

"As a young creative, I know the struggle of getting your work noticed, I know the struggle of not finding a job because of limited experience or lack of practical skills. For me that's unfair because we are the future, we are the voices that can bring a change to the world, we have dreams, we have solutions. We just need to be heard! And the pandemic showed us that if we all unite, we can accomplish great things. So, who says that if we unite we can't change the world? Save the climate crisis, eliminate racism, educate and support one another. WASTED FANTASY's mission is to transform anything that goes to waste into a fantasy, either wasted clothes into cool fresh streetwear pieces or your wasted voice and talent into your fantasy of getting out there and being loud about anything that matters through our events and our artists' home."



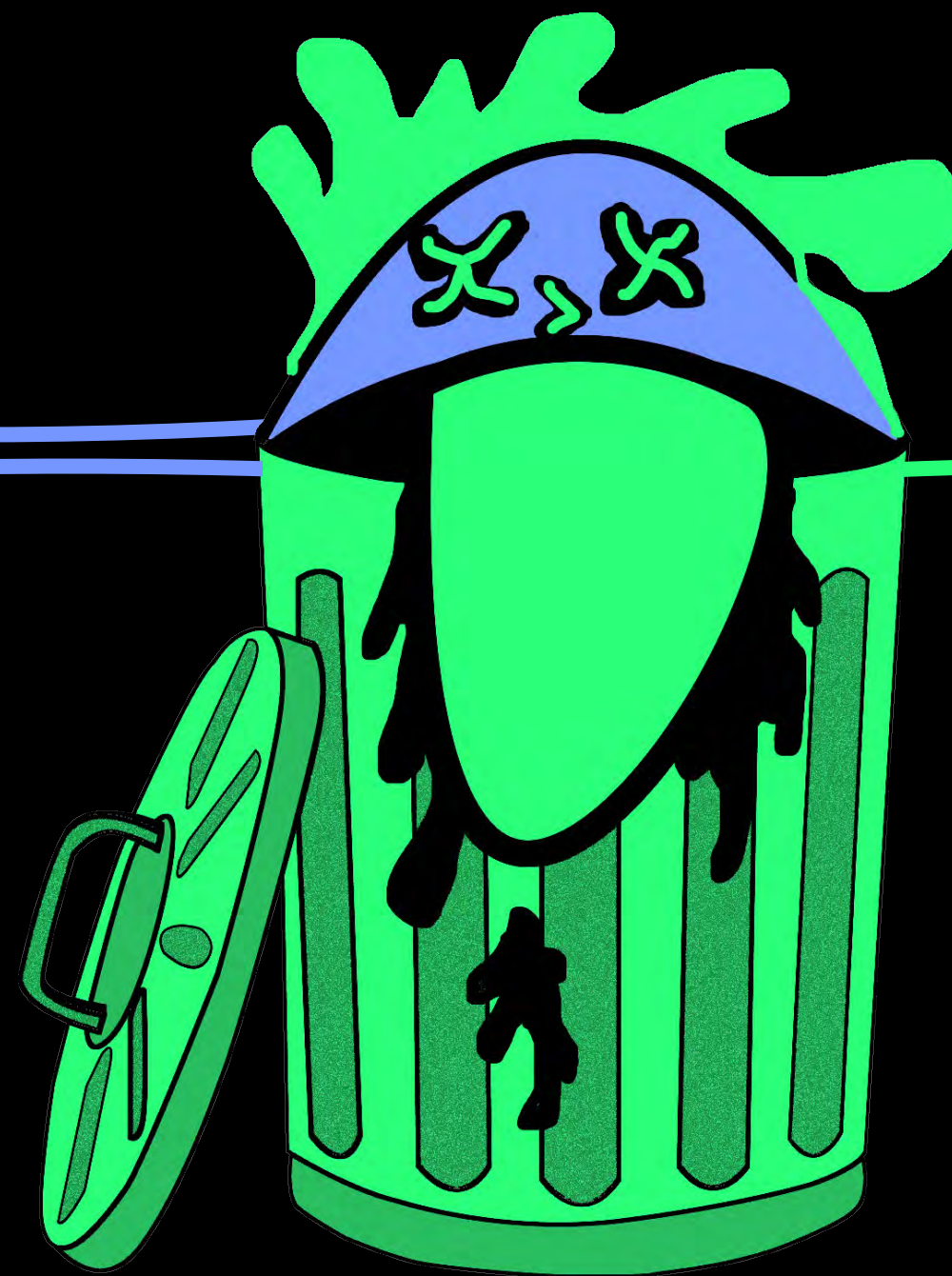
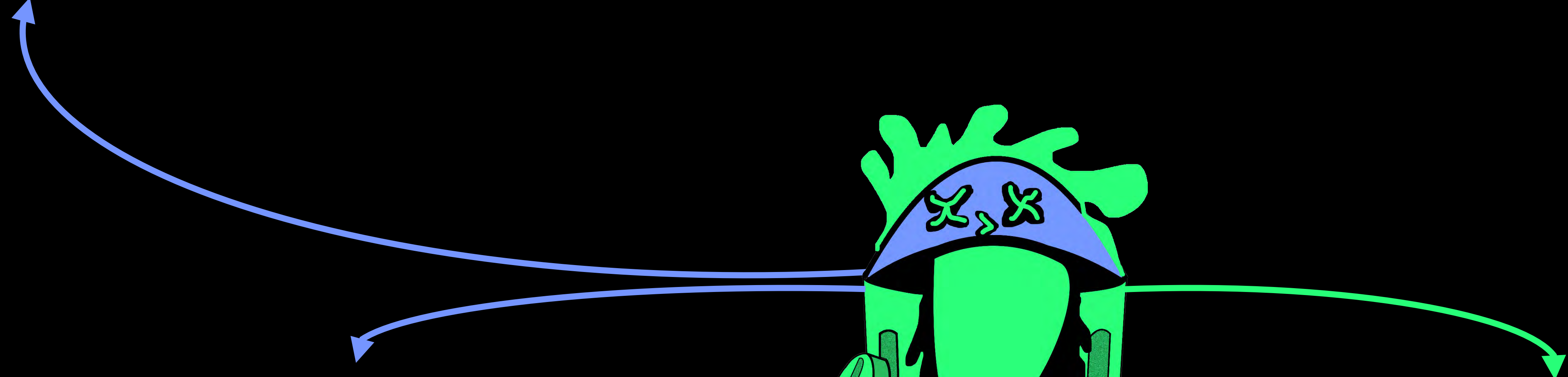
Angeliki Blesiou, Founder of Wasted Fantasy

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Humans produce “2 BILLION tons of waste each year” (Actenviro, 2020)

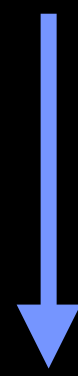


By 2050 forecasted to grow by 70% (World Bank, 2019)



The textile industry is responsible for 98 million tons of waste per year.

(Ellen MacArthur, n.d.)



Globally each year, customers throw away \$460 billion of value of clothes they no longer want to wear.

(Ellen MacArthur, n.d.)

The result:

- 1.
- 2.
- 3.

Worsening the climate crisis.  
Affecting wildlife.  
Damage of public health.

Some countries in the future will be Unbearable to live in.

Have you ever thought the waste we produce is scary?

