

## **ABSTRACT**

The nature of clothing from the fast fashion industry can cause environmental pollution because this industry usually uses dyes and products made from plastic. Most of the clothes in the world are made of plastic, plastic based materials release microplastic particles upon sight and can contain marine ecosystems. Based on this phenomenon, clothing waste is a big threat to society. Therefore, alternative media are needed such as e-commerce applications to sell used clothes or savings and education about the risks of clothing waste and how to overcome them. This is so that clothing waste can be utilized and can be reused as needed, so that it does not accumulate and cannot be explained by the environment. The purpose of this thesis is to provide an understanding of the community so that they are accustomed to buying or using sustainable clothing and they can help protect the environment from the fashion industry waste, in addition to providing education about fast fashion products that are oriented towards the sustainability of waste clothing that can be a threat to the environment and designing clothing donation features so that they can benefit others. Media design using the mix-methods through a process of observation, questionnaires, interviews, and literature studies. The design of the Thrift Shop E-commerce designed in the form of an application is expected to help provide convenience and insight to the public about the dangers of clothing waste and how to process it so as not to pollute the environment.

**Keywords:** Fast Fashion, Waste, Thriftshop, E-Commerce