

#wearforhope



WHAT CONSTITUTES FAST FASHION?

In a world increasingly dominated by fast fashion and mass consumption, **ABARKA ONGD** is leading an inspiring initiative to challenge this status quo. In this empowering interview with ABARKA's representative, **Clotaire Ntienou**, we bring you their story about #wearforhope made during our Erasmus+ Mobility in San Sebastian, Spain.



#wearforhope is more than just a campaign; it is a movement aimed at supporting local businesses, fostering sustainable fashion, and raising awareness about ethical consumption.

In this interview, Clo shares how a personal realization turned into a collective mission, proving that small, conscious choices can drive impactful change.



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#wearforhope



MATA: CAN YOU TELL US MORE ABOUT THE #WEARFORHOPE INITIATIVE?



CLO

At the end of 2024, I started rethinking my shopping habits and realized the exploitation and waste associated with fast fashion. I noticed that while people often perceive locally made clothing as expensive, the reality is different-my team produced hoodies for 14-16 euros and sold them at 20 euros, while similar items in malls cost 35 euros. This realization sparked a shift in my perspective.



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MATA: WHAT DOES #WEARFORHOPE STAND FOR?



#wearforhope is about stopping contributions to exploitative mass fashion and instead supporting local businesses. Many organizations sell these hoodies, T-shirts, or polo during events to fund causes like fighting HIV, domestic violence, or cancer.

The initiative encourages people to share their purchases using the hashtag **#wearforhope**, reinforcing the impact of ethical shopping choices.

Stop buying a lot of unnecessary clothing and eventually promoting the, let say, clean environment or helping the environment and climate change.



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MATA: HOW DOES THIS INITIATIVE HELP STOP FAST FASHION AND SUPPORT SUSTAINABILITY?



CLO

#wearforhope fosters a circular economy by prioritizing locally made products over mass-produced goods. By buying from local businesses and entrepreneurs, we contribute to sustainable wages and keep money within the community. By purchasing from them, we help sustain these missions while also promoting sustainable fashion. Well, let's say if I'm buying this from a local association with a mission or from a local shop and ordering, for example, this hoodie from a young entrepreneur, I'm giving her part of her salary. So, I'm contributing to this circular economy.

This also **reduces the carbon footprint** compared to products shipped from distant factories. I believe ethical production should be encouraged everywhere, but the core issues are mass exploitation and environmental harm caused by fast fashion.



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MATA: WHAT WILL BE YOUR FINAL MESSAGE TO CUSTOMERS, FUTURE PARTICIPANTS IN YOUR TRAINING, AND PEOPLE WHO WOULD LIKE TO BE INVOLVED IN THE ACTIVITIES THAT YOU'RE DOING?



#wearforhope is more than just a movement-it is a responsibility. My message is clear: **"We must carry our future in our hands and wear our future"**. This initiative is a call to action for people to make mindful purchases that benefit society and the planet.



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