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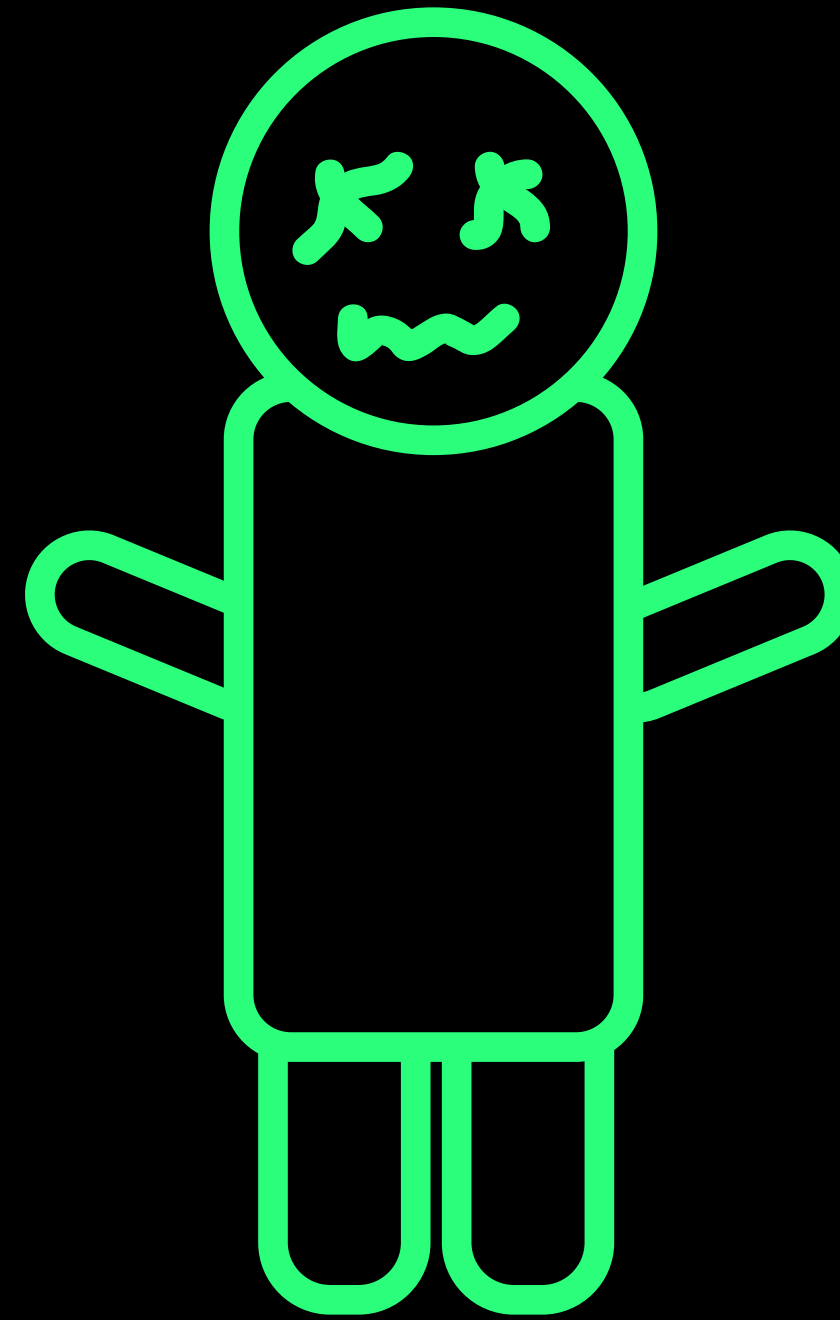
# Waste of society...

Even though we are on the 21st century, we still experience incidents of violence, inequality, racism, etc. Young people more than ever want to unite and fight against the poisonous society that lets all these change makers go to waste.



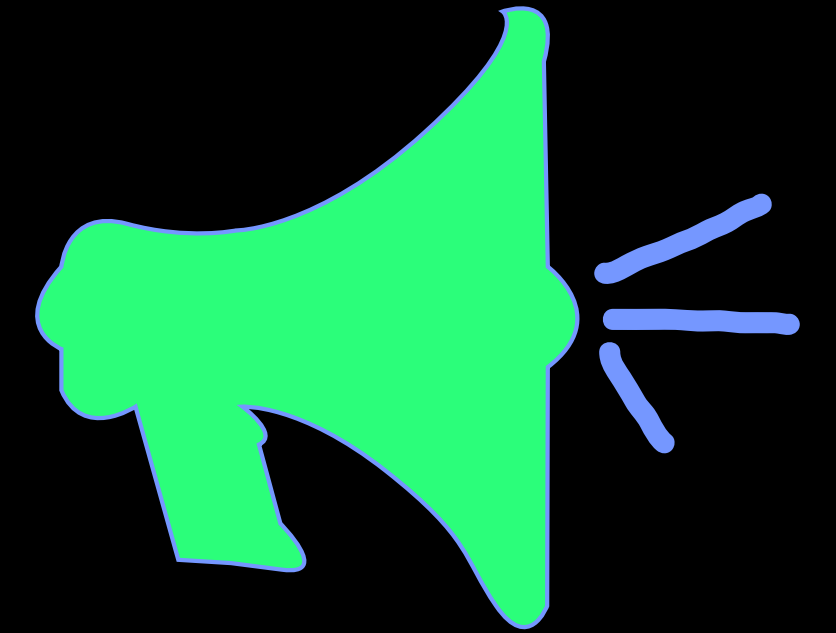
## Talents of young creators

Ideas stolen, unpaid internships, not taken seriously, not given a chance due to limited experience.



## Youth

Gen Z has grown up fast due to the responsibility of changing the world and fixing the mistakes of the previous generations.



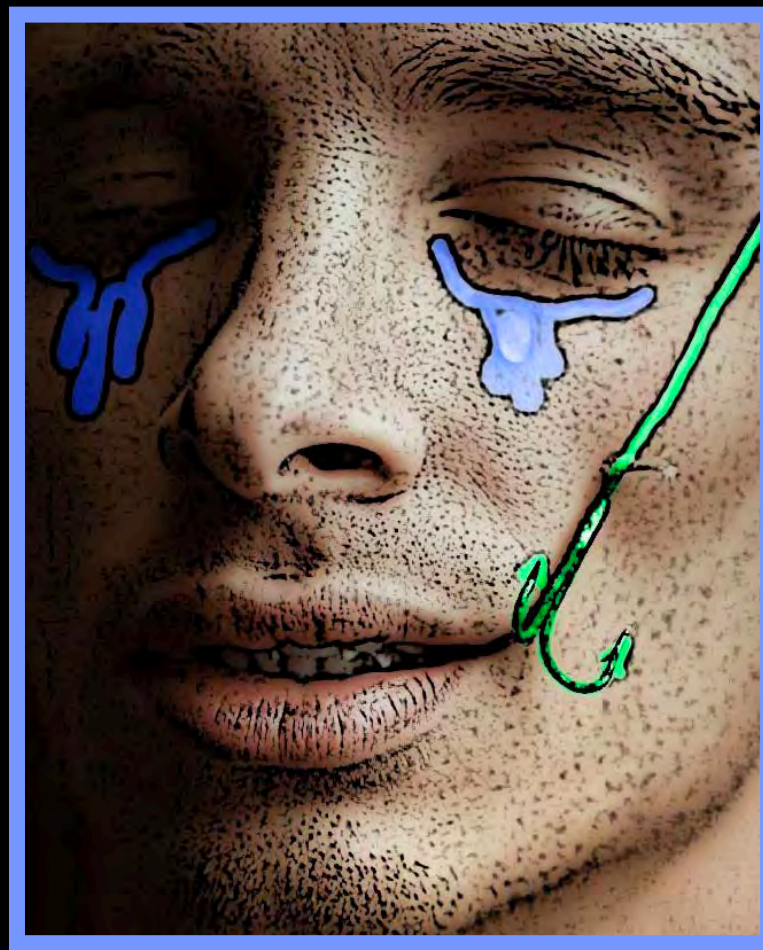
## Voices and ideas that need to be heard

Gen Z is the future of the world, they need change in order to survive and they need to be given a safe platform to be heard.

But we don't just mean environmental related waste...

