

# Sustainable Start-up & Other Ideas

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# MARY

- Bachelor of Science in **Product Design** from Drexel University, minor in Fine Art
- Concentration in **Information Design** from the Danish Institute for Study Abroad
- Graduated in 2014
- Professional experience in dealing **vintage clothing**
- **Started working full time on my business 6 months ago**

# CROWDFUNDING

- <https://ifundwomen.com/projects/aloose>
- Transparency
- Community support
- A new way of doing business

# DECISION MAKING

- **Sustainability is decision making**
- Constantly asking “what is the footprint of X?”
- Making mistakes is inevitable
- Supporting sustainable efforts is a **choice**
- What decisions would you make **differently** in your life looking through the lens of sustainability?

# FUTURE OF ALOOSE

- **Post-consumer** recycled material
- Patchwork denim
- **Up-cycling**
- Working with **re-engineered** materials

# TEXTILE RECYCLING

<https://www.youtube.com/watch?v=DkIhA3W4liU&t=os&list=LLWbIr9wiOFkwNxy-MVfVhJA&index=10>

# THANK YOU!

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FUNDING: <https://ifundwomen.com/projects/aloose>