

Electronic Media Script

Fashion Sustainability :30 |

Shopping sustainably is the importance of choosing fashion that considers social and environmental impacts. Here are some steps you can take.

- **Research:** brands that are eco-friendly
- **Shop Small:** second hand
- **Quality:** over quantity
- **Purchase:** natural fibers and materials

Shopping style that is environmental and ethical is a step towards creating the world we want to live in.

For more tips, visit <https://djerfavenue.com/en-us/>

Video Matrix

Audio	Visual Direction
Upbeat and positive instrumental	Clips of customers shopping in clothing stores
Upbeat and positive Instrumental “Shopping sustainably is the importance of choosing fashion that considers social and environmental impacts. Here are some steps you can take.”	Pan to a screen listing the steps as 1, 2, 3, and 4. Show a woman holding up a shopping bag and her fingers as the list pops up as she counts each step out.
“ Research brands that are eco-friendly.”	Visual of woman sitting at a computer contemplating between two different online stores
“ Shop Small second hand!”	Visual of woman walking out of a small store with big letters on the outside spelling “THRIFT” in red

“Quality over quantity.”	Visual of woman taking quality clothing out of her home drying machine and holding it up smiling
“Purchase natural fibers and materials.”	Visual of woman buying a blouse from a clothing store and looking at the tag that reads “100% natural”
“Shopping style that is environmental and ethical is a step towards creating the world we want to live in.”	Visual of woman meeting up with her friends and taking clothing out of shopping bags cheerfully
“For more tips, visit Djerf Avenue dot com.”	Visual of woman pointing to the Djerf Avenue website on her computer and smiling
Upbeat and positive music	Visual of Djerf Avenue logo