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**Need for a supporting community**

**Mental Health:**

60% of responders feel stressed about everything (Primary research, 2020)

By 2030 LSN predicts that people will need “isolation management”, due to the digital shift of our lives. (LSN, 2020)



**Need brands as allies To help and empower**

**Activism:**

91% of responders want brands to have a clear POV and take action  
More than half of Gen Z are boycotting at least one brand for lack of diversity. (WGSN, 2020)



**Brands that break the gender barriers**

**Non-binary:**

56% of Gen Z shop outside their gender area (WWD, 2020)  
#polysexuality has 10K views on TikTok and is rising daily

(Fashion United, 2021)



**Conscious shopping alternatives.**

**Eco-warriors:**

56% consume less meat (LSN, 2020)  
60% limit packaged purchases. (Dazed, 2020)  
#ethicalbrands has 84K posts on Instagram  
79% shop based on longevity (Dazed, 2020)

**Impacting Market Trends**

**WASTED FANTASY**

# The Vocal Z

Keep being loud and fight for change.



91% want brands to take a stand and be loud.

88% believe brand activism is important

73% believe streetwear brands empower and support the youth

(Primary Research, 2020)

# The Eco-hype

Cool and sustainable ways to be hype.



"To be honest, I **don't know** a lot of streetwear brands that are sustainable"

"I try to limit my purchases from fast fashion brands. During summer I started to **up-cycle** my old clothes

53% want to try upcycling

(Primary Research, 2021)

Meet our customers

# The Investor

Invest in unique designs and high quality

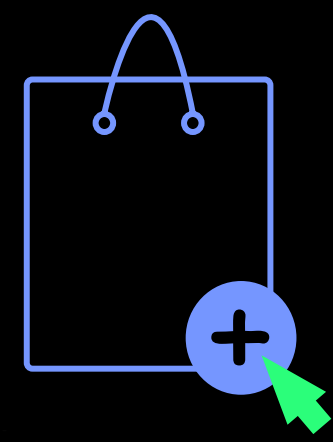


"I don't see the reason why to buy multiple mainstream items"

"I am a **less for more** person. I intend to save money to buy something unique and of high quality."

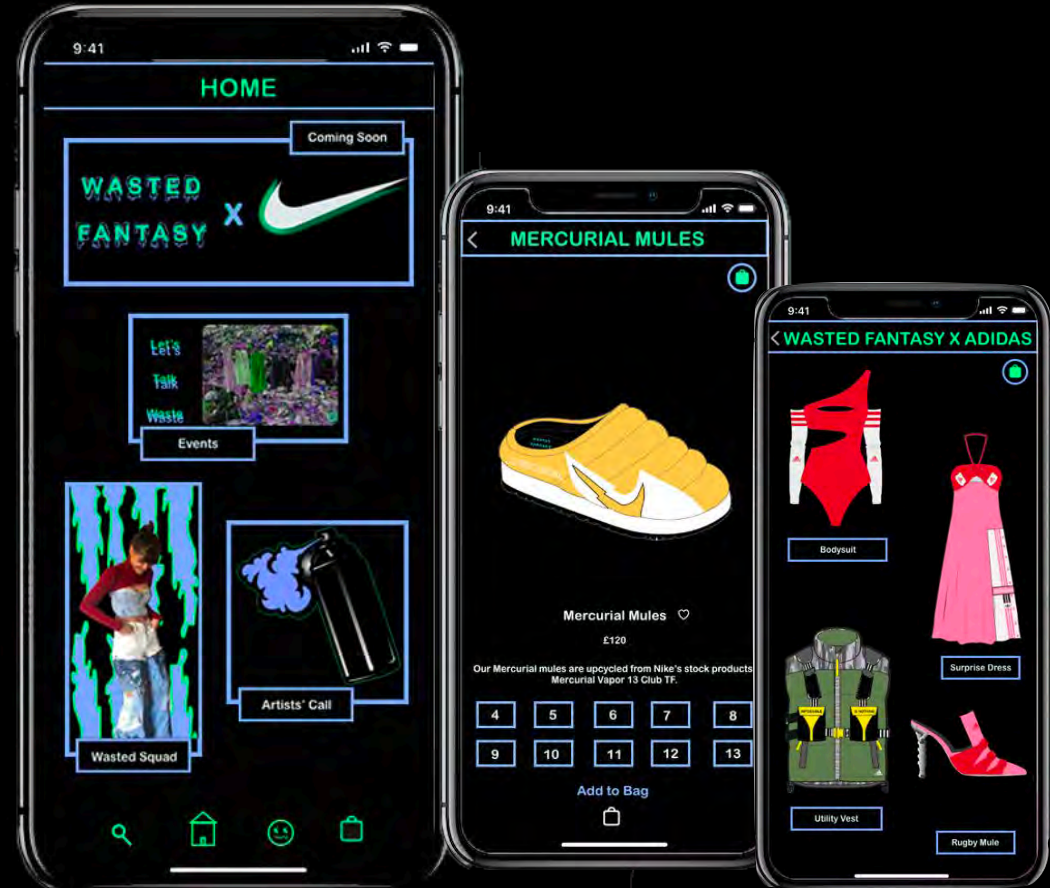
(Primary Research, 2020)

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FANTASY



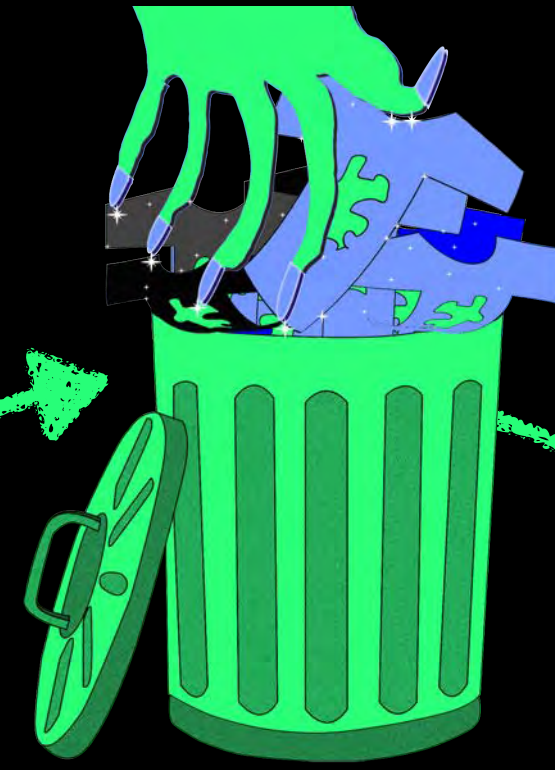
65% shop online

(Primary Research, 2020)



Directly sold from the Wasted Fantasy App, to ensure our community has a flawless customer journey and a joyful experience.

