



PROBLEM

How can McMaster student artists collaborate with local vintage stores to reduce fast fashion waste while turning customization into job opportunities for themselves?

1. Vintage stores are overlooked in favor of larger corporate retailers, leading to **increased competition** and **shifts in consumer behavior**. This has contributed to **reduced foot traffic in vintage stores** since the pandemic.
2. Additionally, some art students are having **difficulty finding jobs**, as recruiters often prioritize candidates with relevant experience and a portfolio over those with just an art degree.
3. Canadian artists are struggling to generate enough income from their creative work, with 73% of respondents earning **less than 50%** of their personal income from their art.

SOLUTION

Target Vintage Store: Out of the Past

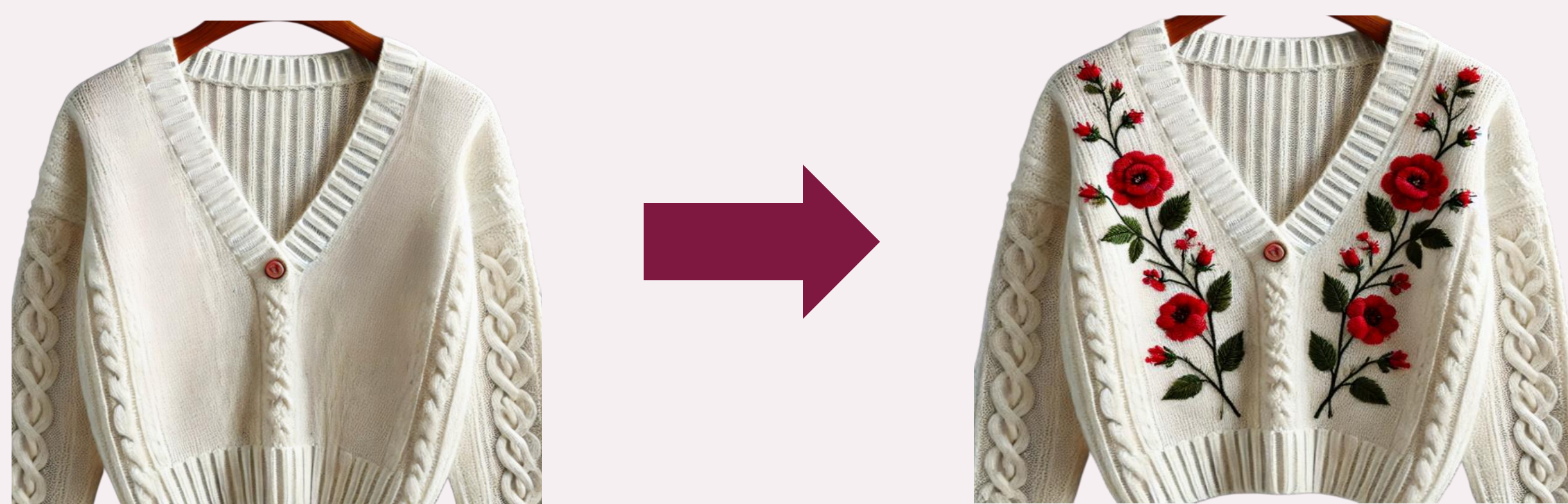
Target Artists: Recent McMaster Studio Arts Graduates

Customers can purchase vintage clothing from *Out of the Past* and have them artistically customized. The initiative offers two options:

1. **Pre-Customized Pieces** - A curated selection of already customized clothing available for immediate purchase.
2. **Made-to-Order Designs** - Customers can choose a vintage piece and collaborate with an artist to personalize it.

This project connects student artists with various skill sets (e.g., patchwork, embroidery, and crocheting) with vintage fashion to create unique, sustainable clothing.

Selena finds a beautiful knitted white sweater, but it's missing something. An artist crochets a floral design to enhance it.



Jordan picks out a denim jacket but wants to make it one of a kind. An artist adds patchwork to give it a personalized touch.



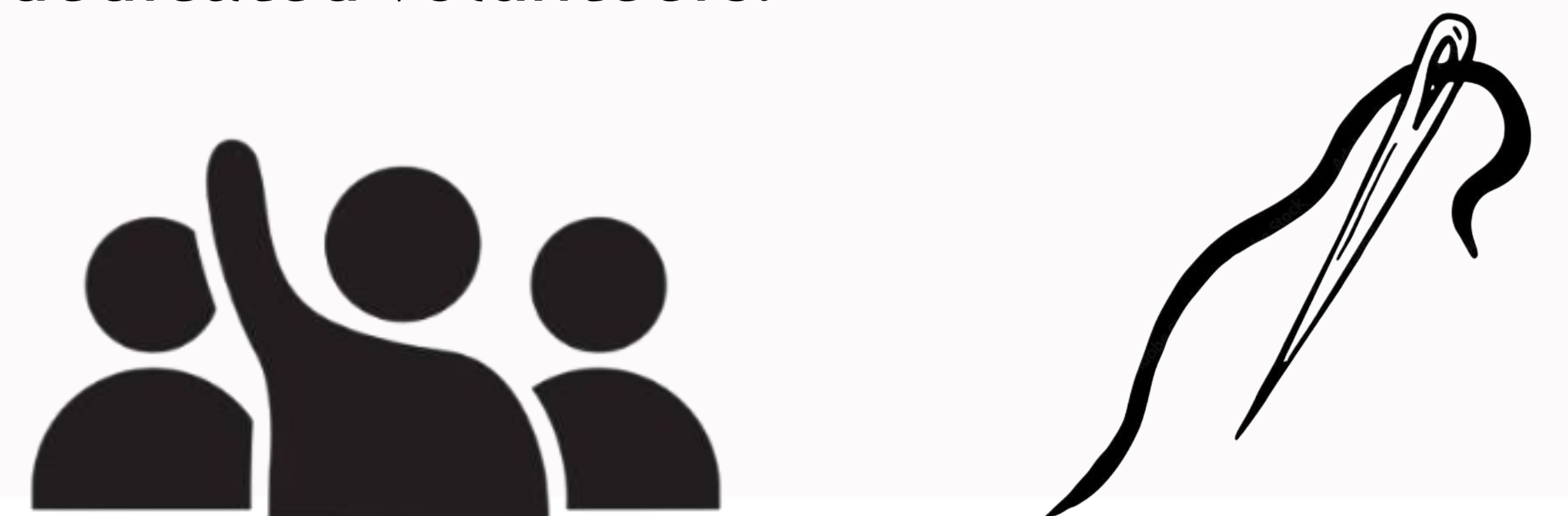
Canadians discard nearly **500 million kg** of fabric annually.

That's equivalent to the weight of 278,000 elephants.



NEXT STEPS

1. Connect student artists from McMaster University with *Out of the Past*
2. Transform old clothes into unique, refashioned pieces for customers.
3. Operate the initiative through a team of dedicated volunteers.



REFERENCES

[Canadian Artists and Content Creators Economic Survey Report - Canada.ca](#)

ACKNOWLEDGEMENTS

