



Project Social Justice Fashion

promoting social justice history and activism





What is Social Justice Fashion?

Social Justice Fashion is a concept that integrates the art of printmaking with branding philosophy and design. The objective is to create images & text that promote and bring awareness to the ideas of social justice movements. Our goal is to continue the conversation of social justice and learn how to use fashion as a vehicle to make these movements and histories accessible.



The 4 Rules of Branding

Define how you want to be perceived. When your customers have finished using your product or service, how do you want them to describe their experience? ...

Organize your business based on this promise. ...

Communicate your promise. ...

Be consistent.

How does branding work when companies and organizations take on social justice issues?

A company or organization will...

- Use their brand awareness for positive impact
- Connect with their customer's core values
- Support social causes
- Participate in consumer activism and social movements
- Display brand values prominently on their web site
- Have a positive impact on the environment, climate change or societal issues

How is Social Justice Fashion taking on social justice issues?

1. Our positive impact is determined by the youth designer.

How will the youth designer;

Connect with their customer's core values

Support social causes, Participate in consumer activism and social movements,

Display brand values.

2. We want to connect language and image that is bold, easy to see, and supports social causes.
3. Populate social media platforms with our designs and campaigns always using the hashtag #socialjusticefashion.
4. We want to make our products accessible and attractive.

Types of Products:

T-shirts

Tote bags

Posters

Jewelry

Techniques:

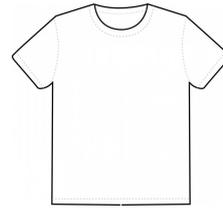
Silkscreen printing

Linoleum cut printing

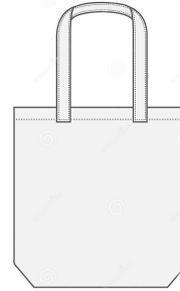
Digital printing

3D printing

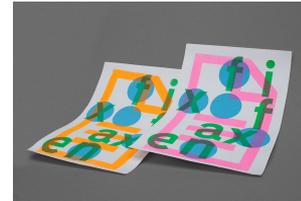
The following pages are examples of products that utilize some of the branding techniques we are exploring.



T-Shirts



Tote Bags



Posters

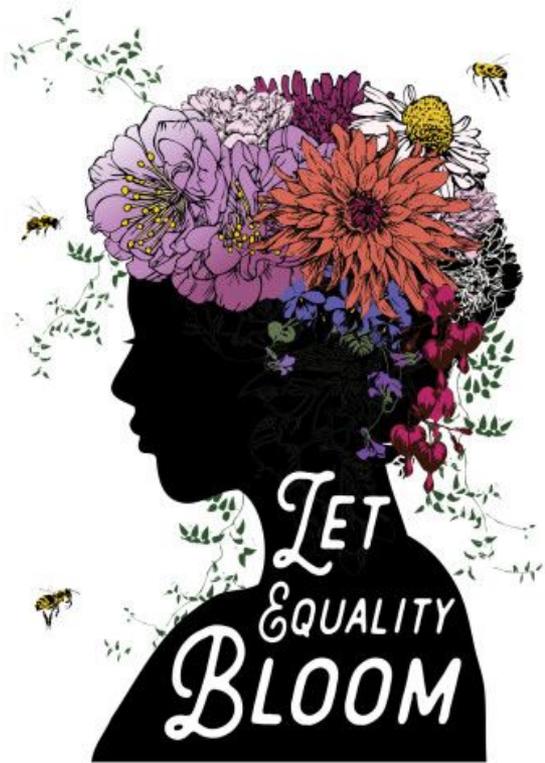


Jewelry



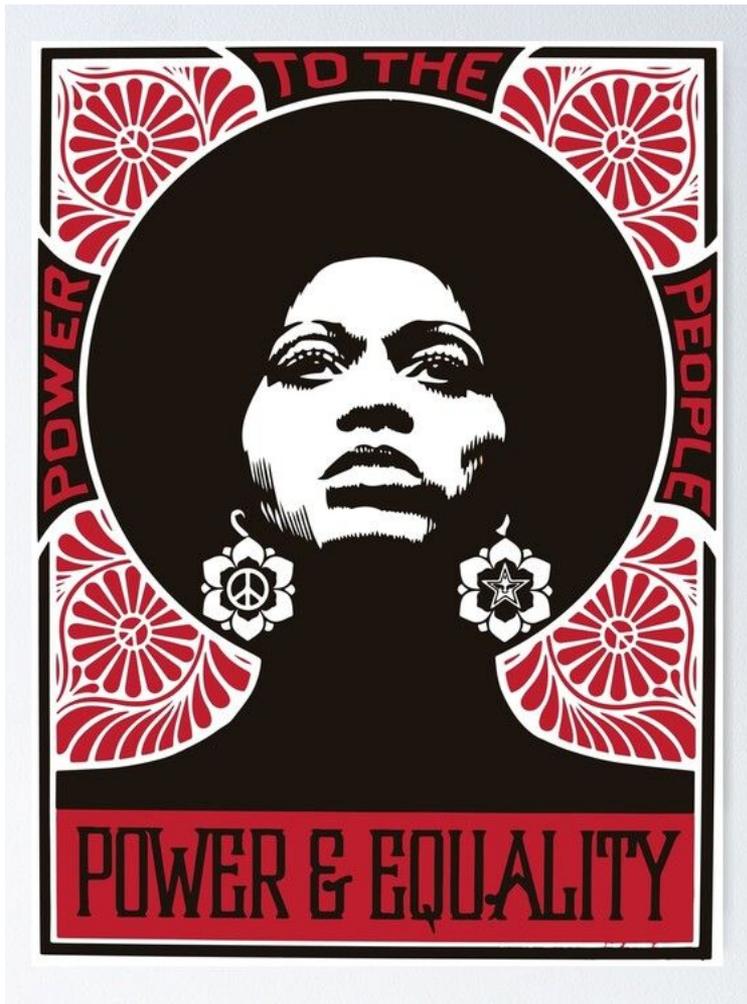






WOMEN'S
RIGHTS
ARE
HUMAN
RIGHTS





**I AM:
~~GAY~~
~~STRAIGHT~~
~~BISEXUAL~~
~~TRANS~~
... A PERSON**



RESPECT OUR DIFFERENCES

Put Downs, Ethnic, Homophobic, Racial, and Sexist Remarks Are Not Accepted in Our School.

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School Psychologists