1. Sourcing dead-stock received from the partnered streetwear and sportswear brands.



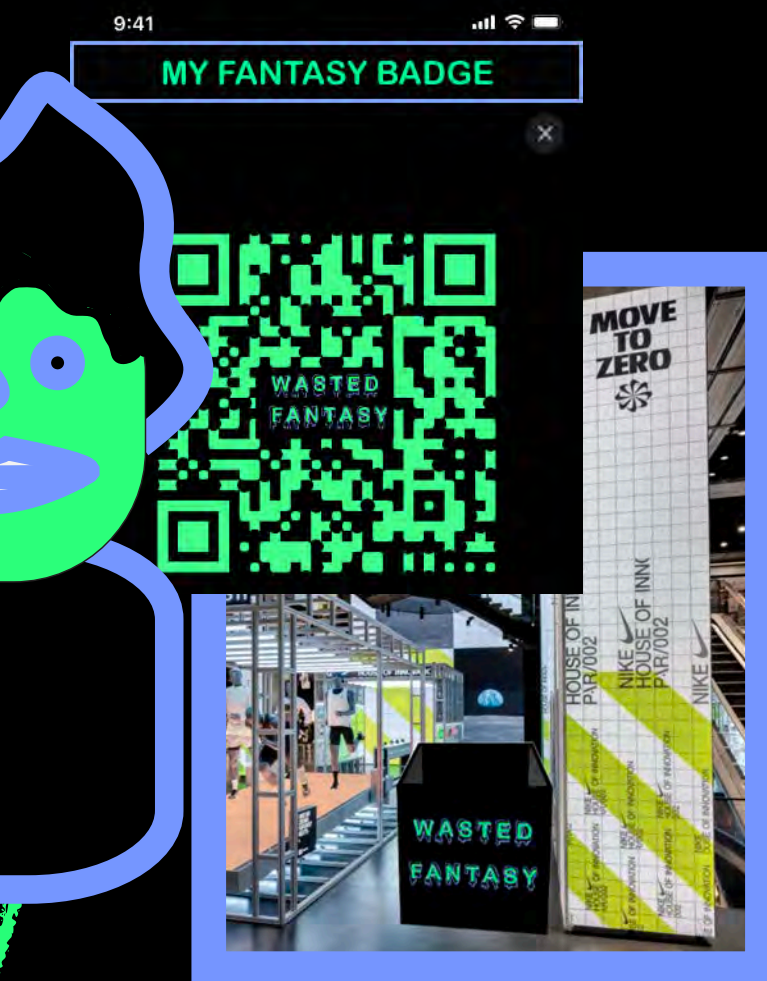
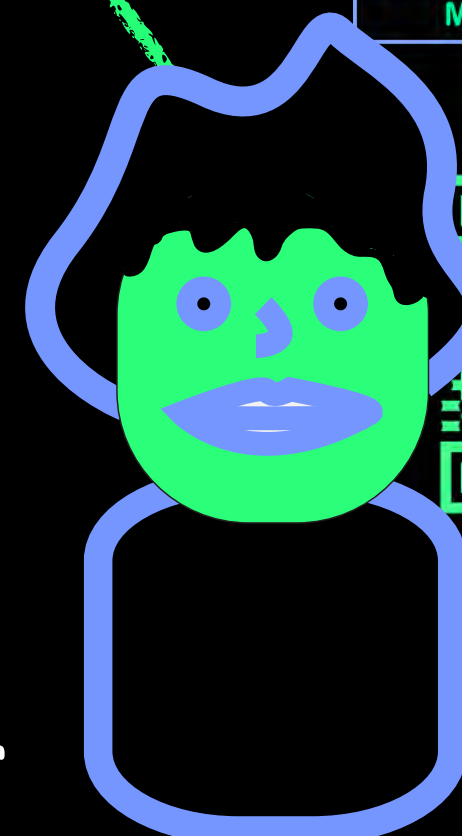
What we do

We are a digital up-cycling service for streetwear and athleisure brands that desire to make a positive impact.

We use waste to create our collections and our packaging



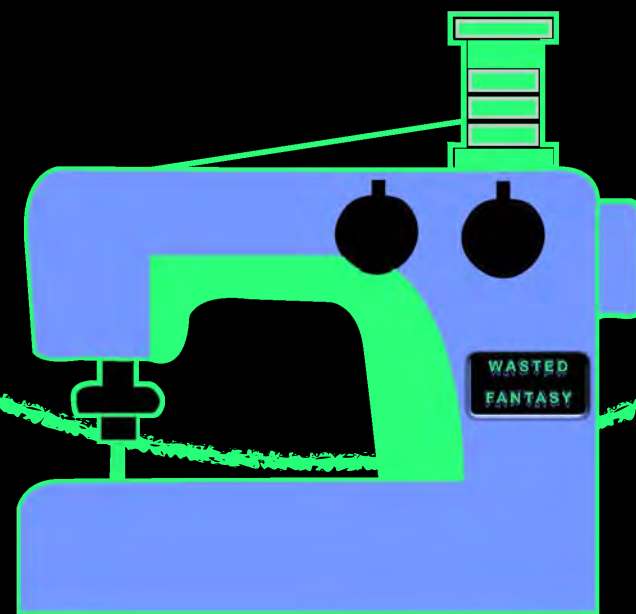
4. Daring non binary RTW streetwear collections.



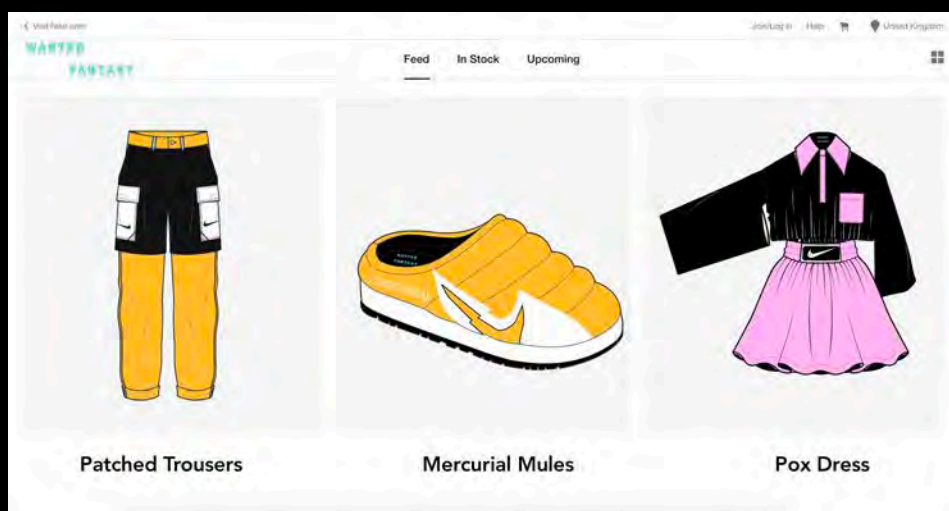
74% would be interested in giving their old clothes back if they were to gain early access to streetwear drops.

(Primary Research, 2021)

2. Meanwhile customers can drop-off their unwanted clothes in exchange for early access to our drops. Using their Fantasy Badge on our app.



3. In-house design upcycling process, no use of "new" raw textiles, only wasted.



The Wasted Fantasy collections can be viewed at the partners' website but only purchased through our app.





- Product Name: Mercurial mules
- Upcycled from: Football shoes, "Mercurial Vapor 13 Club TF"
- Pantone Color: 137 C (orange), white and black
- Cost: 75£
- Margin: 37.5%
- RRP: 120 £



- Product Name: Remade Style Rider
- Upcycled from: Sneakers, "Style Rider Play on Trainers"
- Pantone Color: Cool Gray 9 C, 101 C (yellow), 2995 C (blue) and black
- Cost: 100£
- Margin: 41.1%
- RRP: 170 £



- Product Name: Rugby Mule
- Upcycled from: Rugby studs, shoe sole, baseball and swimming caps.
- Pantone Color: 1915 C (pink), 185 C (red)
- Cost: 150£
- Margin: 40%
- RRP: 250 £

Our upcycled designs with the 3 chosen partnered brands

All created with lots of creativity to utilise their dead stock products.



