Graphic Design Showcase

2026

CONTINUUM by bold

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One More Wear: Using the Theory of Planned Behaviour to Increase Awareness on Upcycling with Young Adults.





The project "One More Wear," aims to combat Malaysia's massive textile waste crisis by launching a whimsical, vibrant event targeted at Generation Z adults aged 18–29. Backed by data showing that over 60% of young Malaysian consumers lack a strong understanding of textile waste and frequently discard clothes due to a lack of time or upcycling skills, the initiative applies the Theory of Planned Behavior to shift consumer attitudes and make garment care feel achievable.

To bridge the gap between awareness and action, the campaign creatively incorporates Near Field Communication (NFC) technology to build easier access to information that can help people start their journey.