

WEAR(E)ABLE
BEST DRESSED SUSTAINABLY



**FAKE
BUTTON**

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"Eliminate plastic buttons and embellishments. Producing buttons, beads, and rhinestones from organic materials: wood scraps, fabric scraps, certain seeds, stones, etc."



USERS

The idea is addressed to a wide audience regardless of age and gender.

WHAT YOU NEED

Scraps of wood and clothing materials, seeds (beans, vetch, lupine), stones (cherry, plum).

STEP FOR REALIZATION

1. Collection of needed materials
2. Processing (coloring, grinding, etc.)
3. Finishing the products

HOW TO PROMOTE IT?

- Show the originality of such products
- Use them in one's own styling
- Encourage famous people to promote eco buttons and ornaments
- Creating a video on Tiktok and the hashtag