- Product Name: React Utility Boot
- Upcycled from: Football shoes, "REACT PHANTOM GT PRO TF" and elastic cord from track pants
- Pantone Color: 211 C (pink), white and black
- Cost: 110£
- Margin: 39%
- RRP: 180 £



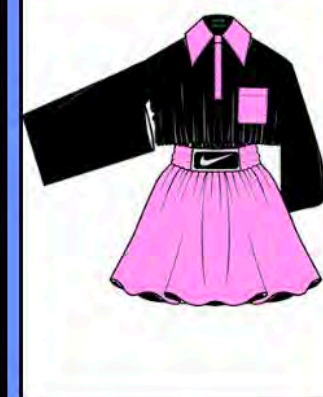
- Product Name: Venom Cell Sandals
- Upcycled from: Trainers, "Venom Cell" and back pack buckles
- Pantone Color: Reflex Blue C, 2285 C (lime), white and black
- Cost: 75£
- Margin: 42.3%
- RRP: 130 £



- Product Name: Utility Jacket
- Upcycled from: Nylon poncho, Nylon utility jacket and goalkeeper gloves
- Pantone Color: 137 C (orange), white and black
- Cost: 130£
- Margin: 48%
- RRP: 250 £



- Product Name: Patched Trousers
- Upcycled from: Chino shorts, pockets from cargo skirts and nylon track pants.
- Pantone Color: 137 C (orange), white and black
- Cost: 80£
- Margin: 50%
- RRP: 160 £



- Product Name: Pox Dress
- Upcycled from: Polo shirt, pockets from cargo skirts and tennis skirt.
- Pantone Color: 211 C (pink) and black
- Cost: 65£
- Margin: 55.1%
- RRP: 145 £



- Product Name: Reworked Trackpant
- Upcycled from: Classic Puma track pants, bra hooks and elastic cord.
- Pantone Color: Reflex Blue C, 2285 C (lime)
- Cost: 67£
- Margin: 44.1%
- RRP: 120 £



- Product Name: Man City Top
- Upcycled from: Manchester City's Third Replica Youth Jersey and elastic cord.
- Pantone Color: Reflex Blue C
- Cost: 25£
- Margin: 58.3%
- RRP: 60 £



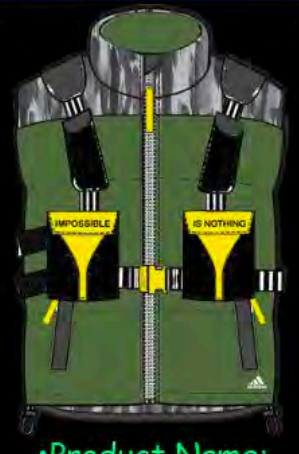
- Product Name: Jumpsuit
- Upcycled from: Nylon track pants and jackets, pockets from bags and collar from polo shirts.
- Pantone Color: Cool Gray 9 C, 101 C (yellow), 2995 C (blue)
- Cost: 120£
- Margin: 40%
- RRP: 200 £



- Product Name: Sock it bodysuit
- Upcycled from: Lift suit and football socks
- Pantone Color: 185 C (red)
- Cost: 38£
- Margin: 52.5%
- RRP: 80 £

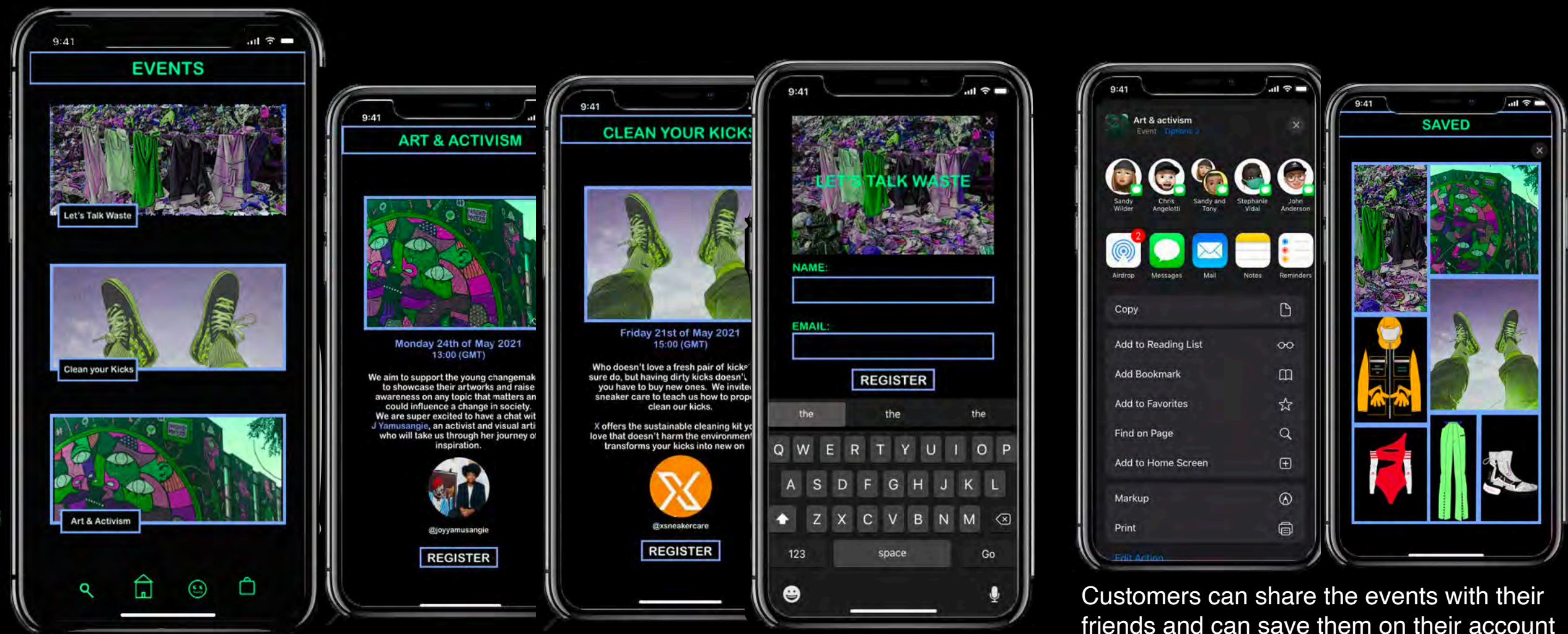


- Product Name: Surprise Dress
- Upcycled from: Golf gloves and "Adibreak" classic track bottoms
- Pantone Color: 1915 C (pink), 185 C (red)
- Cost: 100£
- Margin: 44.2%
- RRP: 170 £



- Product Name: Utility Vest
- Upcycled from: Puffer jacket, back pack straps and buckles and pockets from cargo pants
- Pantone Color: Cool Gray 9 C, 101 C (yellow), 2265 C (khaki)
- Cost: 150£
- Margin: 40%
- RRP: 250 £

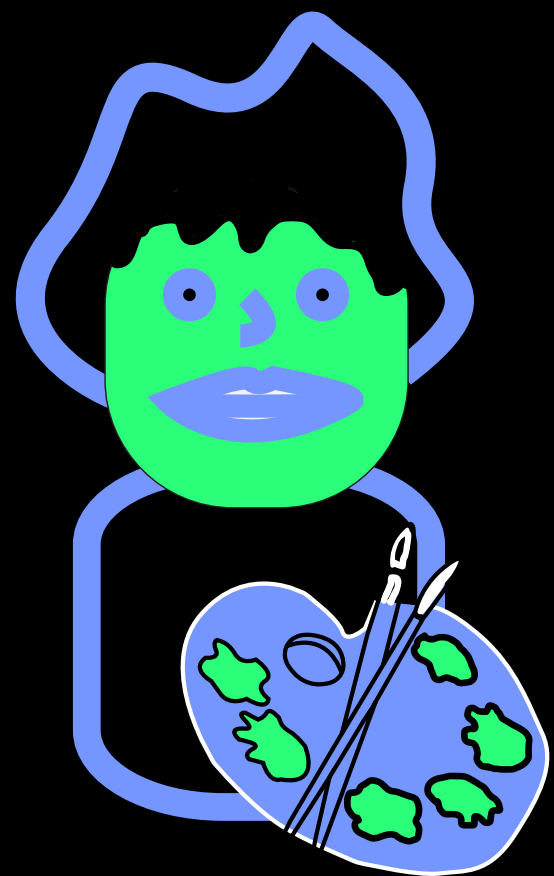
According to Edited retail analysis, Adidas, Nike and Puma have on average **53,162 product codes** that are currently on stock, discounted and have never been replenished. Indicating the huge amount of dead stock products the sportswear conglomerates own.



