



Living Sustainably in Art  
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### What does ONA do?

Founder (Ona Hauert) and her namesake brand (ONA) constitute a **closed-loop** company that creates **innovative**, zero waste clothing. Upcycled and vintage, garments are transformed into **one-of-a-kind** wearable art. The process involves sewing, dying, bleaching, and painting to achieve a product once again **desirable** to the consumer.

### The Monster that is the Fashion Industry

The fashion industry has become one of the largest polluters in the world, second only to the oil industry. Fast fashion in tandem with consumers' addiction to low prices makes disproportionate use of resources on the back of low wages and poor working conditions in garment factories of less developed countries.

### The Monster that is Consumption

It has become the fashion norm for new, trendy styles to hit the racks just about every week. A consumer appetite so voracious compounds the environmental pressures from dealing with waste.

- Facts for Perspective -

- In 1992, the annual average number of garments purchased was 12. Today it is 66.<sup>1</sup>
- 2,000 gallons of water used in producing one pair of jeans.<sup>2</sup>
- 342 million gallons of oil used annually to make polyester and other synthetic textiles.<sup>3</sup>
- Polyester clothing takes up to 200 years to decompose.<sup>4</sup>
- The average American throws away 81 pounds of textiles per year.<sup>5</sup>
- Of the 15.1 million tons of textile waste in the US (2013), 85% ended up in landfills.<sup>6</sup>

### The Aware Consumer

The aim is to have garments stay in use longer. Wearing a garment for 9 more months reduces its carbon footprint by 30 percent.<sup>7</sup> Also everyone in the US could start buying just one article of clothing used, instead of new, per year. Carbon emissions would be reduced by 6 billion pounds annually, equivalent to half a million cars off the road for

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<sup>1</sup> Bain, Marc. "Americans Have Stopped Trying to Stuff More Clothes into Their Closets." *Quartz*, Quartz, 31 July 2018, qz.com/1212305/americans-have-stopped-trying-to-stuff-more-clothes-into-their-closets/.

<sup>2</sup> "There Are 2,000 Gallons Of Water In Your Jeans, Sort Of," *Curiosity.com*, December 20, 2016, <https://curiosity.com/topics/there-are-2000-gallons-of-water-in-your-jeans-sort-of-curiosity/>.

<sup>3</sup> "Polyester." *CFDA*, [cfda.com/resources/materials/detail/polyester](http://cfda.com/resources/materials/detail/polyester).

<sup>4</sup> "Environmental Impacts of the Fashion Industry." *SustainYourStyle*, [www.sustainyourstyle.org/old-environmental-impacts](http://www.sustainyourstyle.org/old-environmental-impacts).

<sup>5</sup> Gilmore, Nicholas, and Troy Brownfield. "Ready-to-Waste: America's Clothing Crisis: The Saturday Evening Post." *The Saturday Evening Post Ready to Waste Americas Clothing Crisis Comments*, 16 Jan. 2018, [www.saturdayeveningpost.com/2018/01/ready-to-waste-americas-clothing-crisis/](http://www.saturdayeveningpost.com/2018/01/ready-to-waste-americas-clothing-crisis/).

<sup>6</sup> Confino, Jo. "We Buy A Staggering Amount Of Clothing, And Most Of It Ends Up In Landfills." *HuffPost*, HuffPost, 14 Sept. 2016, [www.huffpost.com/entry/transforming-the-fashion-industry](http://www.huffpost.com/entry/transforming-the-fashion-industry).

<sup>7</sup> Cline, Elizabeth L. *Overdressed: The Shockingly High Cost of Cheap Fashion*. Portfolio/Penguin, 2013.



the year. Further yet, 46 million tons of carbon emissions annually come from American laundry washers and dryers, equivalent to 9 million passenger miles per year.<sup>8</sup> Simple green remedies come about with washing in cold water, air drying, spot cleaning, turning old clothes into cleaning rags, and finally composting spent fabrics. For every 10 ONA pieces sold approximately 5 pounds of waste will be diverted from landfills.

### Getting Started

ONA seeks to be part of a revolution, as it creates affordable, unique and stylish clothing with minimal waste, while turning a profit. The goal is to be a catalyst for **change** toward living sustainably in clothing. The key approach here is to turn repurposing into **self-expression** that feels individual and **beautiful**.

### Looking Around

ONA sees growing interest on the part of the public to make ecologically-based purchasing decisions, as in choosing organic and buying local. This impetus has barely extended to the general mindset around clothes. Sensing a penchant for sustainability that is poised to make an ever greater mark on American wardrobes, ONA offers a whole line of **uniquely** reinvented, distinctively **artistic** garments.

### Team ONA

Currently working solo, I look to other female artists and entrepreneurs who have combined art and product. They include the likes of Isa Beniston of Gentle Thrills, Emma Kohlmann (@mieow\_mix) and Shantell Martin (<https://shantellmartin.art>). These three women have a distinct style, and no dearth of creativity. Yet they are not focused on educating the public about resource consuming habits. Instead, their art takes primacy. ONA puts forward an ecological solution coupled with educational value, combining artistic expression and conscious living. Then both art and sustainability take primacy, for impact beyond the one-time purchase.

### Spending the Seed

Development of a community workshop (\$500)

Garment tags articulating conscious patterns of wear, cleaning, and storing (\$300)

Web design and marketing consultation + implementation (\$1,000)

Trade and trunk show participation fees + travel expenses (\$3,200)



### First Four Years of ONA

<b>2019</b>	<i>September</i> ONA Launch	<i>October</i> First flea market sales	<i>November</i> Website creation	<i>December</i> \$2,500 award, CT Business Conference
<b>2020</b>	<i>May</i> Ona's graduation	<i>September</i> Web design and marketing consultation		<i>December</i> First wearable art educational workshop
<b>2021</b>	<i>March</i> First pop-up sales event		<i>September</i> First trade show	<i>December</i> ONA customers reinventing their clothes
<b>2022</b>	<i>March</i> First partnership with larger brand		<i>December</i> Small fashion brands adopting ONA's production practices	

<sup>8</sup> Ibid.

