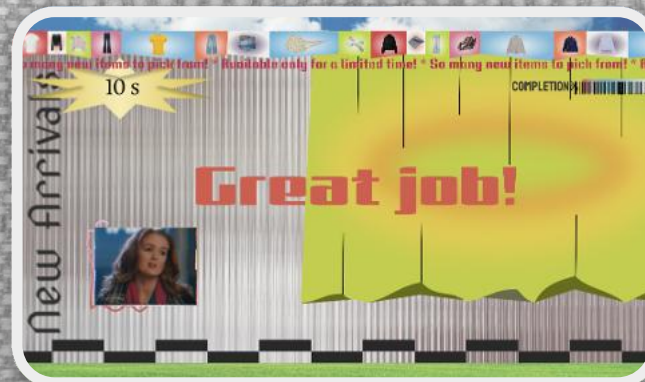
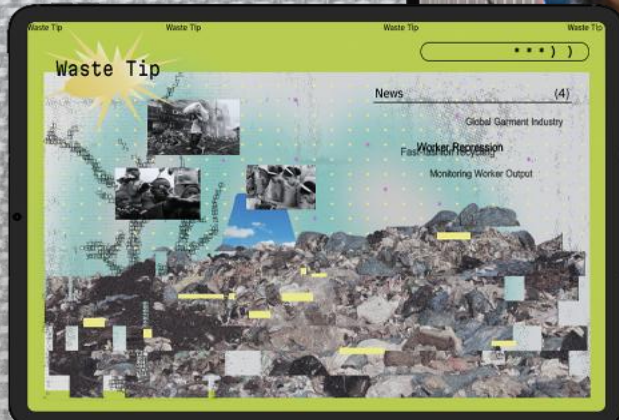
In this system, who is the real winner — brands? or consumers?

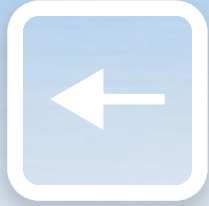


GAME FLOW



OUTPUT





**LEFT / RIGHT KEYS TO
CONTROL THE CART.**




Job **Waste**

Toxic Dyes And Chemical Finishing Agents Pollute Water Systems: For Each Kilogram Of Denim Produced, Factories Release 40-65L Of Colored, Hazardous Wastewater.

So many new items to pick from! * Available only for a limited time! * Available only for a limited time! * Available only for a limited time!

10 s

COMPLETION% 

New Arrivals

When I Shop, The World Gets Better.

Catch more.
Win more!

Fashion Overload

Waste Tip

News (4)
Global Garment Industry

27 November 2015





JEANS

Jeans Is Typically Made From Cotton Crop That Demands Huge Amounts Of Water And Often Heavy Pesticide Use During Cultivation.

Producing Just One Pair Of Jeans Consumes Thousands Of Liters Of Fresh Water In Cotton Growing, Dyeing, Washing And Finishing.

Toxic Dyes And Chemical Finishing Agents Pollute Water Systems: For Each Kilogram Of Denim Produced, Factories Release 40-65L Of Colored, Hazardous Wastewater.

So many items to pick from! Available only for a limited time!

New Arrivals

10 s

COMPLETION%

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Waste Tip

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News (4)

27 November 2025

Global Garment Industry

Global garment industry profits from denial of right to unionize in major sourcing countries

Governments, factories and global fashion brands are profiting from the continued repression of garment workers and abuse of their labour rights in Bangladesh, India, Pakistan and Sri Lanka, Amnesty International said in a new report.



Catch more.

Wlin more?

Fashion Overload