Customers can share the events with their friends and can save them on their account

Wasted Fantasy will invest in the education of the future warriors, by enhancing their knowledge. Attendees will be able to take part in the conversations and share their thoughts and ideas with like minded individuals. For each digital event, the right people or organisations will be invited to have a conversation. The aim is to not only educate Gen Z but support and empower them by providing a safe space to exchange ideas and make connections with peers. The events will mostly take place on Clubhouse and zoom. An email invite will be sent to those who sign up through our app.

## We empower and support the future warriors



1. Young creators can sign-up for the Wasted Fantasy App- Artists' gallery

2. Young artists of any medium can showcase their artworks by connecting their instagram account or their website.

The aim is to increase their exposure to the creative industry and to our community. We hope to connect them with brands and individuals that will finally employ them and have financial security to do what they love and speak up through their artworks.



3. Wasted Fantasy will regularly choose artists to collaborate and create limited edition packaging.



# Packaging

Drawing string bags made by upcycled cotton twill and shoelaces, sourced from the dead stock products of the partnered brands or customers' waste.

We naturally dye the cotton twill and we use water based inks for the graphic print on the bag, so no harmful chemicals are being used.



Thank you card made by shoe box carton paper and QR code added for customers to trace the journey of their ordered products. Acid-free paper and the prints are done with soya-based ink, so no harmful chemicals or new materials are used.

# REDUCE

We will reduce the waste produced by upcycling deadstock materials and products that otherwise would add up to waste.

# REUSE

Our packaging, the drawing string bags, are designed to be reused by customers in their everyday lives.

# RECYCLE

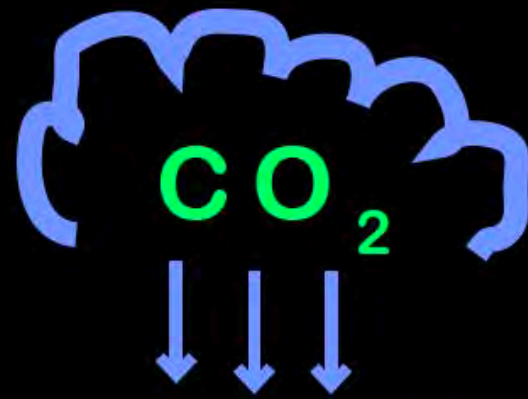
All of our collections will be made out of already existing products and customers can drop - off their old clothes for our future upcycling collections. Circular Approach, nothing goes to waste.



Renewable Energy Resources.

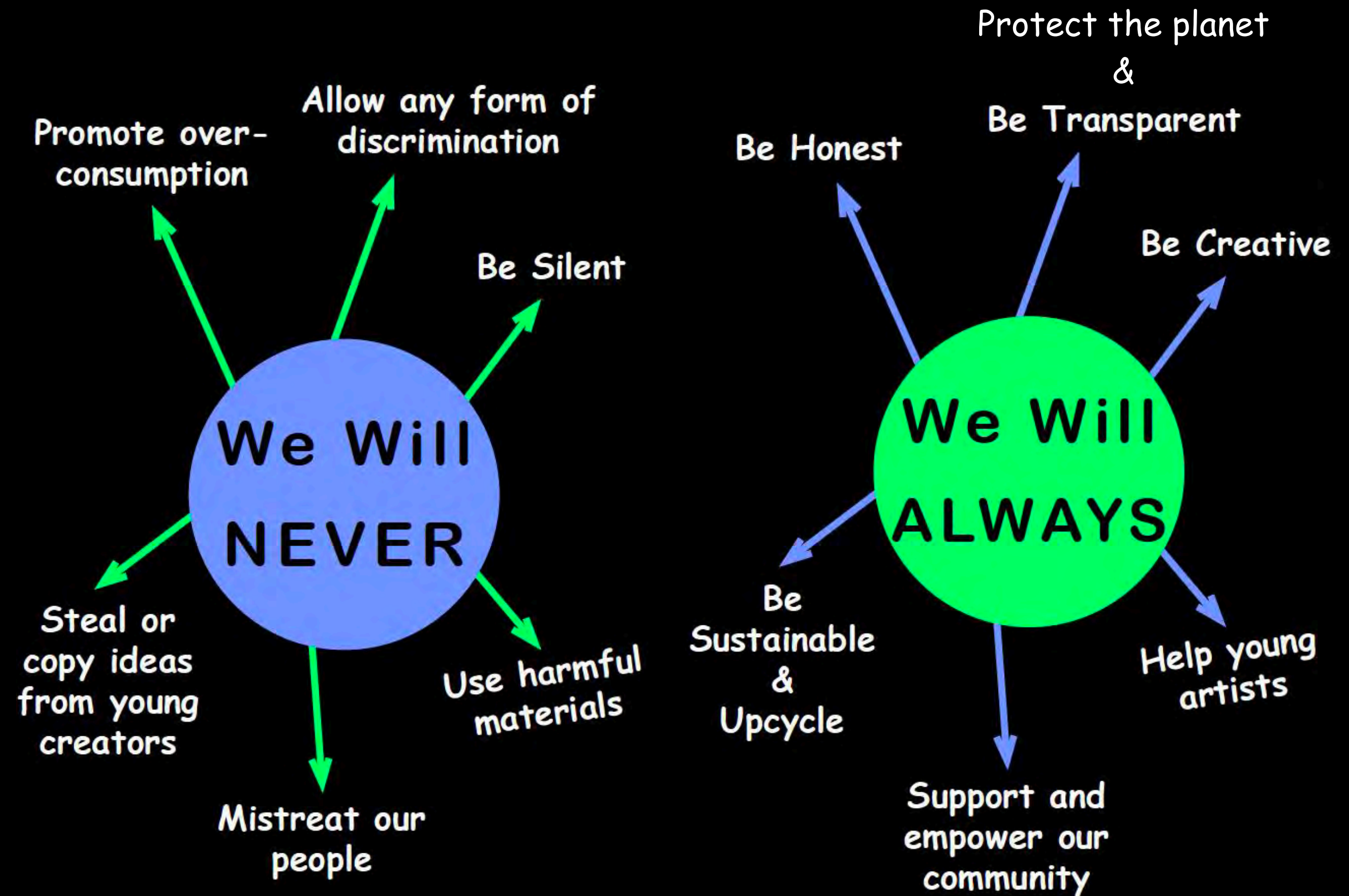


Upcycled collections and packaging



Low carbon emission delivery,

Freight Brokers is the distribution company of Wasted Fantasy, a bespoke "125% climate positive" courier service.





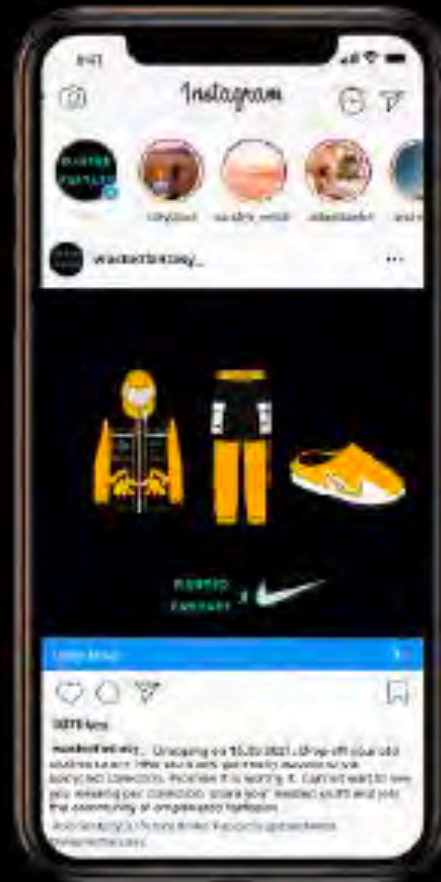
**1<sup>st</sup>:** Call for artists to sign up for our app.

**Future posts:**

Artworks by our community of young artists.

**The aim:**

1. Engage with young creators to download our app, thus drive sales.
2. Young artists will share our post on their stories, as it's going to be their artwork, and we'll reach a wider audience.
3. Connect and expose the artists to our community and the streetwear insiders.



**2<sup>nd</sup>:** Drop Announcements own and partners' accounts.

**Future posts:**

Creatively edited street modeled photography of our collections and customers' photos that would be found via #wastedfantasy.

**The aim:**

1. Engage with Gen Z to drive sales, due to the creative content.
2. Motivates Gen Z to buy the products as they will be featured on our app and Instagram account, sense of community.

**Instagram Strategy**



**3<sup>rd</sup>:** Events promotion- Stories.

**Future stories:**

We will share resources that are changing the world and helping out people.

**The aim:**

1. Be authentic and maintain our empowering storytelling of transforming waste into our fantasy.
2. Gen Z trusts brands, so we want to be the brand they trust and choose as an alias, as we will always share our POV.
3. Build a community of like-minded individuals.

#wastedfantasy  
#ourfutureourfantasy

**Micro Influencers - Paid Partnerships**



**@ufokink**  
 • 3.3K followers  
 • Artist with a spooky aesthetic  
 • Good engagement rate (7.7%)  
 • Unique style- Fun, bold and urban



**@iwanacristal**  
 • 40.1K followers  
 • Model and jewelry designer  
 • Great engagement rate (18.21%)  
 • Trendsetter and authentic content.  
 • Fun, cool and young.



**@taboode**  
 • 4.3K followers  
 • Model and dancer  
 • Very good engagement rate (10%)  
 • Non-binary and queer.  
 • Daring, fresh and real.

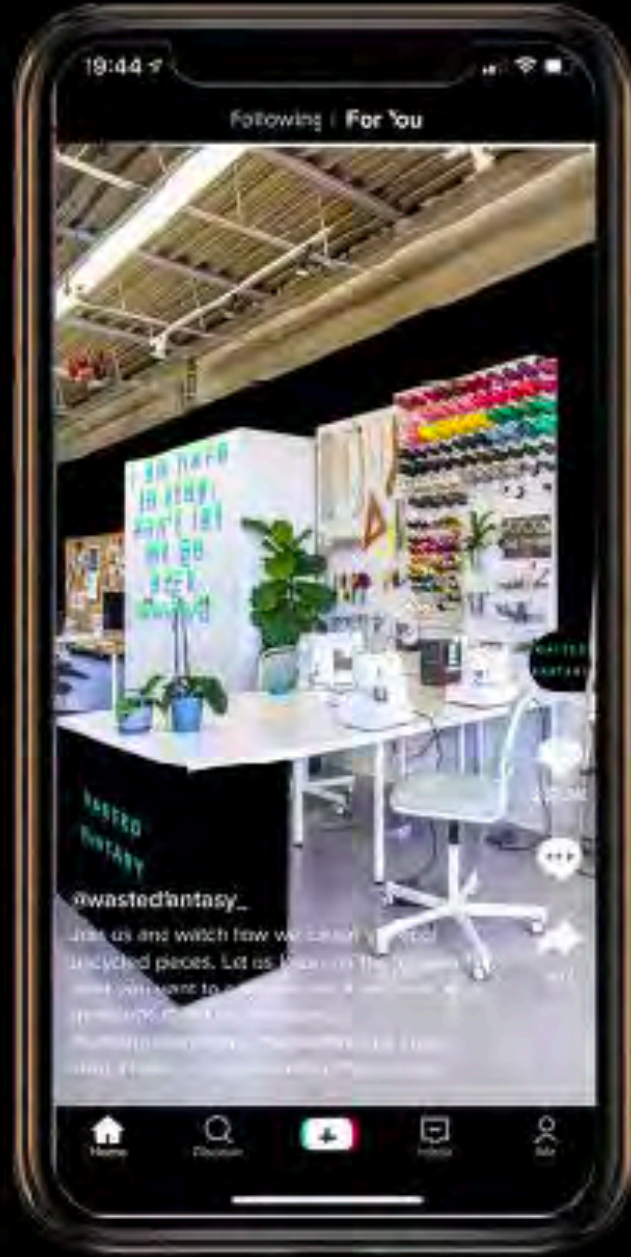
**Digital Marketing**



Personal account to promote the brand via discussions with like-minded people



Paid ads promoting the app, Instagram and TikTok



Sponsored content



Streetwear Audience

Changemakers/Gen Z Audience

1st: Introduce the process of upcycling.

Future posts:

Showing to customers how we create their products.

The aim:

1. Transparency.

2. Show customers that upcycling results in higher quality pieces, increase in our prices once familiar enough.

3. Be part of the creative movement of TikTok to drive engagement and thus increase sales.

2nd: Entertaining fashion content.

Future posts:

Uploading our customers' creative TikTok content.

The aim:

1. Show our cool and fun brand persona.

2. Attract TikTokers, as most of them visit TikTok to brighten up their mood.

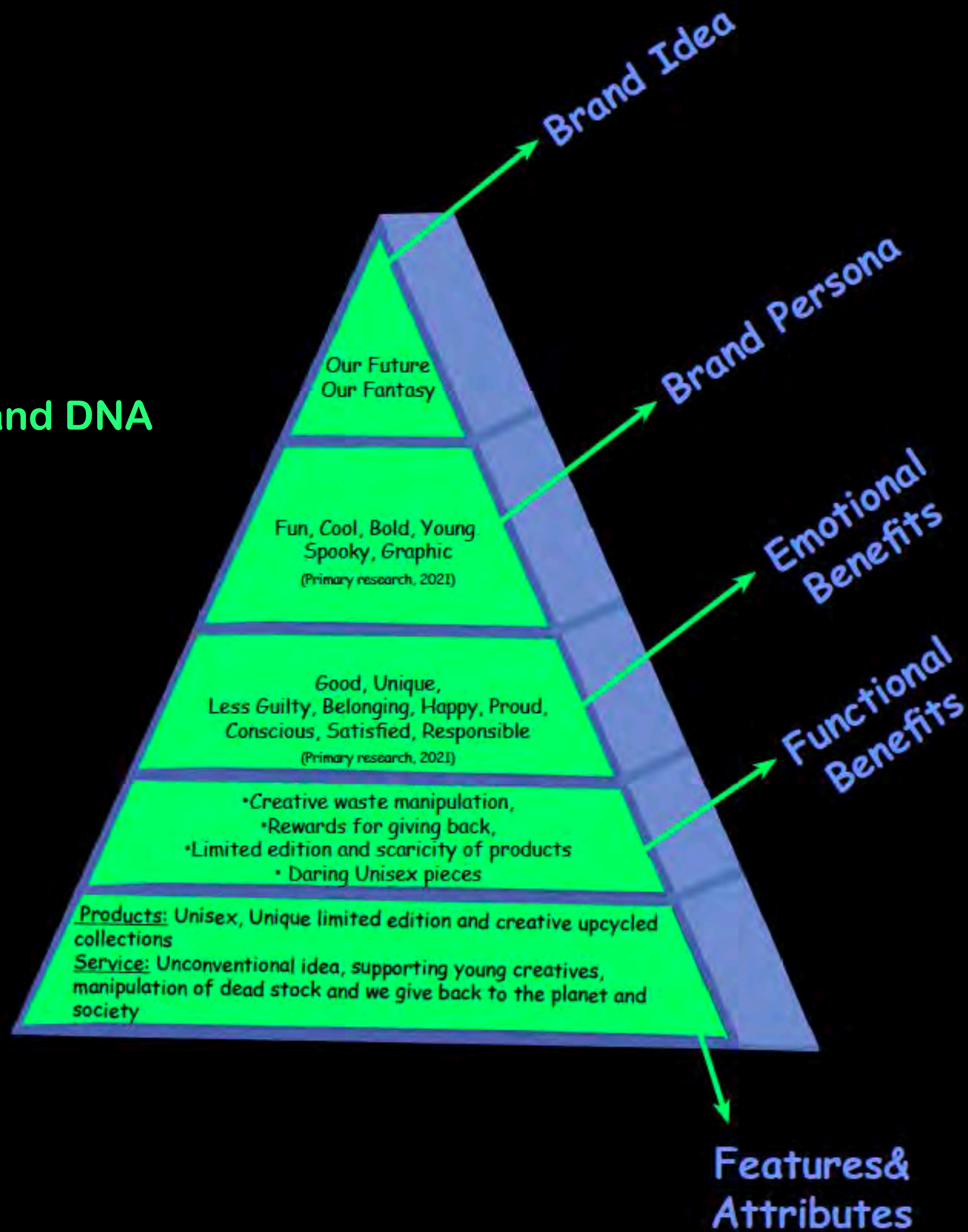
3. Showcase our collections and attract Gen Z customers.

TikTok Strategy

Digital Marketing

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## Brand DNA

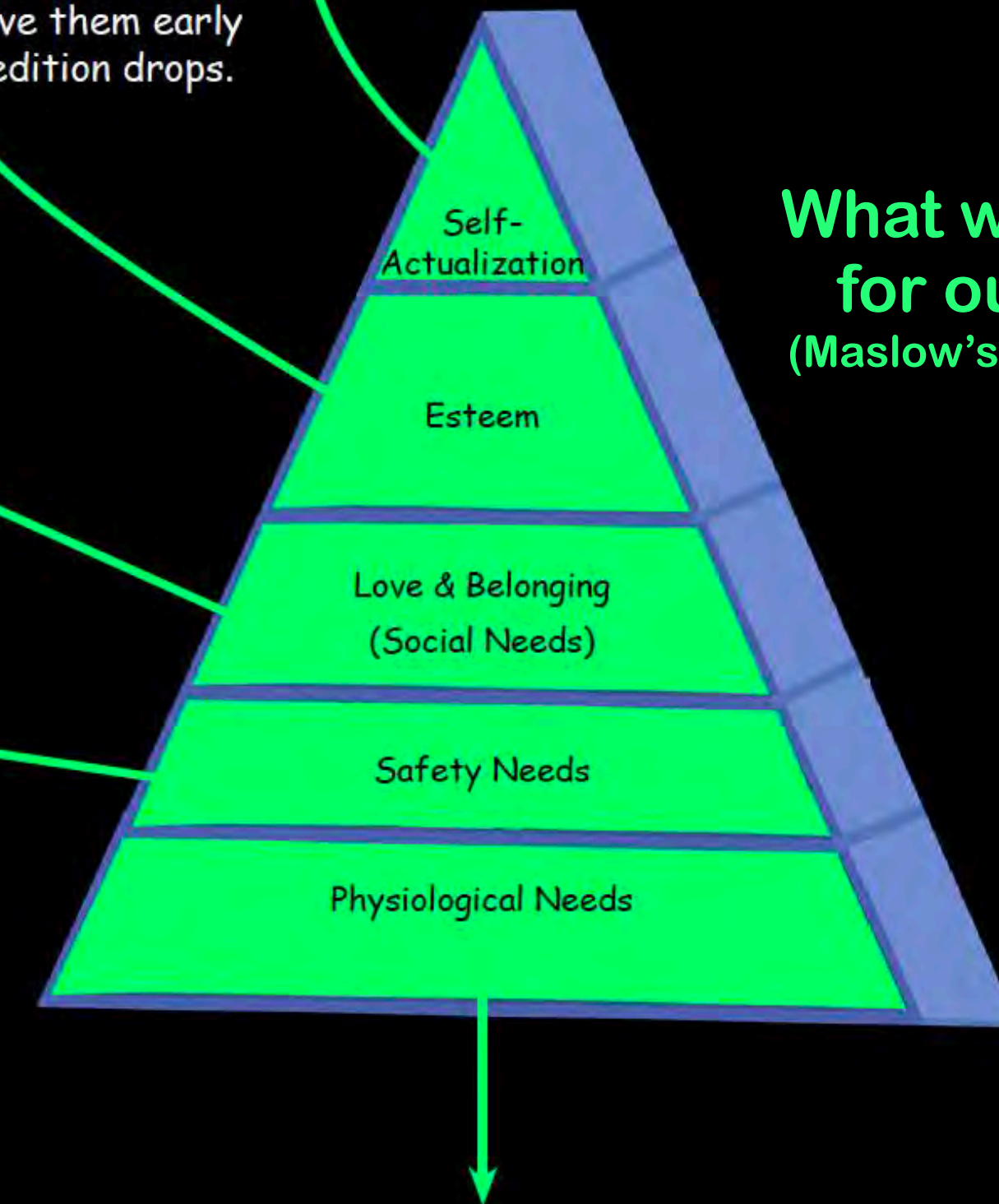


We believe that we can accomplish our vision of transforming all of the waste into fantasy only as a community. In order to motivate and boost our customers' self-esteem we will launch a give-back program, so every time customers drop off their unwanted garments to be upcycled, we'll give them early access to our limited-edition drops.

We want our customers to reach the top of the pyramid due to our services. Feel proud for being part of a positive change, maintain relationships made through our community, be inspired, and become creative with the manipulation of their waste.

We are building a community of like-minded individuals to support, educate and inspire.

We will create jobs for young creatives in a safe and caring environment with zero-tolerance policies and we will network young creatives with the brands we collaborate with, thus fight for their financial and talent security. Also, our community is a safe space to share ideas and opinions.



## What we aim to solve for our customers (Maslow's Hierarchy of Needs)

The environment is collapsing, global warming is accelerating, society is not yet educated and racism still exists and human rights are still violated. All these topics affect the physiological needs of people. We aim to play our part in helping the environment, educating and supporting the future warriors, the next generations that can bring change and rebuild society.

**Daring Unisex Designs**

**Support and Empower**

**Limiting waste of talents, voices and youth.**

**Circular business model to minimise environmental waste**

**Fun and Cool Brand Storytelling**

**Bold, Fun and Spooky Branding**

*"Love the storytelling of the scary waste"*

- Fran, Lecturer Fashion trend forecasting and sustainability (Primary research, 2021)

*"Great idea, streetwear is missing a creative and cool up cycling service"*

- Teresa, Creative communication expert, educator and founder of The Advisory (Primary research, 2021)

**USP**

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"If we refer to streetwear as the more common name of the fashion culture we see it attributed to today then streetwear has a long way to go in terms of sustainability.

If you see the amount of drops some of the mainstays like Palace and Supreme are doing this could almost be slotted into fast fashion."

- Kevin, Head of Branded Content at Highsnobiety

## Sustainability

"I don't think the old street clothing brands have done enough in this respect [sustainability]."

- Panda, Graphic Artist for Vans etc.

"Streetwear should be about empowering the youth, giving rising talent a chance, and supporting the underdog.

Nobody wants to see 2 luxury fashion houses telling everyone how great they are."

- Dan, Junior Creative at Highsnobiety

## Empowerment & Support Of young creators

"It's very hard for young artists to make it and get the credit they deserve and need especially those that aren't as privileged as others"

- Jiro, Commercial Artist for NTS Radio, etc.